

RISE WITH RISE

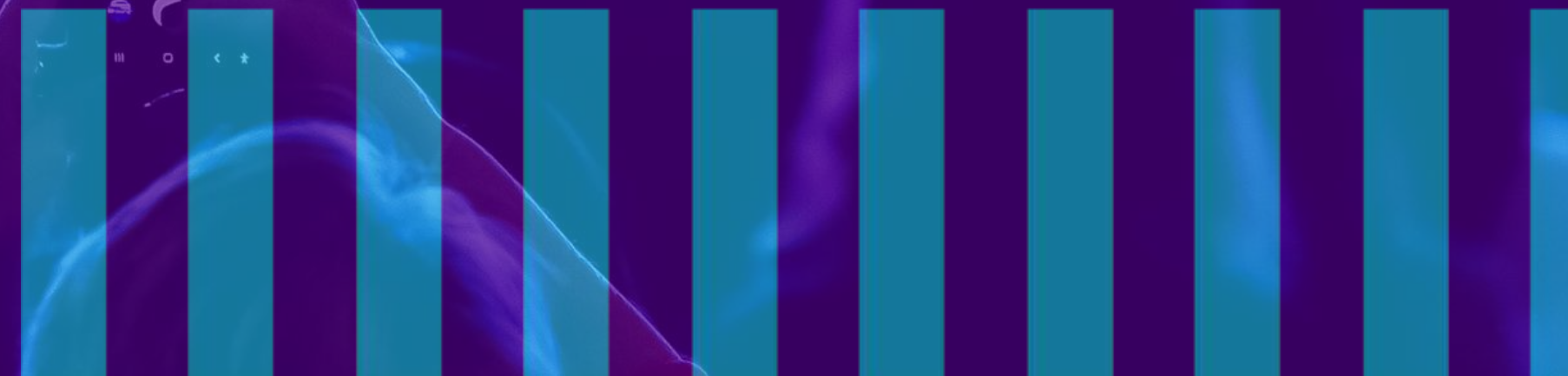
IDEAS  
THAT MAKE  
BUSINESS

RIO INNOVATION  
WEEK



WEEK

# A CONFERENCE FOR ALL PLAYERS



THE LARGEST AND MOST COMPREHENSIVE  
**TECHNOLOGY AND**  
**INNOVATION CONFERENCE**  
IN LATIN AMERICA.

[WATCH THE VIDEO](#)

# A UNITED **ECOSYSTEM** FOR SHARING IDEAS AND KNOWLEDGE



ENTREPRENEURS



EXECUTIVES



INVESTORS



RESEARCH  
INSTITUTIONS



GOVERNMENT  
REPRESENTATIVES



ACADEMY



**2.000**

PARTICIPATED  
STARTUPS

**1.000**

INVESTORS AND  
INTERNATIONAL DELEGATIONS  
ATTENDED

**125.000**

PEOPLE DURING THE 4 DAYS

**R\$1 BILLION**

IN NEW BUSINESS GENERATION



A woman with blonde hair, wearing a black top and a white polka-dot cardigan, is presenting at an event. She is holding a microphone and gesturing with her hands. The background is a purple-tinted image of a presentation slide with the text "RIO INNOVATION WEEK" and "FEBRUARY 11". To the left of the text, there are four vertical bars of varying heights, colored in shades of cyan and blue.

**IDEAS SHARED BY THOSE  
WHO KNOWS THE MOST**





**RICHARD**  
**RICHARD BRANSON**  
FOUNDER AT VIRGIN GROUP  
**BRANSON**



**AMY**  
**AMY WEBB**  
AMERICAN FUTURIST AND CEO OF THE  
FUTURE TODAY INSTITUTE  
**WEBB**



**FRANCIS**  
**FRANCIS SUAREZ**  
MAYOR OF MIAMI  
**SUAREZ**



**STEVE**  
**STEVE WOZNIAK**  
CO-FOUNDER AT APPLE, INC  
**WOZNIAK**

**MEET**  
**SPEAKERS**  
**FROM OUR**  
**PAST EVENTS**







**SPIKE**  
**SPIKE LEE**  
FILM DIRECTOR, PRODUCER AND  
SCREENWRITER  
**LEE**



**BRUCE**  
**BRUCE DICKINSON**  
IRON MAYDEN VOCALIST  
**DICKINSON**



**CÉLINE**  
**CÉLINE COUSTEAU**  
ENVIRONMENTALIST  
**COUSTEAU**



**STEVE**  
**STEVE BLANK**  
SERIAL SILICON VALLEY ENTREPRENEUR  
AND PROFESSOR AT STANDFORD  
UNIVERSITY  
**BLANK**

IDEAS THAT MAKE  
BUSINESS





**STEVE**  
**STEVE FORBES**  
PRESIDENT AND EDITOR-IN-CHIEF OF FORBES  
MAGAZINE  
**FORBES**



**AARON**  
**AARON ROSS**  
AUTHOR OF "PREDICTABLE REVENUE",  
SILICON VALLEY'S SALES BIBLE  
FROM IMPOSSIBLE TO INEVITABLE  
**ROSS**



