



# JUGs Recruiting Corporations

**JCP Week 2014  
São Paulo, Brazil**

# Promoting the JCP



- Java professionals
- New generation of developers
- Visit companies interested in joining

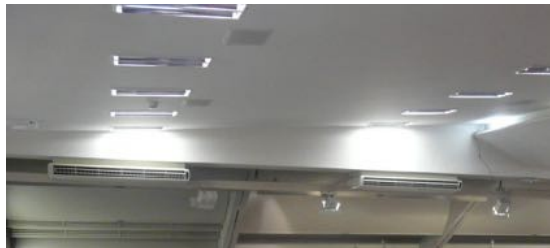
Specially:

**try out the JUGs outreach  
to companies**

# Numbers



- Presentations
  - ~830 developers
  - Professionals
  - Students (technical and university)
- Hackaton
  - Leonardo (SpecLead), Otavio (EG)
  - Around 20 (presential and online) from the Adopt a JSR
  - 4 classrooms of Java professionals
  - 30-40 professionals total



# Visiting Companies

- Summa Tech (joined)
- Dextra (joined)
- Tecsinapse (in process)
- Globalcode (in process)
- Others
  - NativeCode, OWSE, GigoGiga, Produtec
  - Some in process
  - All expected to join



# Others...

- Large Millage Program
  - want to join, wrong timing
- Large cloud provider in Brazil
  - considering
- Global provider of banking and payments technologies
  - considering
- Large banking clearing house
  - considering

# Message

- SouJava is working with the JCP in Adopt-a-JSR
- We are trying to increase participation of Brazilian companies
- We are inviting you to join the JCP
- Right now, there is a fee to join
- But because SouJava's invitation, you can join for free



# Win - Win

- Company joins for free
- JUG gets contact and attention
- Developer can easily take this to upper management
- JCP more important for JUGs
- JUG more important for companies
- JUG members have “real power”





# Challenges...

- Legal agreement: not easy to reach the person that can approve it
- Knowledge gap: the person that can approve has no idea what the JCP is
  - some don't even know about Java...
- Larger companies: long process to reach correct level (need help from JUGs to keep following up)
- Questions about resources and people investment

# Questions?



# Sociedade de Usuários Java SouJava

[www.soujava.org.br](http://www.soujava.org.br)

# SouJava Events



**Just Java**



**Café Brasil**



Maratona **4** Java  
Brasil



**SOU+JAVA**  
International Java Developers Conference



**SOU+Java**  
sociedade de usuários java