



DR. DANIEL COSSI

Commander and International Chancellor of the Sovereign Brazil-China Order

ENTREPRENEUR, BUSINESSMAN, SPEAKER

CONFERENCES – SUMMITS – FORUMS –
SYMPOSIUMS – EXPOS – TV SHOWS

DIGITAL SPORTS, INNOVATION, EDUCATION AND INVESTMENTS

(FOR BETTING, CASINOS, LEGISLATION AND REGULATION OF DIGITAL SPORTS -
BUSINESS MANAGEMENT, BUSINESS MODELS EDUCATION and MOTIVATIONAL
SOCIAL INCLUSION)

THE MOST IMPORTANT POSITIONS

- International Chancellor of the Sovereign Brazil-China Order
- Vice President of Esports and Digital Sports at ABRID (Brazilian Association of Digital influencers)
- Vice Presidente of Brazil-China Youth Cultural and Commercial Association
- Secretary for Esports and Digital Sports at the Brazilian Parliamentary Front for Digital Influence
- CEO of Novaya Formatsiya – Brazilian Headquarters
- Member of CECC - China Electronic Commerce Chamber
- Member of CADPA - China Audio-visual and Digital Publishing Association
- Member of IAINF – Iranian Artificial Inteligency National Federation

THE MOST IMPORTANT POSITIONS

- Representative in the bilateral agreement for business with Macau Casinos and US Indigenous Community Casinos.
- Representative in the bilateral agreement between the Government of China and Brazil with Esports since 2016
- Vice President of the Pan American Electronic Sports Confederation
- CEO and Chairman of WESCO - World Esports Consortium (largest entity in the category in the world)
- Former Board member and VP of IESF (International Esports Federation)
- Founder and Former President of the Brazilian Confederation of Electronic Sports (CBDEL)
- Member of the Board of the African Digital Sports Confederation
- Official Speaker for the events: Casino Esports Congress, Online Gaming Show and Brazilian Gaming Congress

A man with a shaved head and a light beard is speaking into a microphone. He is wearing a light-colored blazer over a button-down shirt. His right hand is raised in a gesture. The background is blurred, showing what appears to be an indoor setting with other people. The entire image has a semi-transparent yellow overlay.

DREAMS IN REALITY

CAREER WITHIN ESPORTS AND OTHER VENTURES

GRADUATION AND TITLES

**A life dedicated to Business Models, Standards,
Administration, Finance, Market, Education and Innovation**

Graduated:

- Computer Science
- Graduated in Administration

MBA's and Extensions:

- Esports management
- Business Models and Standards
- Business Finance
- Sports Management

Masters Degrees:

- Master Degree in Artificial Intelligence
- Master Degree in Global Executive Management

Titles::

- Honorary Doctored (PhD. / Dr.) for his services and life dedicated to finance, innovation, education and businesses models and esports.
- Digital Influencer of the Year in Brasil - 2023 and 2024
- Brasil/China – Commander of the Friendship and Promotion



ENTREPRENEUR, PERSISTENT, DISCIPLINED, PASSIONAT, DETERMINED AND VISIONARY

Seeing Beyond His Time

He started his career as an entrepreneur prior to his computer science training. HAVING A MASTER IN ARTIFICIAL INTELLIGENCE IN THE 90S, HE WAS ALREADY A BUSINESSMAN IN THE TECHNOLOGY AREA CREATING HIS FIRST DATE CENTER (GHI) AND PROVIDING INTERNET SERVICES AT THE SAME TIME (DCC).

HAD A QUICK PASSAGE AS OWNER OF HOLISTIC MEDICAL CLINICS (LOWTH) AND EXPANDED ITS BUSINESS AREA BY CREATING AN INTERNET MARKETING MANAGEMENT COMPANY (WDA). STILL IN THE 90S CREATED INTELLECTUAL PROPERTY, BRANDS AND PATENTS COMPANY (DCC), AND EXPANDED THIS WITH THE CREATION OF ANOTHER COMPANY IN THE AREA OF LICENSING AND MERCHANDISING (GNCONSULTING).

At that time, he was a partner in a RISK MANAGEMENT COMPANY (NGO) where he created business, financial, operational and risk management models for several different financial institutions in addition to creating financial security standards.