**CAMILA**  
**CAMILA FARANI**  
INVESTOR, ENTREPRENEUR AND SHARK  
FROM SHARK TANK BRAZIL  
**FARANI**



**NIZAN**  
**NIZAN GUANAES**  
CEO AT N IDEIA  
**GUANAES**

BUSINESS • IDEAS THAT MAKE



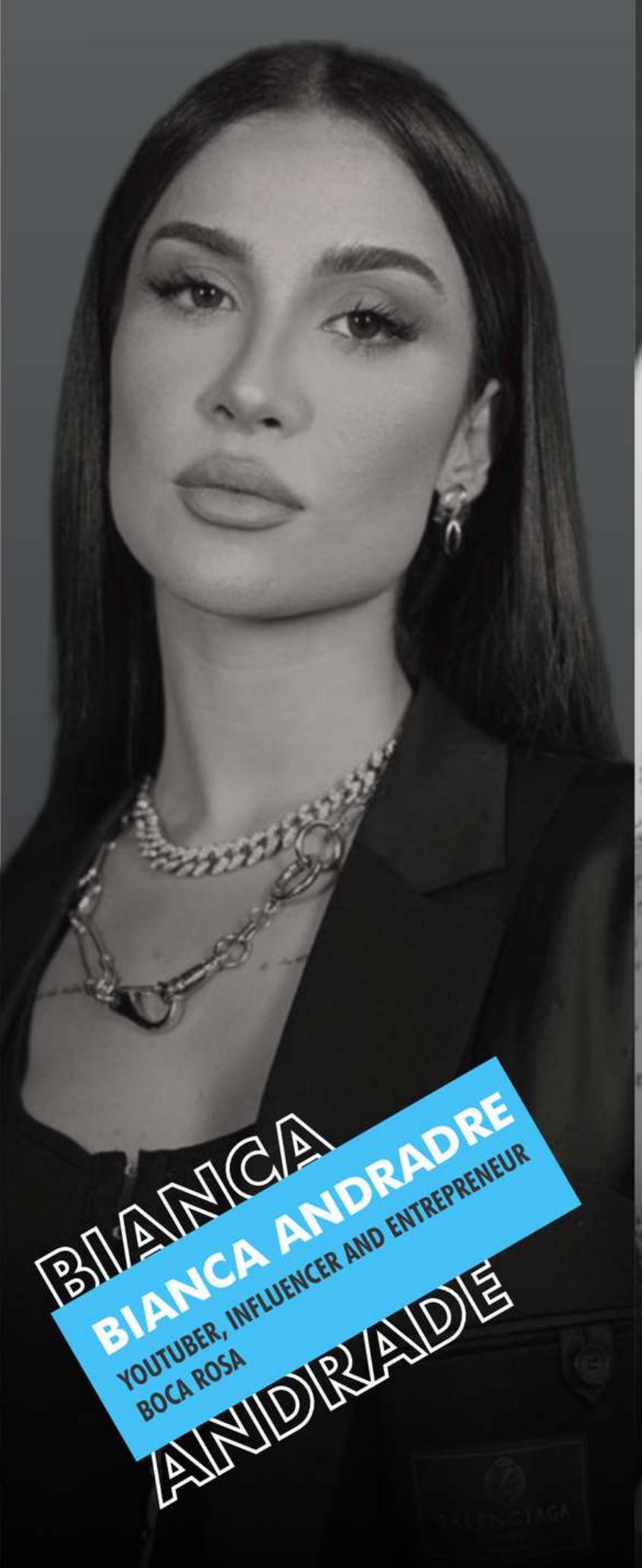
IDEAS THAT MAKE BUSINESS



**JULIETTE**  
SINGER, INFLUENCER AND ENTREPRENEUR



**DAN COCKERELL**  
FORMER VICE PRESIDENT OF  
MAGIC KINGDOM



**BIANCA ANDRADRE**  
YOUTUBER, INFLUENCER AND ENTREPRENEUR



**REBECA ANDRADRE**  
BRAZILIAN ARTISTIC GYMNAST,  
2022 WORLD ALL-AROUND CHAMPION



**NEXT DATE 2023**



IDEAS THAT MAKE BUSINESS

**RIO  
INNOVATION  
WEEK**

3rd to 6th | OCTOBER  
PIER MAUÁ - RJ





# SPACES TO PRODUCE INSPIRATION, CONNECTION







# AND MEMORABLE EXPERIENCES





# INNOVATION

# WEEK



**+880**  
LECTURE  
HOURS



MENTORIAS

HACKATHON

2.000

MENTORSHIPS AND  
WORKSHOPS IN 4 DAYS



Jeep



Veículo a combustão

STELLANTIS



Transmissão

FUTURE OF MO



200  
EXHIBITORS





IDEAS THAT  
GENERATE OUTREACH



THE # HASHTAGS OF THE EVENT WERE USED 102 THOUSAND  
TIMES DURING THE 4 EVENT DAYS

125 MILLIONS

OF PEOPLE REACHED BY THE PROJECT WITH  
SPONTANEOUS MEDIA

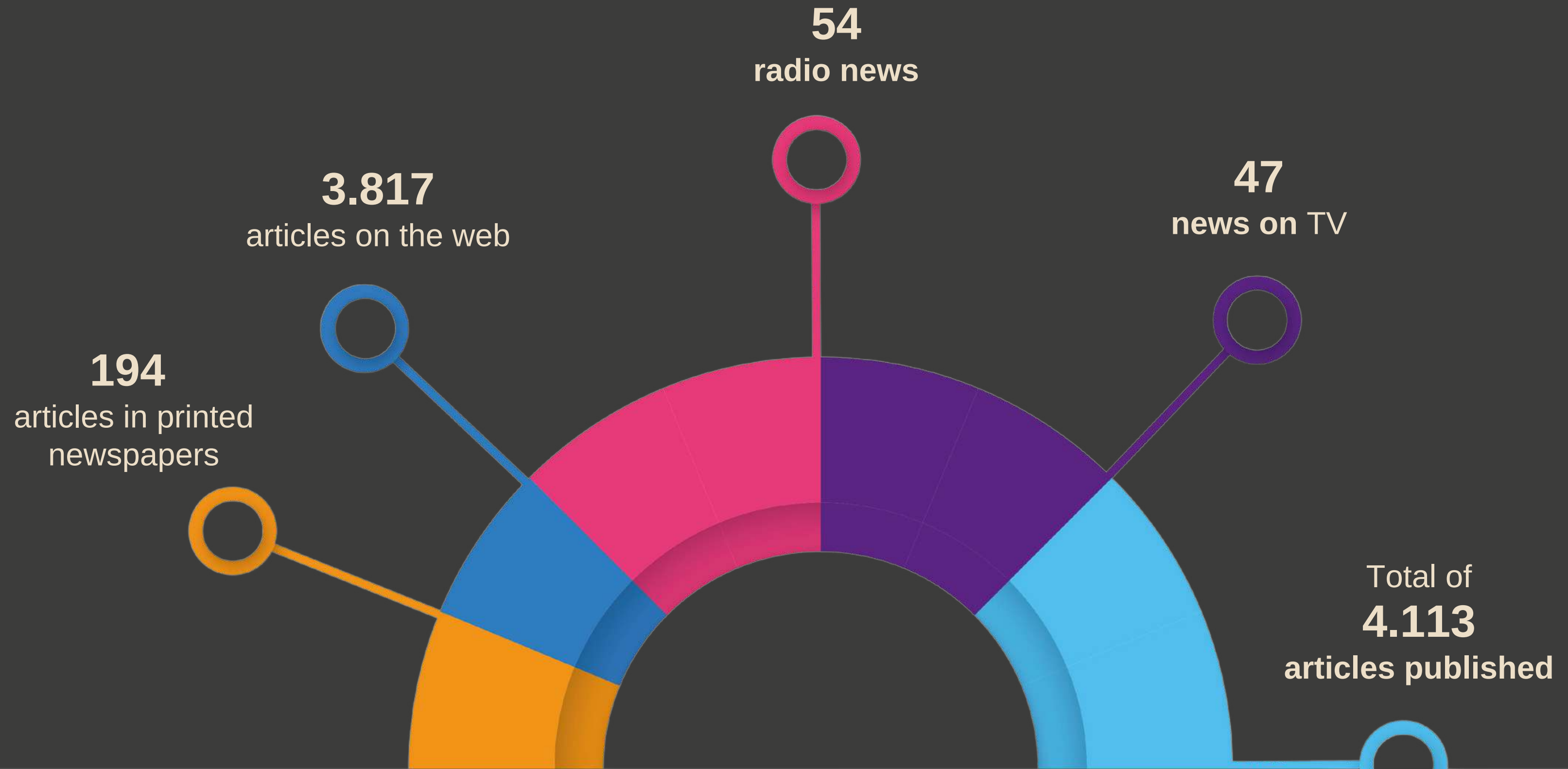
36.8 MILLIONS

OUTREACH ON SOCIAL MEDIA

R\$ 235 MILLIONS

ROI ON SPONTANEOUS MEDIA





**RIW** in media numbers



"BORN TO BE ONE OF THE GREATEST EVENTS  
IN THE WORLD"

STARTUPI

"CONSIDERED THE LARGEST AND MOST  
COMPREHENSIVE TECHNOLOGY AND INNOVATION  
SHOW IN LATIN AMERICA, THE FOUR-DAY RIO  
INNOVATION WEEK JUST WRAPPED UP"

CGTN

"TECHNOLOGY AND SOCIAL  
IMPACT MARK THE SECOND  
EDITION OF RIO INNOVATION  
WEEK"

SPANISH PEOPLE DAILY

"SECOND EDITION OF RIW – RIO INNOVATION WEEK –  
REACHES EXPRESSIVE RECORDS AT REGIONAL, NATIONAL  
