

Council on Competitiveness Brazil Delegation

21-25 July 2008

Final Agenda



**Council on
Competitiveness**

1500 K Street, NW
Suite 850
Washington, D.C. 20005
T 202 682 4292
F 202 682 5150
Compete.org

Monday, July 21st
Brasília

- 9:00-10:15am** **Council Delegation Tour of the Brazilian Army Logistics Field**
Tour led by General Bensusan
- 10:50-11:30am** **Meeting with Inter-American Chamber of Transportation (CIT) and National Transportation Confederation (CNT)**
CIT Offices
- CIT will present a project they are working on for the environment that will help eliminate pollution from the air ("DESPOLUIR").
- 12:20pm** **Council Delegation Lunch with Brazilian Army Commander General Enzo**
Brazilian Army Headquarters
Special Receiving Room of Brazilian Army Commander
Participants include: Council Delegation, CIT and MBC
- 2:00pm** **Meeting with Father Jose Romualdo Degasperi, Dean of the Catholic University of Brasília**
- Welcome statements**
Father Jose Romualdo Degasperi
Dean, Catholic University of Brasília
Explanation of the University and a discussion of ongoing and potential cooperative projects/activities
- 3:00pm** **Tour of the Catholic University of Brasília**
- 3:30pm** **Q&A Session with Catholic University of Brasília Faculty**

Opening Remarks

Deborah Wince-Smith

President, Council on Competitiveness

4:45pm

**Council Delegation meets with State Department
of Economic Development**

Convention Center of Brasília

Host: Mr. Odilon Frazão, Undersecretary for
International Trade and Investments

Tuesday, July 22nd Brasília

- 8:00am-5:30pm** **Movimento Brasil Competitivo's 6th annual International Congresso: Competitive Brazil**
Brasília Alvorada Hotel Convention Center
- 11:30-12:30pm** **Council Delegation Meets with Yeda Cursius, Governor of Rio Grande do Sul, Jaques Wagner, Governor of Bahia, and other invited Governors**
VIP Room – Brasília Alvorada Hotel Convention Center
- 12:30-2:00pm** **Meeting with MBC Superior Council**
VIP Room – Brasília Alvorada Hotel Convention Center
- Participants include:
Jorge Gerdau, *Chairman, Grupo Gerdau and Chairman, MBC*
Claudio Gastal, *President, MBC*
Reginaldo Arcuri, *President, ABDI*
Clifford Sobel, *U.S. Ambassador to Brazil*
Eduardo Campos, *Governor of Pernambuco and former Minister of Science and Technology*
Teotonio Vilela, *Governor of Alagoas*
Jacques Wagner, *Governor of Bahia*
Yeda Crusius, *Governor of Rio Grande do Sul*
Marcelo Déda, *Governor of Sergipe*
- 2:30-4:00pm** **Council Delegation Meets Prof. Jorge Guimarães, President, CAPES and Chief of International Affairs, Ministry of Education**
- 4:45-5:45pm** **Council Delegation Meets with Dr. Marcelo Behar, Chefe-Executivo, and Dr. Sérgio Gusmão, Assessor Internacional, Ministry of Long-term Strategic Planning**
- 7:00-8:30pm** **Council on Competitiveness Reception**
Ambassador Cliff Sobel's Residence
- Participants: Council Delegation, MBC and ABDI leadership, Brazilian Governors, Ambassador Clifford Sobel and other invited guests

Wednesday, July 23rd Brasília & São Paulo

9:00am-1:15pm

Joint Council-MBC-ABDI meeting

Centro de Eventos e Convenções Brasil 21

9:00-9:30

Opening Remarks and Introduction of Delegation

Claudio Gastal

President, MBC

Introduction of MBC Superior Board

Review of 1st US-Brazil Summit Success and overview of main points of Call to Action

Reginaldo Arcuri

President, ABDI

The Productive Development Policy and its role to innovation in Brazil

Deborah Wince Smith and Council Delegation

Looking to the Future: Plans for 2nd US-Brazil Innovation Summit, Q4 2009, Washington, DC.