ELECTRONIC SPORT, AND ITS STANDARDIZATION

LEGISLATION, REGULATION AND PADRINIZATION IN BRAZIL AND THE WORLD

In 2010 began a process of market research in the still new electronic sport, better known at the time as electronic games. Upon completion of the marketing study both in Brazil and around the world, he saw that the opportunity to generate standards and legislation of this category, as well as its recognition in various national and international areas would then be a necessity within a few years. The first actions were the creation of a women's esports team, and the creation of the National Electronic Sports League (at level

Brazil and the world). Promoting small competitions initially, and later negotiating representation and operation as CEO of an International Championship with finals and headquarters in China, the well-known World Cyber Arena (WCA) between 2015 and 2018.

In 2015 drafted together with São Paulo State Parliamentary, a State Bill for the recognition of electronic sport as a regular sport category and its practitioners as regular athletes.

NATIONAL AND INTERNATIONAL CONFEDERATIONS

WORLD PARTNERSHIPS WITH GOVERNMENT AND PRIVATE

In 2015 he created the current CBDEL - Brazilian Confederation of Electronic Sports, and began his career as a speaker, lecturer and international debater on electronic sports, the Olympic movement and Olympism, education, social inclusion and regulation, legislation and recognition of electronic sports. In 2016, he closed the first international partnership with China's national government, and its Ministry of Sport and the Ministry of Culture for the development of the

electronic sport and cooperation between Brazil and China. Also in 2016, he lectured in China in many cities in 6 different provinces. In Jakarta he gave a youth lecture on electronic sport, and later that year he went to Macau where he gave a speech at the anniversary ceremony of the Macao Reconquest of China, also on electronic sport. Since then he has lectured in dozens of countries, to governments, private events and various sports institutions.



A man in a dark suit and white shirt stands in front of several flags, including the Brazilian flag. A semi-transparent world map is overlaid on the image, with a yellow rectangle highlighting the Americas. The man is holding the Brazilian flag, which features the text 'REPÚBLICA PROGRESSO' on its blue band.

IN BRAZIL AND WORLDWIDE

INTERNATIONAL LEGISLATION

Among the most impactful works was the creation of not only the Electronic Sports Laws in all 26 states of the Brazilian Federation, but also the creation of the Brazilian Federal Law Project, in addition to the direct and indispensable performance in the creation of e-sport law for countries such as Mexico, China, Ecuador, among others, as well as private representation business between Macau casinos from 2018, and other entrepreneurs in China.

It offers direct support and support for the recognition of electronic sport in more than 61 countries through the Pan American Confederation of Electronic Sport (PAMESCO), created in 2016 by 3 countries, and through the World Sports ESPORTS CONSORTIUM (WESCO), an international esports entity created in 2016 with 4 other countries, today with more than 54 member countries (national federations and private companies).

A man with a shaved head and a light beard is seated, holding a microphone in his right hand and gesturing with his left hand. He is wearing a light blue button-down shirt under a white blazer. The background is a warm, yellow-toned indoor setting with blurred figures and architectural details. The entire image is covered with a semi-transparent yellow filter.

DREAMS IN REALITY

ENTREPRENEURSHIP



INTERNATIONAL CHANCELLOR OF THE SOVEREIGN BRAZIL-CHINA ORDER

On April 22, 2025, during the official celebrations of Brasília's 65th anniversary, Commander Daniel Cossi was awarded the decoration and title of International Chancellor of the Sovereign Brazil-China Order. The solemn ceremony took place at the Nereu Ramos Auditorium, in the Chamber of Deputies at the National Congress, in Brasília. This title is an official position within the Brazilian Congress (by the congressmen and senators).

The event was promoted and led by Commander Regino Barros, president of ABRID (Brazilian Association of Digital Influencers) and the Brazilian Academy of Honors of Merit, in partnership with Federal Deputy Evair Vieira de Melo.

The ceremony was attended by political authorities, international representatives, and personalities from various sectors, such as business, entrepreneurship, digital influence, and Brazilian institutional sectors.

"His contribution to fostering cooperation between the two countries and building public policies and sustainable models in the digital and sports ecosystem has been widely recognized in international forums and by official institutions in both Brazil and China", said the host of the event.