AND INTERNATIONAL LEVELS"

TRIBUNA DA IMPRENSA DIGITAL

"SECOND EDITION OF RIO INNOVATION WEEK REINFORCES RIO DE JANEIRO'S LEADERSHIP  
AS THE INNOVATION CAPITAL OF LATIN AMERICA"

TI BAHIA



# Spike Lee e Bruce Dickinson estarão na segunda edição do Rio Innovation Week

By Guilherme - 12 de agosto de 2022



## RIO INNOVATION WEEK

A agenda vai reunir mais de 700 palestrantes e mais de 200 empresas expositoras, pitch de startups e debates sobre o futuro de diferentes segmentos que movem a economia e indicam o comportamento da sociedade.

### RIW: Camila Farani está à procura de projetos crypto para investir

EM RESUMO  
Rio Innovation Week anuncia data da segunda edição.  
Camila Farani está de olho no mercado crypto e diz que quer investir no ecossistema.  
Personalidades globais como o vocalista do Iron Maiden e Spike Lee confirmam presença no evento de inovação e tecnologia da América Latina.

## Rio Innovation Week 2022 será em novembro; veja destaques

12/08/2022 | 14:55 | Karina Cedeño



### rioinnovationweek e dancockerell

33 mil seguidores

Reconhecido em sua primeira edição — em janeiro de 2022 — como o maior e mais prestigiado encontro de Inovação e Tecnologia da América Latina, o **Rio Innovation Week** retorna neste ano, no **Pier Mauá**, com uma agenda de startups, pitch de startups, networking e indicações.

**Ver perfil**

editor da publicação Iron Maiden; Dan Cockerell, presidente da Dan Cockerell; autor do livro "O método para a magia"; apresentador de mercado que atua em inovação e tecnologia. O evento terá áreas dedicadas aos primeiros segmentos de remuneração dos participantes e para o mercado de trabalho antes somente possíveis em outros países.