9:30- 9:40

Opening of Learning Lab

John Kao

Founder and CEO, Kao & Company, LLC

9:40-10:25

Talent

The 2007 Call to Action identifies several focus areas:

- Increase the numbers and proportions of students in higher education who are trained in science, engineering, entrepreneurship and management.
- Enhance and forge new public-private partnerships including university-industry collaborations in research and education.
- Encourage greater US and Brazilian studies in both nations – perhaps through the creation of American and Brazilian Institutes.
- Increase scholarships and opportunities for students to travel, study and do research and work opportunities between Brazil and the United States.

Kick-off Discussants:

Spiros Dimolitsas

Senior Vice President & CAO, Georgetown University

The role of the university in developing innovative talent and creating value through education and research and university-industry collaboration

Glauco Arbix

Executive Coordinator, Observatory of Innovation and Competitiveness – Advanced Studies Institute (IEA), University of São Paulo

Dr. Evando Mirra

Director of ABC (Brazilian Science Agency), Innovation Manager at ABDI and former president of CAPES

OPEN DISCUSSION

10:25-11:10

Investment, Innovation and Frontier Research

The 2007 Call to Action identifies several focus areas:

- Turbocharge frontier and multidisciplinary research.
- Energize our entrepreneurial economies.
- Reinforce risk-taking and long-term investment.
- Increase public and private sector investments in science, engineering and advanced design – especially in multidisciplinary areas such as biotechnology, biofuels, nanotechnology, information technology, computer sciences and aerospace.

Kick-off Discussants:

Jeffrey Finkle

President and CEO, International Economic Development Council

The role of investment, innovation and frontier research in international development

Lucia Melo

President, CGEE (Center for Strategic Studies and Management)

OPEN DISCUSSION

11:10-11:25

Coffee Break

11:25-12:10

Infrastructure

The 2007 Call to Action identifies several focus areas:

- Create national consensus for innovation-based growth strategies.
- Create a 21st century intellectual property regime.
- Strengthen platforms for the high-value manufacturing that will drive future prosperity.

Kick-off Discussants:

Hernan Lopez

Director – Latin America, NASDAQ OMX

Financial policies and structures: How financial policies and practices affect innovation

Are their areas where Brazil and U.S. can collaborate?

João Sanches

Senior Director of External Affairs, Merck
Innovation Infrastructure for Health: the role of research and IPR

Antenor Madruga

Partner, Barbosa, Müssmich & Aragão

Marina Pereira Pires de Oliveira

Special Advisor, ABDI
Legal Environment: Investment and Innovation

Pablo Ibañez

Director of Operations – Brazil, CH2M Hill

Maria-Elena Tierno

Vice President, CH2M Hill
Energy efficiency and environment concerns in large projects like the Panama Canal and those in Dubai – what are the opportunities and challenges to collaborate with Brazil?

OPEN DISCUSSION

12:10-12:55

Fueling our Future, Enhancing our Environment

The 2007 Call to Action identifies several focus areas:

- Support and build on the US-Brazil Biofuels Partnership – and invest in programs for long-term alternative/renewable energy sources.
- Make rural development a strategic national objective by leverage agriculture-based energy to drive rural prosperity.

Kick-off Discussants:

David Rodgers

Deputy Assistant Secretary For Energy Efficiency, Office of Technology Development, Office of Energy Efficiency and Renewable Energy, U.S. Department of Energy
Energy Efficiency and Renewable Energy: new developments, challenges and opportunities in biofuels and other alternative energy sources – what are the challenges and opportunities in the U.S., and what are areas of further collaboration with Brazil?

Dr. Clayton Campanhola

Director, ABD and former President, EMBRAPA

Deborah Wince-Smith

President, Council on Competitiveness
Update: The Council's ESIS Initiative

OPEN DISCUSSION

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| 12:55- 1:15 | Next Steps
Deborah Wince-Smith , <i>President, Council on Competitiveness</i>
Claudio Gastal , <i>President, MBC</i>
Reginaldo Arcuri , <i>President, ABDI</i> |
| 1:30-2:30pm | Council Delegation Meets with Dr. Altino Ventura Filho, Secretary of Planning and Strategic Development, Ministry of Mining and Energy |
| 3:00-3:45pm | Council Delegation meets with Miguel Jorge, Minister of Commerce and Industrial Development |
| 4:00-4:45pm | Council Delegation meets with Sérgio Rezende, Minister of Science and Technology |
| ~5:00pm | Depart for airport in Brasília (BSB) |