MEMBER OF THE ESPORTS AND DIGITAL SPORTS EXPERTS COMMITTEE AT CADPA – CHINA AUDIO-VISUAL AND DIGITAL PUBLICATION ASSOCIATION

Works toward standardizing digital sports and developing sustainable business models for this growing ecosystem continued in full force.

Invited to become member of the Esports and Digital Sports Experts Committee at CADPA – China Audio-Visual and Digital Publication Association

Mr. Fangyi Wu – Director of the Shanghai Jing'an District Culture and Tourism Bureau

Mr. Yijun Zhang – President of the China Audio-Video and Digital Publishing Association (CADPA)

Mrs. Liu Yang – Secretary-General of CADPA

Mr. Steven Zhang – Head of Industrial Development & Esports Committee

Mrs. Jane Yin – Second Secretary-General of CADPA



MEMBER OF THE CHINA ELECTRONIC CHAMBER OF COMMERCE – ESPORTS AND DIGITAL SPORTS COMMITTEE

Dr. Daniel Cossi serves as a distinguished member of the China Electronic Commerce Chamber (CECC), actively contributing to high-level discussions, policy formulation, and strategic initiatives.

Together with Kenneth Chang, the Global VP of WESCO and also member of CECC, his involvement strengthens bilateral relations and cooperation between Brazil and China in the fields of digital economy, esports, innovation, and technology, facilitating significant international partnerships and collaborative projects.

Through CECC, Dr. Cossi has established strategic alliances and diplomatic channels, enhancing mutual growth and exchange opportunities across economic, technological, and digital sectors.



CEO OF NOVAYA FORMATSIIYA – PUBLIC RUSSIAN ORGANIZATION FOR BUSINESS

NOVAYA FORMATSIIYA, a leading public Russian organization dedicated to international entrepreneurship, innovation, and business cooperation.

Fa partnership, and I officially became their Regional Vice President (RVP) for Brazil within their international division.

In addition, NOVAYA FORMATSIIYA has entered a strategic cooperation with WESCO – the World Esports Consortium – further expanding its influence and presence across key international markets through our combined reach and institutional strength.

Accompanying me were Mrs. Thatiana, WESCO's Executive Assistant for the Eastern European region; my WESCO's Eastern Europe Vice President, Mr. Oleg.

This partnership marks the beginning of a new chapter. We are now working to expand NOVAYA FORMATSIIYA's activities in Brazil, and a delegation of Russian entrepreneurs will visit the country later this year, in 2025.



BRICS ESPORTS FOUNDING MEMBER RUSSIA AND BRAZILIAN ESPORTS PARTNERSHIP AND AGREEMENT

BRICS Esports Championship, in Moscow, Russia Brazil under the representative of Dr. Daniel Cossi, RESF – Russian Esports Federation to sign an agreement of exclusive and mutual recognition between CBDEL – Brazilian Confederation of Esports and RESF. This agreement solidifies the commitment to collaboration, participation in each other's events, and deeper engagement through BRICS Esports.

Together with Dimitry Smith, President of RESF, and Konstantine Surkont, Special Advisor for RESF, the signing ceremony took place, for this partnership, marking an important step for esports diplomacy.

The BRICS Esports Championship 2023 is a direct initiative from Dr. Daniel Cossi and Mr. Dimitry Smith founding members since 2017.



MEMBER OF IRANIAN ARTIFICIAL INTELLIGENCE FEDERATION

invented by the Iranian Government to become member of the Iranian Artificial Intelligence Federation and to visit Iran and its capital, Tehran, where I met with Loghman Shavarani, President of the Iranian Esports Federation. We discussed a strategic partnership for mutual recognition between the Iranian Esports Federation and the Brazilian Confederation of Electronic Sports (CBDEL). Other main point was to introduce WESCO - World Esports Consortium to the Iranian Government.

An important meeting with the Minister of Telecommunications and Information and the Minister of Economy took place. It was during these meetings that WESCO, the World Esport Consortium, was officially introduced, leading to a partnership between the Iranian government and WESCO for collaboration in esports operations and public policy development.