## WORKSHOP COM DAN COCKERELL E VALERIE COCKERELL

9 DE NOV  
9H AS 11H30  
14H AS 16H30

Ver mais no Instagram

83 curtidas

Dan Cockerell saiu do posto de atendente de estacionamento para ocupar a vice-presidência dos parques Epcot Center e Magic Kingdom, na Disney. E agora, você pode aprender de perto com ele no workshop "O método para a magia".

Com base em seus 41 anos combinados de experiência na Disney, Dan e Valerie facilitam o workshop "Método para a Magia", descrevendo sua abordagem para construir uma grande cultura que deriva da liderança de classe mundial e resiliência no atendimento ao cliente.

Corre que as vagas são limitadas: garanta o seu ingresso no link da bio!

8 a 11 de novembro de 2022  
Pier Mauá - RJ  
#RIW22

# RIO INNOVATION WEEK

8 A 11 NOVEMBRO 2022  
PIER MAUÁ

PREPARE-SE PARA O MAIOR ENCONTRO DE TECNOLOGIA, INOVAÇÃO E NEGÓCIOS DA AMÉRICA LATINA

## Rio Innovation Week mostra o agronegócio

Entre os dias 8 e 11 de novembro, o Pier Mauá receberá a segunda edição do Rio Innovation Week, evento de tecnologia que pretende reunir 700 palestrantes e cerca de 200 empresas expositoras para discutir diferentes segmentos que movem a economia e indicam o futuro.



### hotelnews

## Área dedicada ao Turismo

por Redação | 15/08/2022 | Acontece



### AGROPAP

## Rio Innovation Week criará área exclusiva para agronegócio

7 anos no ar

### MUNDO NEGRO

HOME CARREIRA E NEGÓCIOS FALE CONOSCO QUEM SOMOS

PROJETOS - PUBLICIDADE - PARCERIAS

## Spike Lee vem ao Brasil para evento de tecnologia e inovação

Isadora Santos - 12 de agosto de 2022



Cineasta Spike Lee vai participar da segunda edição do Rio Innovation Week em novembro.

Spike Lee vem ao Brasil em novembro para participar da segunda edição do Rio Innovation Week, que acontece de 8 a 11 de novembro. O cineasta está entre os palestrantes convidados para o evento que é considerado o maior da América Latina na área de tecnologia e inovação.

Além de Spike Lee, personalidades como a ginasta Rebeca Andrade e o cineasta Izaquias Queiroz e Bruce Dickinson, vocalista do Iron Maiden também estão entre os convidados que devem falar no evento.

Neste ano, o Rio Innovation Week deve inaugurar uma nova área dentro do evento dedicada à Música, Cultura & Arte.

## Bruce Dickinson e Spike Lee vêm ao Brasil em novembro para evento de inovação

Marcos Chapeleta - 13/08/2022



O vocalista do Iron Maiden, Bruce Dickinson, e o cineasta Spike Lee estão confirmados no Rio Innovation Week. O evento de inovação e tecnologia acontece de 8 a 11 de novembro, no Pier Mauá, no Rio de Janeiro.

Dickinson deve apresentar a sua palestra *What Does This Button Do? Uma Noite Com Bruce Dickinson*, que foi cancelada no Brasil "devido a um conflito de agenda causado pela pandemia mundial".

O Rio Innovation Week promete reunir mais de 700 palestrantes, além de mais de 200 empresas expositoras. O presidente e editor da Forbes, Steve Forbes, e o VP da Disney World, Dan Cockerell, também estão entre os convidados.


Os ingressos para a 2ª edição do Rio Innovation Week estão disponíveis na plataforma *Sympla*. Realizado por Base Produções, LER Cultural e Sai do Papel, o evento ainda terá áreas especiais dedicadas à música e cultura & arte.

Confira a seguir como foi a edição anterior.

Foto: Reprodução

## Rio Innovation Week 1ª Edição - After Movie

Assistir no YouTube











WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW



WATCH NOW





**478 THOUSAND**

PAGE VIEWS ON THE WEBSITE

**36 THOUSAND**

PAGE VIEWS ON THE WEBSITE  
ON THE LAUNCH DAY OF  
THE CONFERENCE







IDEAS  
THAT MAKE  
BUSINESS

**RIW  
APP**

**1.8 MILLIONS**

**INTERACTIONS DURING THE  
CONFERENCE**





**13 THOUSAND**  
**USERS**

**40 THOUSAND**  
**NETWORKING**



**833 THOUSAND**  
**OPENED NOTIFICATIONS**

**181 THOUSAND**  
**FAVORITED CONTENTS**



**33 THOUSAND**  
**INTERACTIONS WITH**  
**SPONSORS**

**238 THOUSAND**  
**FAVORITED SPEAKERS**







**AT PIER MAUÁ.**  
**THE RIO DE JANEIRO**  
**INNOVATION CENTER**

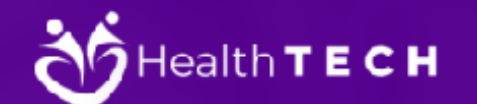


WHY BELIVE IN  
**IDEAS THAT  
MAKE**

**BUSINESS?**



# CONFERENCES





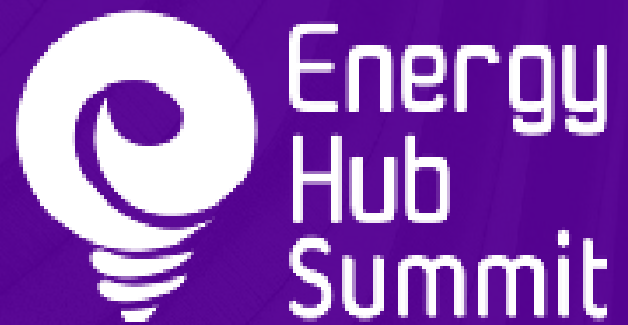


THE SDP SUMMIT ADDRESSES OPEN INNOVATION IN DIFFERENT SECTORS, IN ADDITION TO CREATING CONNECTIONS THAT GENERATE BUSINESS OPPORTUNITIES, NETWORKING, LEARNING AND NEW EXPERIENCES FOR ALL PLAYERS.

