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Brazil Appoints First-Ever Tech Ambassador, Setting Global Precedent for Tech Diplomacy

Tech Diplomacy Institute Supervisory Board Member Eugenio Vargas Garcia Named to Historic Role as Extraordinary Ambassador for Technology and Innovation

Paris, October 10, 2025 - Brazil has made diplomatic history with the appointment of **Eugenio Vargas Garcia** as its first-ever **Extraordinary Ambassador for Technology and Innovation**, a position officially established on October 8, 2025, through Ministerial Ordinance MRE No. 621.

This groundbreaking move positions Brazil among a select group of nations, such as **Denmark, Estonia, France, Australia, and Kenya**, which have formalized technology diplomacy roles to address critical global issues such as **AI governance, cybersecurity, and digital trade**, toward coordinated tech diplomacy - the emerging field at the intersection of technology, governance, and international relations.

The appointment follows the historic launch of the Tech Diplomacy Forum (TDF) at UNESCO in June 2025, which convened over **1,000 leaders from government**, industry, and civil society to shape a new multilateral approach to digital governance.

"Eugenio has been building the foundations of tech diplomacy for almost a decade," said Ayumi Moore Aoki, Founder and President of the Tech Diplomacy Institute. *"This validates what we're advocating for: that tech diplomacy requires dedicated leadership at the highest levels, led by those who truly understand both worlds."*

Ambassador Garcia, a member of the TDI Supervisory Board, brings more **than 30 years of diplomatic experience**, including as Director of the Department of Science, Technology, Innovation, and Intellectual Property at Brazil's Ministry of Foreign Affairs and as Deputy Consul General in San Francisco, where he developed close ties with **Silicon Valley's innovation ecosystem**.

With more than **170 nations** still lacking dedicated diplomatic representation for emerging technologies, the move highlights Brazil's strategic intent to take a leading role in shaping digital governance frameworks.

"As we work toward our goal of supporting 150 Tech Ambassadors by 2027, Brazil's leadership sends a powerful signal," added Moore Aoki. *"This is the shift from dialogue to action that the global community urgently needs."*

The Tech Diplomacy Institute, developed in collaboration with **UNESCO**, serves as the world's first permanent, neutral platform for advancing tech diplomacy globally. Its programs include global meetings, capacity-building for diplomats, and policy research.

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BACKGROUND INFORMATION

1/ About the Tech Diplomacy Institute

The Tech Diplomacy Institute, in collaboration with UNESCO, serves as the world's first permanent, neutral platform for advancing tech diplomacy globally. It unites governments, industry leaders, academia, and civil society to address the growing gap between rapid technological innovation and global governance.

The Institute serves as a new model for diplomacy in the cognitive era—one that evolves beyond state-to-state talks to embrace a polylateral, networked approach where Tech Ambassadors interact directly with industry, academia, and publics to set international standards and build mutual trust.

Founded in 2025 in collaboration with UNESCO, it operates on four core pillars:

- Global Meetings, Summits and diplomatic convenings,
- Capacity Building programs for technology governance and diplomatic skills,
- Research & Innovation through the Tech Diplomacy Innovation Lab, and
- Expert Councils addressing critical challenges from AI governance, cybersecurity, quantum and data sovereignty. to cybersecurity.

The Institute's mission is to pioneer the field of tech diplomacy by democratizing innovation diplomacy, ensuring that all nations - regardless of size or technological capacity - have a voice in setting global technology rules.

2/ Why Tech Diplomacy Matters

The cost of inaction is staggering. Fragmented tech governance creates an estimated $2.8 trillion in annual economic inefficiencies, while more than 140+ conflicting data protection laws, 60 AI frameworks, and 40 cryptocurrency regulations create a maze of compliance challenges that stifle innovation and exclude smaller nations from meaningful participation.

Brazil joins a small but growing number of nations—including Denmark, France, Australia, Estonia, Austria, and Kenya—that have created dedicated technology diplomat positions. As artificial intelligence, cybersecurity, and digital sovereignty increasingly shape geopolitical dynamics, countries are recognizing that traditional diplomatic structures must evolve.

Tech Diplomacy Institute

In collaboration with unesco

3/ Advancing the Global Tech Diplomacy Movement

This appointment marks a significant milestone in the Tech Diplomacy Institute's mission to democratize innovation diplomacy worldwide. In a global landscape where only around 20 of the 194 UN member states have established dedicated Tech Ambassadors to navigate the $24 trillion digital economy, Brazil's decision sends a powerful signal of leadership from the Global South.

"With more than 170 nations still lacking dedicated technology representation, Brazil's appointment of Eugenio demonstrates the leadership we urgently need," said Ayumi Moore Aoki, Founder-President of the Tech Diplomacy Institute. "This is exactly the kind of transformation we launched at UNESCO—moving from dialogue to implementation."

The move reflects a growing recognition that technology diplomacy is no longer optional but essential to ensuring that innovation serves global cooperation, not fragmentation.

4/ Impact on Global Tech Governance

Ambassador Garcia's mandate will strengthen international collaboration on the most pressing digital challenges of our time. His work will help address critical challenges such as Al governance, digital cooperation, scientific and technological agreements, and inclusive development, ensuring that emerging economies gain a meaningful voice in shaping global technology standards.

5/ About Ambassador Eugenio Vargas Garcia

Strategic Mandate

As Brazil's first *Extraordinary Ambassador for Technology and Innovation*, Ambassador Garcia's mission is structured around four pillars:

- Global Representation: Serving as Brazil's voice at major international technology forums and shaping global digital policy dialogues
- Strategic Partnerships: Building coalitions with governments, tech companies, academia, and civil society on emerging technology challenges
- Innovation Promotion: Positioning Brazil as a destination for tech investment while advancing responsible innovation and inclusive development
- Future Intelligence: Monitoring technological trends and their implications for diplomacy and international relations

Distinguished Expertise

Ambassador Garcia's brings more than 30 years of diplomatic and academic leadership:

- Current Leadership: Director of the Department of Science, Technology, Innovation and Intellectual Property at Brazil's Ministry of Foreign Affairs
- Silicon Valley Experience: Former Deputy Consul General in San Francisco, serving as Brazil's direct liaison to the global tech ecosystem

- Diplomatic Standing: Recently promoted to Ambassador rank after decades as a First Class Minister
- Global Voice: Regular contributor to World Economic Forum, ITU's AI for Good, and other premier international technology policy discussions
- Thought Leadership: Recognized internationally as a leading thinker on tech diplomacy

His dual background in foreign policy and digital innovation makes him uniquely equipped to represent Brazil in the evolving landscape of international technology governance.

« Tech diplomacy represents the next evolution of international relations. The Tech Diplomacy Forum provides the institutional infrastructure necessary to ensure that technological progress serves multilateral cooperation rather than fragmenting it. This is essential work for our interconnected world, in particular for developing countries. »

Eugenio Vargas Garcia