Accompanied by the Secretary-General of the Iranian Esports Federation, this experience was not only a professional milestone but also a deeply enriching and memorable journey.

ASIAN OLYMPIC GAMES – ESPORTS

Historic Esports Moment: Medal Event 2023

In a historic moment for Esports around the world, where for the first time the sport had Olympic medals as its prize, between the 24th and 5th of October 2023, Mr. Daniel Cossi was in Hangzhou, China, for the Asian Olympic Games, and for the AESF Grand Meetings, as a guest of the AESF – Asian Esports Federation, and the Chinese Government. On September 27, 2023, I was at the AESF Grand Meeting, where I was invited to talk about Esports in Asia and its importance in the Olympic Movement,

in addition to being a witness to the MOU signed between AESF and ACDS – African Confederation of Digital Sports. Together with affiliated members of the entity, and alongside the President of AESF, Mr. Kenneth Fok, the CEO of AESF, Mr. Sebastian Lau, the COO of AESF, and his friend Mr. . Yifan Gao, General Director of Esports of the Chinese Government.



TENCENT ESPORTS SUMMIT

The largest Tech, Esports and Game Publisher in the World

In 2023, speaking at the Tencent event, one of the largest esports, video games and diversified technology companies, Mr. Daniel Cossi spoke about “Link to the Future!”, exploring the ways in which Esports can add value to training of the global citizen, and what are the impacts of technology on this same development. Representing WESCO and CBDEL, he was accompanied by other notable speakers from different entities and categories.



President of the Brazilian National Esports Confederation (CBDEL)



GENERAL DIRECTOR OF THE MASTERS MBA ESPORTS AT UNIVERSITY OF CATALUNYA

EDUCATION

DANIEL COSSI has been invited to become the General Director of the MASTERS and MBA Esports Course of the University of Catalunya / EUNCET Business School.

The course is the first in the world to have a certification official to the European Educational System and for the Commonwealth.

WESCO has partnered to offer his full know how and share it's own esports university course to implement Euncet Master and MBA ourse.

The purpose of the online master's degree in Global eSports Management is to train and prepare professionals to correctly attend to the management needs of activities and relationships linked to the eSports sector, which has a clear growing demand. Thus, the maxim of the online master's degree is to turn students into specialists in this new sector, trained to manage different types of companies and operating entities in the activity, from video game developers themselves to clubs and players, creators and promoters. And the whole Esports scosystem.





THE
LORD OF THE RINGS
THE MOTION PICTURE TRILOGY

THE
HOBBIT
THE MOTION PICTURE TRILOGY



LICENSING, MERCHANDISING, DESIGN AND PRODUCTION

CULTURE, EDUCATION AND SOCIAL

In 1996, he founded the Brazilian Tolkien Society, a non-profit organization that aims to propagate the works of British writer JRR Tolkien and use his creation to bring education, humanitarian values and culture to various participants, and is hired as a consultant to Warner Bros. Brazil and New Line Cinema, for the cinematic trilogy The Lord of the Rings and later The Hobbit. In addition to being a consultant, he was a Portuguese translation reviewer for the cinematographic work, trailers, and was the designer and responsible for the creation of each licensed product, as well as the licensing and promotion of the products created from the Lord of the Rings film trilogy.

REALITY SHOW “BATTLE OF STARTUPS”

Broadcasted Nationally by TV STATION “Record News”

