February 04th, 2026
Michigan House Economic Competitiveness Committee
Anderson House Office Building
Lansing, MI 48933

Dear Members of the Michigan House Economic Competitiveness Committee,

I am writing to express our support for House Bill 5031 on behalf of Ubivis, a Brazilian technology company that chose East Lansing as the home for our United States operations.

Ubivis was founded in Curitiba, Brazil, to help manufacturers unlock the power of their data and optimize industrial processes through an AI driven, end to end platform. As we prepared to enter the United States market, we were looking not only for a location, but for a community that could help us navigate a new business environment in a new country.

The East Lansing/Lansing Regional SmartZone played a central role in that decision. From our first days at the Technology Innovation Center incubator, we received hands on guidance, local connections, and practical support that made establishing our United States presence in East Lansing feel like the right choice. The SmartZone helped us understand the regional ecosystem, connect with partners and advisors, and build confidence that our company could grow here.

Our United States journey is just beginning, but the support we have received has already shaped how we see Michigan as a place to invest, hire, and expand. For an international company entering a new market, that sense of welcome and partnership makes a meaningful difference.

We encourage your support of House Bill 5031 to renew SmartZone funding and for the continued investment in the regional systems that help companies from around the world choose Michigan as their home in the United States.

Sincerely,



Paulo Henrique Garcia de Souza
Chairman of the Board
Ubivis USA Inc.