

FOLHA DE S.PAULO

Financial media company organizes a virtual event for cannabis entrepreneurs to raise capital



[José Bacellar, a Brazilian entrepreneur who will be attending the virtual event: business has not stopped for Covid-19 \(Photo: publicity\)](#)

Valéria França

American financial media company Benzinga has announced that it will host its first Virtual Deal Room for the cannabis industry later this month. Entrepreneurs involved in the industry will be able to introduce themselves to a select group of investors, without leaving home.

In Brazil, an opportunity like this would not typically be available at a live event, let alone on the internet. The webcast, to be hosted in Brasília, will begin at 10 a.m. this Friday, April 24. Among those in attendance will be José Bacellar, an entrepreneur from Brazil who is the founder and CEO of VerdeMed, a medical cannabis startup company based in Canada but focused on Latin America.

“The organizers came up with this great idea,” says Bacellar, who is working from home like almost everyone else in Toronto, the Canadian city where he is currently living. “It’s a smart and safe way for businesses to keep going.”

Also attending will be representatives of CannGoods, a logistics company; Morency Cannabis Park, a commercial cultivation facility;

and Leafwire, a network of cannabis business professionals with 30,000 members representing 10,000 companies.

The Benzinga Virtual Deal Room is an extension of the renowned Benzinga Cannabis Capital Conference, which takes place annually in June. This year, attendance at the conference will also be offered online.

<https://cannabisinc.blogfolha.uol.com.br/2020/04/24/empresa-de-fundos-organiza-sala-virtual-para-setor-da-cannabis-levantar-capital/>