THE SDP WORKS ON ISSUES THAT CONTRIBUTE TO THE FINANCIAL SECTOR, HEALTH, ENERGY, EDUCATION, BUSINESS AND OTHERS THAT ARE OF GREAT RELEVANCE TO SOCIETY. WITH A HUGE STRUCTURE THAT INCLUDES MULTIPLE STAGES, WORKSHOPS, AND MENTORSHIPS.



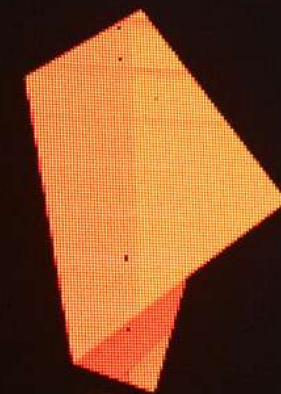




THE ENERGY HUB BRINGS TOGETHER THE MAIN INNOVATION AGENTS AND DECISION MAKERS TO DEBATE THE CRITICAL TOPICS OF THE ENERGY SECTOR. WE HAVE THE PRESENCE OF STARTUPS THAT ARE REVOLUTIONIZING THE INDUSTRY WITH THEIR INNOVATIVE SOLUTIONS, BRINGING THE CHANGES THAT THE ENERGY SECTOR NEEDS.



INOVAÇÃO NO MERCADO DE ENERGIA NO BRASIL



Sai do Papel



**Ronaldo Valino**  
Sócio PWC Projetos de Energia



**Rafael J.**  
Head de Pa  
Times de i  
Petrob





# ARENA HUB

CONFERENCE THAT PRESENTS THE MAIN TECHNOLOGICAL NEWS IN THE SPORTS MARKET, PROMOTING IMMERSIVE EXPERIENCES. THE ENTIRE ECOSYSTEM OF THE ARENA HUB HELPS IN THE CONNECTION OF PROFESSIONALS, STARTUPS, SPORTS ENTITIES, UNIVERSITIES, CENTERS OF RESEARCH, STUDENTS, ATHLETES, INVESTORS AND LARGE SPORTS COMPANIES.







THE GAME SEASON RIW SHOWS THE MAIN TRANSFORMATIONS OF THE INDIVIDUAL THROUGH THE E-SPORTS MODALITY, PRESENTING THE TECHNOLOGICAL NEWS FOR THE SEGMENT, IN ADDITION TO PROMOTING IMMERSIVE EXPERIENCES AND BRINGING REFERENCES IN THE SECTOR TO SHARE THEIR EXPERIENCES OF ENTREPRENEURSHIP, DEVELOPMENT, NEGOTIATION, INVESTMENT, PUBLIC NOTICES, DIGITAL MARKETING, AND OTHER CHALLENGES OF THE GAMING MARKET.





# EDTECH

THE CONFERENCE THAT DISCUSSES TRENDS, TECHNOLOGIES AND INNOVATIONS IN THE WORLD OF EDUCATION. EDTECH SEEKS TO BRING CONTENT, TOOLS, STUDIES AND POINTS OF VIEW ON THE EVOLUTION IN PLATFORMS, METHODOLOGIES AND EDUCATIONAL ENTITIES, AIMING THE ADVANCEMENT OF THE SECTOR.







CONECTA BRINGS THE FUTURE IN THE RETAIL AREA TO RIW, CONNECTING COMPANIES, ENTREPRENEURS AND EXECUTIVES. PRESENTS SOLUTIONS TO INCREASE SALES, OPTIMIZE LOGISTICS AND PRODUCTION, DEBATING THE FUTURE OF THE FOOD SERVICE INDUSTRY.





be **[IN]** crypto

BE IN CRYPTO BRINGS INFORMATION, KNOWLEDGE AND CONTENT ABOUT THE WORLD OF CRYPTOCURRENCIES AND BLOCKCHAIN. THE CONFERENCE BRINGS OUT THE OPPORTUNITIES OF THIS NEW STREET AND MAKES ROOM FOR NEW BUSINESS IN THE SECTOR.







CONFERENCE THAT PRESENTS THE AGRICULTURE OF THE FUTURE, FACILITATING ACCESS TO NEW TECHNOLOGIES. SUPPORTS BUSINESS, DELIVERS KNOWLEDGE AND PROMOTES INNOVATION, BRINGING NEW TOOLS FOR STARTUPS AND COMPANIES IN THE SECTOR.





# .Futuro

THE .FUTURO BRINGS DIVERSITY OF VIEWPOINTS AND EXPERIENCES ON NEW PROFESSIONAL TRENDS. PRESENTS THE EVOLUTION OF PROFESSIONALS AND OPPORTUNITIES IN TOMORROW'S WORK MARKET.





MIT  
Technology  
Review

# Innovative Workplaces Brasil

MIT TECHNOLOGY REVIEW: THE BRAZILIAN PUBLICATION BRINGS INNOVATIVE WORKPLACES TO BRAZIL, AN INITIATIVE THAT HAS THE OBJECTIVE OF MATURING THE LOCAL INNOVATION SCENARIO. IN ADDITION TO HIGHLIGHTING GOOD PRACTICES, IT PRESENTS POSSIBLE WAYS FOR IMPROVEMENT AND TRANSFORMATION.