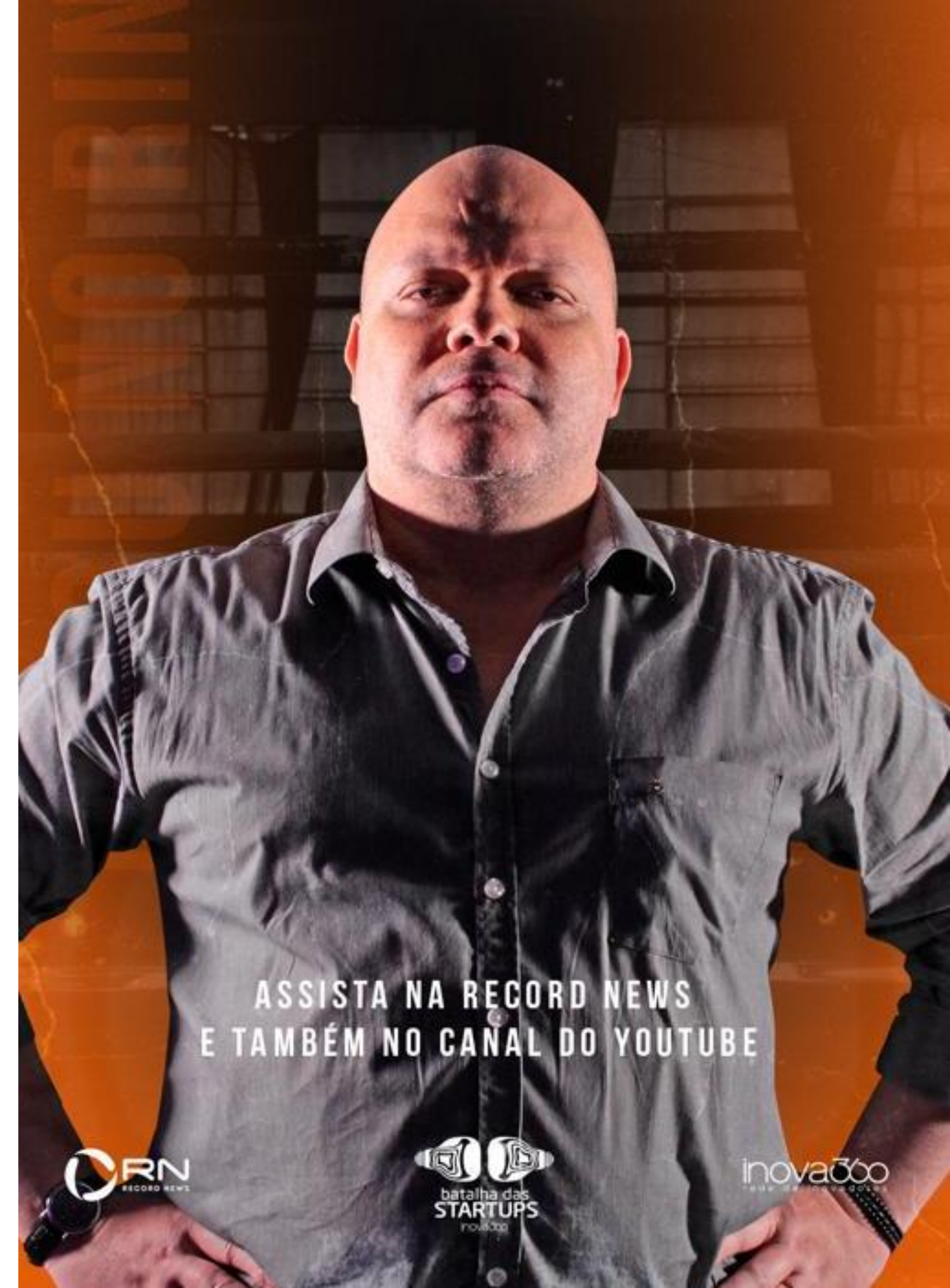
Since August 2020, he has participated as a Jury and Mentor of the Reality Show “Batalha das Startups”, broadcast by Record News on national network.

In addition to mentor and Jury, also acting as Sparring for competitors.

Companies from all categories of Startups enroll in the program to have an acceleration program in amounts ranging from R \$ 1 million to R \$ 9 million.

The Reality Show is maintained by INOVAHUB, a company of which Daniel Cossi is a shareholder, in an invitation accepted after his participation in the TV program.

In addition, Startups that participate in the program receive individual and private consultancy after the end of the program by the INOVAHUB accelerator





SPEAKER AT EVENTS ABOUT BETTING, CASINOS AND ESPORTS

ONLINE GAMING SUMMIT / BRAZILIAN GAMING CONGRESS / ESPORTS AND CASINOS CONGRESS

From 2017 to 2021 Daniel Cossi has been a invited Key Note Speaker and Debate Moderator for 3 of the major events in Brazil and worldwide. Always talking about electronic sports, technology security in the transactions, and how all the themes interact to each other. Highlighting the importance of the activity within the scope of the Olympics. "Several private leagues are spreading and this will be very important in the future, by expanding the presence of these modalities to the world society," he said. And connecting the Esports with Casinos and Betting not to mention Fantasy Games.