Thursday, July 24th São Paulo

8:45am-1:00pm

Council Delegation meeting at Getúlio Vargas Foundation FGV EAESP

8:45-9:10

Opening Remarks and Introduction of Delegation and Host
Institutions

Dra. Maria Tereza L. Fleury, *Dean, FGV*
Luis Eugênio Figueiredo, *President, ABVCAP*
Deborah Wince Smith, *President, CoC*
Lucas Câmara, *Director of Institutional Relations, MBC*
Roberto Alvarez, *International Affairs Manager*

9:30- 9:50

Dr. Cláudio Furtado
Director, GVcepe

Dr. André Saito
Academic Coordinator, GVcepe
• The PE/VC Industry in Brazil – An overview

9:50-10:15

Thomas Tosta de Sá
*Partner, Mercatto Investments; President, ABVCAP's
Consultant Board; Former President, CVM*

ABVCAP Associates
• Investment, energy, infrastructure
• Bottlenecks and opportunities
• Foreign Private Equity investments in Brazil

10:15-10:30

Thomas Tosta de Sá
*Partner, Mercatto Investments; President, ABVCAP's
Consultant Board; Former President, CVM*
• The "Rio Silicon Bay:" Rio de Janeiro's competitive
advantages towards being the innovation and
technology Brazilian capital

10:30-10:50

Coffee Break

10:50-11:10

Sérgio Weguelin
Director, CVM (Brazilian Securities Exchange Commission)
Macroeconomic environment in Brazil
• Regulatory Landmark
• Investment Environment
• Support & Incentives Policies

DISCUSSION

11:30-11:50	<p>Dr. Guilherme Ary Plonski <i>President, ANPROTEC (Brazilian Association of Science Parks and Business Incubators)</i></p> <ul style="list-style-type: none">• Technology Parks and Incubators in Brazil
11:50-12:30	<p>Dr. Osvaldo Massambani <i>Director, University of São Paulo's Innovation Agency</i></p> <p>Diógenes Feldhaus <i>Partnerships Director, INOVA (University of Campinas Innovation Agency)</i></p> <ul style="list-style-type: none">• The role of the university in the Brazilian innovation ecosystem <p>DISCUSSION</p>
12:45- 1:00pm	<p>Closing Remarks</p>
3:30-4:45pm	<p>Council Delegation meets with Gilberto Mifano, President of Bovespa Bovespa</p>
7:00 – 9.30 pm	<p>CH2M Hill Innovation Reception and Dinner Upstairs Lounge, Grand Hyatt Hotel</p>
7:30pm	<p>Welcome</p> <p>The Road to 2009: Building on the 2007 US-Brazil Innovation Summit Deborah Wince-Smith, President, Council on Competitiveness</p> <ul style="list-style-type: none">• Mobilizing the public and private sectors around the theme of innovation-based prosperity.• Promoting strategies across the Americas to enhance sustainable innovation.• Building “Innovation Learning Labs” in Brazil and the United States• Next steps to the 2009 2nd US-Brazil Innovation Summit <p>Building Innovation – Lessons from CH2M Hill Pablo Ibañez, Operations Director, Brazil for CH2M Hill</p>
8:00pm	<p>Dinner</p>

9:30pm

Closing Remarks
Pablo Ibañez

Friday, July 25th São Paulo

9:00-10:30am

**Council Delegation meets with UNICA leadership:
Eduardo Leão, Executive Director and Carolina
Costa, Public Affairs**
UNICA - União da Indústria de Cana-de-açúcar

12:30-2:15pm

**Council Delegation Lunch hosted by Newmark
Knight Frank**

2:30-4:30pm

Newmark Knight Frank Techno Park presentation
Newmark Knight Frank office

Participants:

Sergio Negro, *Managing Principal, Newmark Knight
Frank*

Pier Sola, *Consultant, Newmark Knight Frank*

André Leirner, *Consultant, Newmark Knight Frank*

José Luiz, *Executive Managing Director, Newmark
Knight Frank*