# Clean Up the World



CLEAN UP THE WORLD IS ONE OF THE LARGEST COMMUNITY-BASED ENVIRONMENTAL PROGRAMS IN THE WORLD. BRINGS COMMUNITY GROUPS, SCHOOLS, BUSINESSES AND LOCAL GOVERNMENTS TOGETHER TO HOLD ACTIVITIES AND DISCUSS GLOBAL ENVIRONMENTAL ISSUES.







SEBRAE LIKE A BOSS ACTS TO ACCELERATE ENTREPRENEURS AND THEIR BUSINESS, AS WELL AS ENHANCE CONNECTIONS IN ORDER TO STRENGTHEN THE ECOSYSTEM.







THE VILA DA CIÊNCIA MCTI, PROJECT OF THE MINISTRY OF SCIENCE, TECHNOLOGY AND INNOVATIONS, BRINGS TOGETHER THE 29 RELATED ENTITIES - RESEARCH UNITS, SOCIAL ORGANIZATIONS, AGENCIES AND AUTHORITIES - TO PRESENT THE INITIATIVES, ACTIONS AND PROJECTS ABOUT THE MOST MODERN DEVELOPMENT OF SCIENCE AND TECHNOLOGY.







THIS CONFERENCE PRESENTS NEWS IN THE HEALTH MARKET, BRINGING THE SCIENTIFIC AREA WITH TECHNOLOGICAL SOLUTIONS. IMPORTANT PROMOTION OF THE OPEN HEALTH INNOVATION ECOSYSTEM, CONNECTING THE MAIN ACTORS IN THE HEALTH MARKET.







**RIW Pop & Tech**

INOVAÇÃO A FAVOR DA CULTURA

RIW POP & TECH BRINGS TECHNOLOGY AND INNOVATION IN FAVOR OF CULTURE WITH AN INTERACTIVE ENVIRONMENT, BRINGING THE MULTIPLE POSSIBILITIES OF USING TECHNOLOGY TO CREATE NEW ENVIRONMENTS AND EXPERIENCES IN CULTURAL PRODUCTION, STIMULATING THE CREATIVE ECONOMY AND GENERATING NEW BUSINESSES.







## SOCIEDADE 5.0

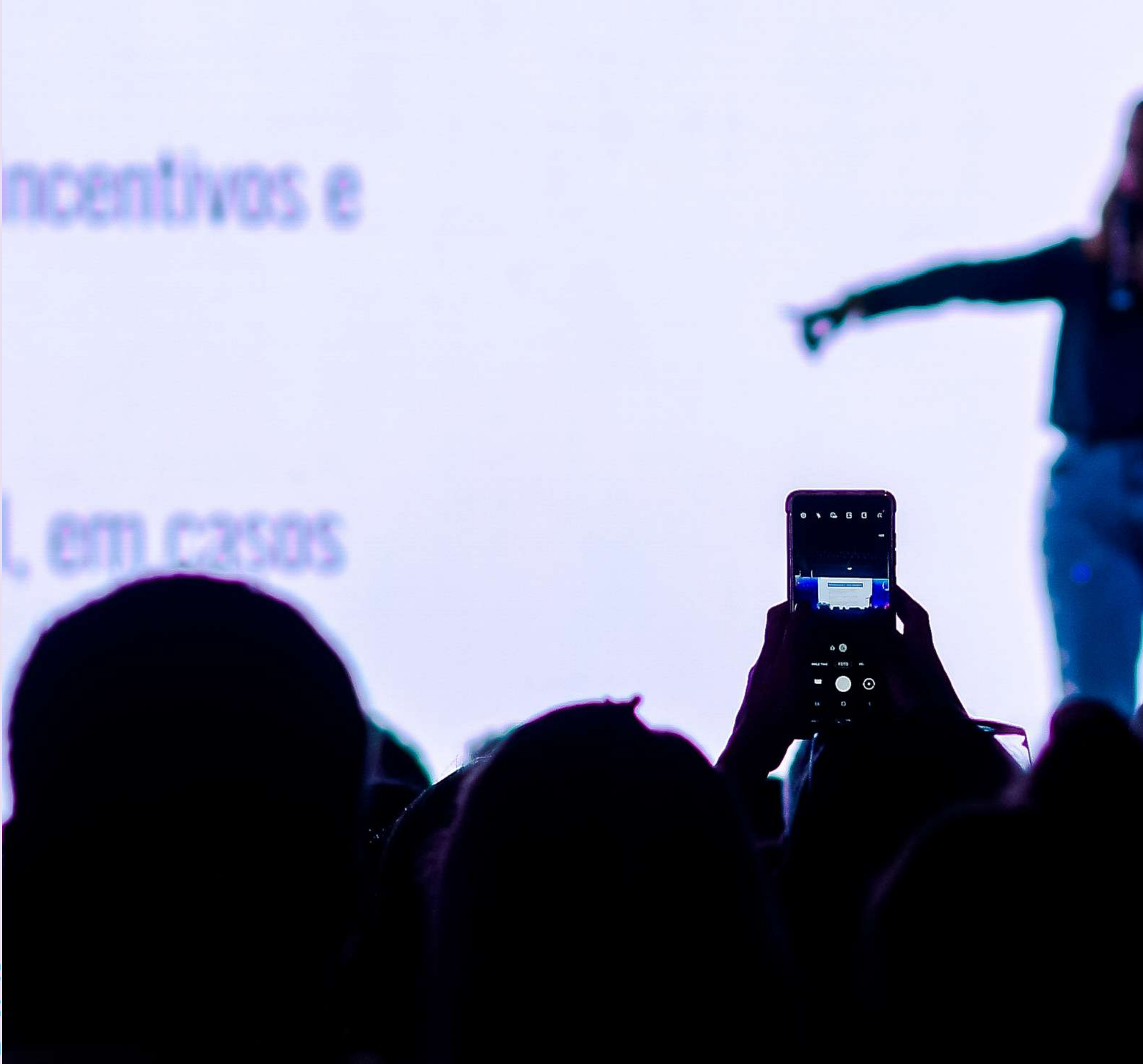
SOCIETY 5.0 USES THE TECHNOLOGIES CREATED IN THE 4.0 REVOLUTION AS THE CONVERGENCE OF ALL INNOVATIONS, ENABLING A BETTER QUALITY OF LIFE FOR SOCIETY, FOCUSING ON SMART CITIES, MOBILITY, LIFE SCIENCE, HUMAN AND SOCIAL DEVELOPMENT, NATURE SCIENCE, IN ADDITION TO ACTIONS FOCUSED ON ENVIRONMENTAL RESPONSIBILITY.





