The Federal University of Campina Grande (UFCG) Joint IEEE Power Electronics Society (PELS)/Industry Applications Society (IAS) Student Branch Chapter (SBC) was created on 9 January 2017 and is the first PELS SBC in Brazil. Since its creation, the SBC has been very active and continues to promote power-related activities. On 13 June 2017, Prof. Edison da Silva, IEEE Fellow and professor emeritus of UFCG, gave a talk on willpower. The lecture, hosted by the PES/IAS/PELS Northeast 1 Joint Chapter and the UFCG PELS/IAS SBC, provided a great opportunity to improve concentration and willpower.

A series of technical talks was also organized for the second semester of 2017. Given the SBC members' interest in renewable power sources, on 25 July 2017, Stefânia Silva, who earned a master's degree in electrical engineering at UFCG and is working toward her Ph.D. degree in the same discipline, presented the seminar “The Challenges of the Wind Power Generation.” Silva’s speech focused on the application of power electronics for wind-power generation systems.

On 10 August 2017, Prof. Marcelo Cabral Cavalcanti, professor at the Federal University of Pernambuco (UFPE), Recife, Brazil, gave the talk “Research Targeted to the Solar Energy Segment.” During his presentation, Prof. Cavalcanti emphasized the photovoltaic systems research being conducted at UFPE. The group received a visit on 10 November 2017 from Prof. Edson Hirokazu Watanabe, IEEE Fellow and full professor at the Federal University of Rio de Janeiro (UFRJ), Brazil. Prof. Watanabe delivered a speech about electricity, instantaneous power theory, and power conditioners. The lecture was hosted by the PES/IAS/PELS Northeast 1 Joint Chapter and the UFCG PELS/IAS SBC and was made possible by the Local Distinguished Lecturer program of PELS Region 9 (Figure 1). A discussion about renewable and nonrenewable power sources and the solutions of power generation systems also took place. The talk was a success and attracted 46 attendees, 31 of whom were IEEE Members.

Volunteers from the UFCG PELS/IAS SBC visited a textile factory on 12 September 2017. The factory, located in Campina Grande, Brazil, belongs to the Companhia Tecidos Norte de Minas. The manufacturing unit uses cotton to produce threads and fabrics, and during each phase of the production process, a variety of electrical engineering applications was observed. As part of the IEEE Day celebration, the UFCG PELS/IAS SBC developed activities in partnership with the UFCG IEEE SB. On 7 October 2017, the UFCG IEEE SB promoted technical tours in its laboratories. Volunteers from the UFCG PELS/IAS SBC organized a tour in the Laboratory of Industrial Electronics and Machine Drives, the power electronics laboratory of UFCG. Planned activities for the first semester of 2018 include technical presentations and workshops.