
Gustavo H. Travassos

MXT



COUNTRY	Brazil
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INDUSTRY	Technology
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YEAR SELECTED	2012
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COMPANY SNAPSHOT

Thanks to MXT Holdings, police in São Paulo can track a theft with the touch of a screen. Founded by Gustavo Travassos in 2001, MXT Holdings is the market leader for the tracking and industrial tablet industries in Brazil. Its products are divided into two business units: Maxtrack, which focuses on the tracking market, and MXT, which focuses on the development and production of customized, industrial technologies for public safety and logistics clients. MXT Holdings is well positioned to continue to increase its share of the US\$2.0 billion dollar Brazilian tracking market. The company has already made a name for itself in Brazil: in 2009, the company won a major contract with the São Paulo police to manufacture tablets specially made to withstand the high temperatures and other dangers associated with daily routines. As it continues to grow, MXT Holdings wants to become a global technology leader and plans to focus on strategic partnerships in order to create unique new products and increase revenues.