WORLD EXAMPLE AND MODEL

PAMESCO AND WESCO

In 2016 realizing the need for regulation, legislation and standardization, as well as advice for many countries regarding the sustainable business model for esports and the maintenance of national federations of countries around the world and the support needed for these countries to have recognition of their entities, and esports itself as a regular sport, in addition to the protection and integrity of their practitioners (athletes), he creates PAMESCO alongside with Argentina and Costa Rica. Now with the current 17 countries members (national esports federations only). After that the WESCO (World Esports Consortium) was created to reach the world with the institutional esports model. WESCO also makes the private sector, bringing even more homogeneity and sustainability to countries and to private companies from various sectors belonging to the esports ecosystem, currently with more than 54 countries from all continents and their national esports federations and private sector companies. several.



WORLD EXAMPLE AND MODEL

ACDS – AFRICAN CONFEDERATION

In 2023 by the decision of 41 countries in the African Continent, under the guidance and leadership of Mr. Daniel Cossi, WESCO fully supported and endorsed the initiative of the foundation of ACDS – African Confederation of Digital Sports, that took place in Morocco,. With the direct support of the Morocco s Government, and King of Morocco Your Highness Mohamed VI, it was established the Confederation, and Morocco leads the HUB of innovation, Businesses and Social Inclusion through Digital Sports to the entire African Continent.

The foundation had the support of many different WESCO's partners such as Chine Electronic Chamber of Commerce – CECC, Pan American Electronic Sports Confederation - PAMESCO , Brazilian Govern representative and many other representatives from different categories.



FRESH AIR AND STANDARDS

WESCO – IESF

First approach and membership of IESF (international Esports Federation), left the organization in 2017 and with him CBDEL (Brazilian Confederation of Esports) due to professional non agreement of procedures. After creating WESCO in 2016, the goals was always united the esports worldwide ecosystem to bring stability and standardization to the institucional scene. With the changes on the Board and in the Presidency of IESF, conversations took place from both parts, and in 2020 a partnership was celebrated. After the partnership Mr Daniel Cossi became Board Member and one of the Vice Presidents of IESF, now working together to construct better criterias of affiliation, standards for the esports management and stability and sustainability of all the operation using the WESCO esports business, administration and operational models



VENTURE-WESCO CO., HAIKOU CITY,
HAINAN PROVINCE, CHINA

ESPORTS CITY

An investment of 2.3 billions dollars for 2026, with the presidency of Mr. Daniel Cossi at Venture-WESCO Company based in Hong Kong. Venture-Wesco Group also took advantage of the trend from the operation and management of traditional entertainment and sports events to the professional field of e-sports and the whole industry to carry out innovative project research and development and investment transformation.. It is composed of outstanding professionals in the traditional sports and e-sports field, which is composed of outstanding professionals in the field of traditional sports and esports and has 112 city-based members around the world. It is composed of the American Vanguard Group (Venture Entertainment Inc.) and the World Esports Consortium (WESCO) The unit, professional e-sports institutions of 71 state-level management agencies, jointly used e-sports to integrate young citizens, and jointly created a truly active e-sports community in Hainan, forming an ecosystem to protect sports. The rights and goals of social and industry stakeholders.



VENTURE-WESCO CO., HONG KONG,
SHENZHEN & MACAU – GREAT BAY
AREA, CHINA

ESPORTS CITY II

An investment of 721 millions dollars for 2025, with the presidency of Mr. Daniel Cossi at Venture-WESCO Company based in Hong Kong. Venture-Wesco Group also took advantage of the trend from the operation and management of traditional entertainment and sports events to the professional field of e-sports and the whole industry to carry out innovative project research and development and investment transformation.. It is composed of outstanding professionals in the traditional sports and e-sports field, which is composed of outstanding professionals in the field of traditional sports and e-sports, and has 112 city-based members around the world. It is composed of the American Vanguard Group (Venture Entertainment Inc.) and the World Esports Consortium (WESCO) The unit, professional e-sports institutions of 71 state-level management agencies, jointly used e-sports as a way to integrate young citizens, and jointly created a truly active e-sports community in Hainan, forming an ecosystem to protect sports. The rights and goals of social and industry stakeholders.