# JOURNEY

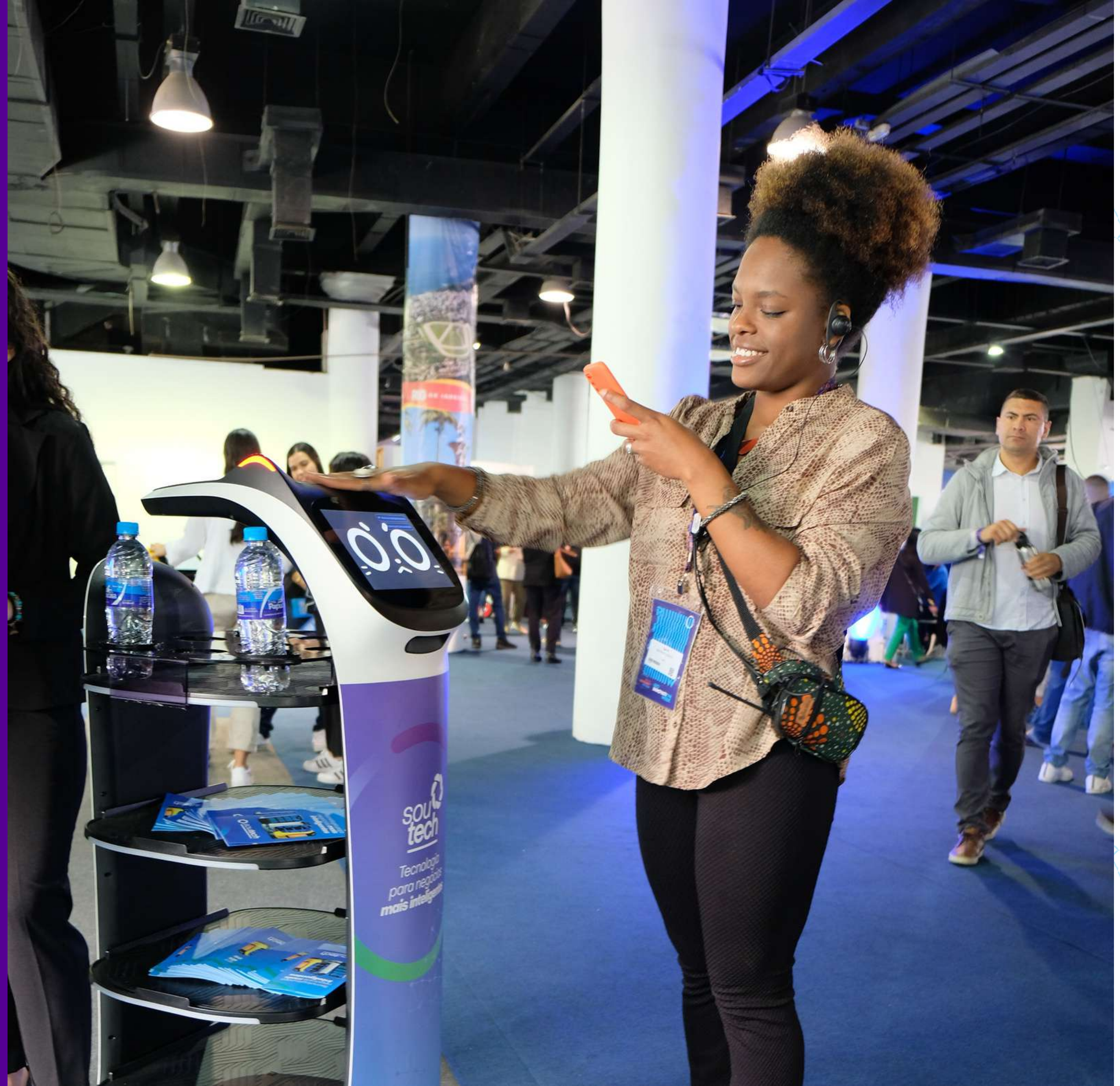
JOURNEY SHOWS THE PUBLIC THAT, DESPITE THE INFINITY OF EXISTING TOOLS, TECHNIQUES AND FORMULAS, USING DIGITAL MARKETING AND MODERN SALES TECHNIQUES AS A BUSINESS GROWTH STRATEGY IS ONE OF THE MOST EFFECTIVE AND SUSTAINABLE SOLUTIONS FOR THOSE WHO WANT TO GROW.







THE TURISTECH ZONE BRINGS TOGETHER THE MAIN PLAYERS IN TOURISM FOR A MEETING OF TRENDS AND SOLUTIONS AIMED AT DIFFERENT PARTS OF THE SECTOR'S CHAIN. THE OBJECTIVE OF THE PROGRAM IS TO ACCELERATE THE DIGITAL TRANSFORMATION IN TOURISM, FOSTER THE GROWTH OF THE TURISTECH ECOSYSTEM, PROMOTE CONNECTION BETWEEN ACTORS IN THE TOURISM AND INNOVATION MARKET, AND ENCOURAGE INVESTMENTS IN B2B AND B2B2C STARTUPS. FOR THIS, WE BRING SPECIALISTS, ENTREPRENEURS, FOUNDERS AND INVESTORS WHO ARE LEADERS OF DIGITAL TRANSFORMATION IN THE MARKET.







THE IMPACT HUB IS ONE OF THE WORLD'S LARGEST NETWORKS FOCUSED ON BUILDING ENTREPRENEURIAL COMMUNITIES FOR IMPACT AT SCALE. HOME FOR INNOVATORS, DREAMERS AND ENTREPRENEURS WHO ARE CREATING TANGIBLE SOLUTIONS TO THE WORLD'S MOST IMPORTANT ISSUES.





# RIW LAW TECHS

LAWTECHS AT RIO INNOVATION WEEK SEEKS TO BRING DIFFERENT REPRESENTATIONS OF NEW MARKET TRENDS AND THE CURRENT STRUCTURE OF BRAZILIAN SOCIETY, SO THAT THE LAW CAN MAKE THESE AND OTHER ADVANCES POSSIBLE THROUGH A FACILITATING AND EFFICIENT LEGAL SYSTEM. IN THIS CONTEXT, IT SEEKS TO INVITE RIW PARTICIPANTS TO REFLECT ON THE ROLE OF LAW AND THE POSITIVE IMPACTS THAT THE EFFICIENT MANAGEMENT OF LEGAL ISSUES CAN BRING TO SOCIETY.



# RIW LAW TECHS





# RIW METAMUNDO

THE RIW METAMUNDO IS A SPACE DEDICATED TO LEARNING ABOUT THE POSSIBILITIES THAT THE METAVERSE PROVIDES AND THE IMPACTS ON THE VIRTUAL ENVIRONMENT. ARTIFICIAL INTELLIGENCE, INTERACTIVITY, THE FUTURE OF WEB 3 AND METAVERSE COMMUNICATION ARE HIGHLIGHTS AT THIS CONFERENCE.





# FARANI STAGE RIW

FARANI STAGE IS A TALKSHOW PRESENTED BY SUCCESSFUL INVESTOR CAMILA FARANI, BRINGING PERSONALITIES, ENTREPRENEURS, INVESTORS AND INFLUENCERS ENGAGED WITH TECHNOLOGY AND INNOVATION TO THE STAGE.





# Music Forward

MUSIC FORWARD PUT MUSIC FORWARD: IN SEARCH OF WAYS THAT CAN BE EXPLORED TO PRESENT NEW SONORITIES WHEN WE TALK ABOUT INNOVATION AND THE FUTURE OF THE SECTOR.

TALKS, SHOWCASES, WORKSHOPS, BUSINESS ROUNDS, FAIRS, ART, MUSIC MEETINGS, TECHNOLOGY SHOW AND GREAT MUSIC ATTRACTIONS ARE SOME OF THE EXPERIENCES AT THIS CONFERENCE.



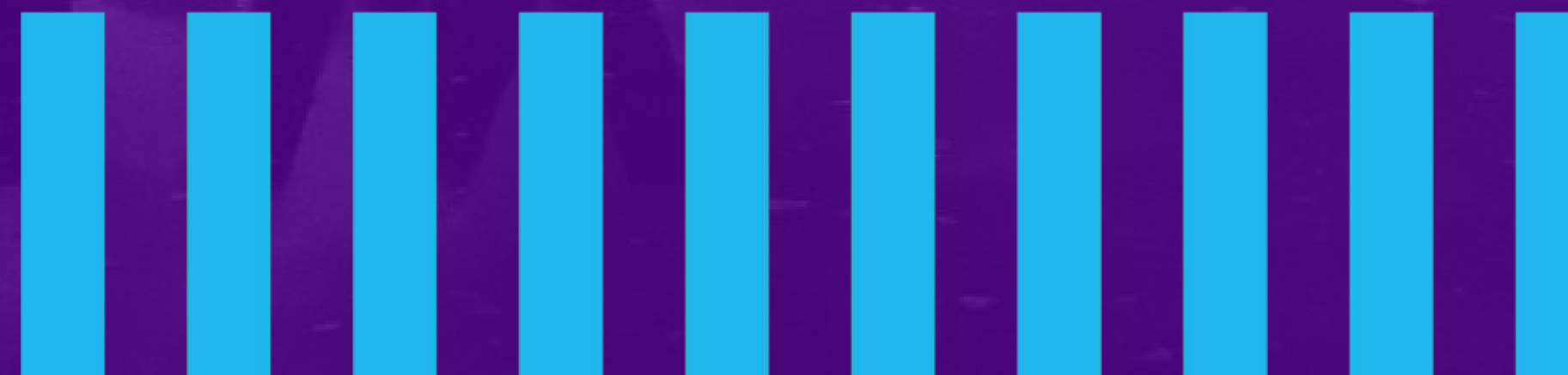


BE SEEN AS  
**INFLUENCER**  
AND LEADER IN THIS  
INNOVATIVE CONFERENCE,  
WHICH SPEAKS TO THE  
**WHOLE MARKET**





WHATS UP?  
READY FOR  
**EXPAND YOUR BUSINESS**  
AT RIW?





# WHO WAS WITH US



+ 400 PARTNER BRANDS AND ASSOCIATIONS THAT MAKE YOUR BUSINESS HAPPEN.



R

BUSINESS • IDEAS THAT MAKE

RIO  
INNOVATION  
WEEK

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W