ESPORTS EVENT PRODUCER AND
DIRECTOR

WORLD CYBER ARENA (WCA)

Between 2016 and 2019 he was the producer of the largest esports event in the world, the World Cyber Arena, based in the city of Yinchuan, China, the competition had its qualifications and qualifications held in five different regions of the world that comprised more than 29 countries, with dozens of teams and athletes. Mr. Daniel Cossi provided the online management software for teams, athletes and competitions, electronic ranking and coordinated logistics, transportation and accommodation, food, training grounds, main and parallel stages, entertainment events, awards and team competition for 9 current days in Yinchuan, in addition to technically producing the event and directing the same during its entire duration, in addition to coordinating the qualifications in the Americas as CEO of the region.

“CHANGING THE PEOPLE, CHANGING THE WORLD” AND “AMBASSADORS OF ESPORTS”

SOCIAL AND SPORTS PROGRAMS

Through WESCO, Daniel Cossi creates the international programs for social inclusion, professional and grassroots esports, education and citizen training “Changing the People Changing the World” and “Ambassadors of Esports”.

With this the program will open Sports and Football Training Centers in selected countries, bringing investors, sponsorships and a chance to build a better citizen giving opportunities and social inclusion for the citizen within these training centers,

to have access to education (English, math, programming, theater, 3D, MOCAP, Internet, Game Software Programming Languages, Streaming, Caster, Esports Coaching, and esports Athlete).

In addition you will have the example of the profession of being an athlete through established athletes and other celebrities through the Esports International Ambassadors program. Both programs were used in 2019 when CAFU visited China with Mr Kenneth Chang friend and partner of Mr Daniel..



MOST DISTINGUISHED POSITIONS AND JOBS

TOP POSITIONS AND JOBS IN ORGNIZATIONS AND PRIVATE
COMPANIES RELATED TO ESPORTS



President



**President of the Board of Directors,
& Former-presidente/Founder**



BARCELONATECH

**General Director of MASTERS
Esports Course(MBA)**



CEO & Chairman



First Presidential Advisor



中国电子商会
CHINA ELECTRONICS CHAMBER OF COMMERCE

**Member of the China Electronics
Chamber of Commerce**



Board Member



**Iranian Federation of
Artificial Intelligence**

Member of the Council



**Member of Global Digital
Economy Alliance
Representative for Bra**

MOST RELEVANT CONFERENCES, CONGRESSES AND AGREEMENTS

AS A LECTURER AND NATIONAL AND INTERNATIONAL DEBATER



Chat with Minister of Science, Technology, Innovation and Communications, Mr. Marcos Pontes and Mr. Daniel Cossi

Talking about Electronic Sport in the scope Professional sports, education, inclusion and advances in technology and innovations applied in this category

ABOUT PARTICIPATION AND MEMBERSHIP

A FEW HIGHLIGHTS WITHIN MANY

81 NATIONAL AND INTERNATIONAL ESPORTS TOPICS
AS INVITED LECTURES

IRANIAN FEDERATION MEMBER OF ARTIFICIAL INTELLIGENCE

CHINA ELECTRONIC COMMERCE CHAMBER

MEMBER OF THE INTERNATIONAL DIGITAL ECONOMY ALLIANCE

31 NATIONAL ESPORTS LAW PROJECTS

5 INTERNATIONAL LAW PROJECTS

OVER 15 INTERNATIONAL PARTNERSHIPS WITH
GOVERNMENTS AND ORGANIZATIONS

AMONG OTHER SHARES, ACTIVITIES AND PARTICIPATION



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FOR CONTACT AND INFORMATION:

- **REQUESTING LECTURES,**
- **EVENT PARTICIPATIONS,**
- **APPOINTMENTS, AND**
- **INTERVIEWS**



 <https://www.danielcossi.com>

For videos, biography, events and much more.
For Social Medias follow the URLs bellow.

 <https://www.linkedin.com/in/dancossi/>

 <https://instagram.com/dancossi>