

Agenda

7th Brazil-US Innovation Learning Laboratory 2009: Fundação Dom Cabral Belo Horizonte, MG 19-20 November 2009

**Intertwining local and regional innovation
hotspots in Brazil and in the US
with global entrepreneurship and
competitiveness**

Partner Organizations:

The Council on Competitiveness
The Brazilian Competitiveness Movement (MBC)
The Brazilian Agency for Industrial Development (ABDI)

Local Partners:

Fundação Dom Cabral (FDC)
Companhia Energética de Minas Gerais (Cemig)
Secretaria de Estado de Ciência, Tecnologia e Ensino Superior



Thursday, 19 November 2009

3.00 – 4.00pm	Technical Visit to Cemig's System Operator Center
	Location: Cemig
	Participants: same group visiting the Governor. Exceptions are likely Julia Rosen and Ted Rogers (SkySong), who will lead the co-incubation meeting at 5pm at Dom Cabral Foundation, along with Roberto Alvarez (ABDI) and ANPROTEC representatives.
	Note: Monica Cordeiro is checking on agenda availability of Cemig's president to host the group in this visit.
4.30pm	Meeting with Minas Gerais State Governor Aécio Neves
	Location: Palácio do Governo (Governor's Palace)
	Participants: ABDI: Reginaldo Arcuri, Maria Luisa Leal MBC: Claudio Gastal (TBC) US delegation Officer from US mission (TBC)

7.00 – 8.00pm

Side-meeting – Co-incubation

Location: Fundação Dom Cabral
Campus Aloysio Faria

Moderator:
Roberto Alvarez
International Affairs Manager
ABDI

Brazilian lead:
Ary Plonski
President
ANPROTEC

US leads:
Julia Rosen
Associate Vice President for Innovation and Entrepreneurship
SkySong – Arizona State University

Ted Rogers
Partner
PPI Ventures

8.00 – 10.30pm

Joint Delegation Opening Reception

Location: Fundação Dom Cabral,
Campus Aloysio Faria
Nova Lima, MG

Friday, 20 November 2009

The 7th Brazil-US Innovation Learning Lab 2009 takes place in the State of Minas Gerais, in Southeastern Brazil – a State which, like many others in Brazil and in the United States, is increasingly achieving a pivotal role in fostering and promoting state-level innovation systems that contribute to the creation of local and regional innovation hotspots. These hotspots, on their turn, may not only help to strengthen the economies around them, but also generate important benefits to their respective national-level innovation systems and economies.

As State governments and municipalities – and, more importantly, the related private and research organizations– jointly develop these local and regional hotspots, how to network these hotspots in order to stimulate and establish bilateral joint projects and initiatives, knowledge and technology transfers, and academic and professional exchanges? Moreover, how to link them with other locations and regions within Brazil and in the United States *and* with the global scenario in order to favor a more sustainable regional economic development and prosperity? Invigorated entrepreneurship, competitiveness and internationalization of companies may result from these connections.

Location:

Fundação Dom Cabral

Campus Aloysio Faria, Centro de Desenvolvimento do Conhecimento em Gestão
Av. Princesa Diana, 760, Alphaville, Lagoa dos Ingleses
Nova Lima, MG

8.15 – 9.00am

Lab Entry and Registration

9.00 – 9.30am

Opening Remarks

Elson Valim
Executive Director
Fundação Dom Cabral

Reginaldo Arcuri
President
Agência Brasileira de Desenvolvimento Industrial (ABDI
– Brazilian Agency for Industrial Development)

Claudio Gastal
President
Movimento Brasil Competitivo (MBC)

Deborah Wince-Smith
President
Council on Competitiveness

Alberto Portugal
Secretary of Science, Technology and Higher Education
Minas Gerais State Government

9.30 – 10.45am

The roles of local and regional Innovation hotspots in the Brazilian, US and global scenarios

A moderated conversation...

Focus Questions:

What factors foster local innovation (e.g. entrepreneurial culture, human resources, fiscal incentives)?

How to attract – and retain – talent and a skilled workforce into innovative regions?

What is the role of municipalities and State governments in developing local and regional innovation hotspots?

How to network local and regional innovative locations? And how to connect them to the global economy?

What and how global innovation-related issues (e.g. competitiveness, internationalization of companies, sustainable development, etc.) can be tackled from a local or regional perspective?

Moderator:

Paulo Lacerda

Coordinator

RENAPI - Industrial Policy National Network (Rede Nacional de Política Industria) / ABDI

Brazilian Kick-off discussants:

Paulo Borges

Coordinator

Minas Gerais Innovation System (SIMI)

Minas Gerais State Secretariat for Science, Technology and Higher Education

Mauro Borges

Director

**Center for Regional Development and Planning,
Federal University of Minas Gerais(UFMG)**

US Kick-off discussant:

Julia Rosen

Vice-President for Innovation and Entrepreneurship

SkySong – Arizona State University (ASU)

10.45 – 12.00am

US-Brazil Joint Technology Projects

A moderated conversation...

Focus Questions:

How can joint bilateral technology projects solve common problems in Brazil and in the United States?

How can different abilities in Brazil and in the United States be brought together in benefit of common issues in both countries?

How can joint bilateral technology projects be stimulated, supported, sustained and financed by Brazilian and American partners?

Moderator:

Roberto Alvarez
International Affairs Manager
ABDI

Brazilian Kick-off discussants:

Dario Thober
CEO
Wernher Von Braun

Jorge Humberto Nicola
Director of Innovation and Technology
National Institute of Metrology, Standardization and Industrial Quality (INMETRO)

12.00 – 1.00pm

Lunch

1.00-1.10pm

Inovatec 2010

A brief presentation on Inovatec – Technology and Innovation Fair, one of the most relevant Brazilian events promoting technology innovation.

Mariana Yazbeck
International Partnerships Advisor
Minas Gerais State Secretariat for Science, Technology and Higher Education

1.10pm – 2.15pm

**Connecting Ideas with the Market:
A Presentation of Minas Gerais Start-Ups**

Start-up leaders will showcase what it takes to build a business in Brazil – as well as business products and services ready for deployment in Brazil and the United States.

2.15 – 3.30pm

Entrepreneurship and internationalization of companies

A moderated conversation...

Focus Questions:

What drives the processes of entrepreneurship and internationalization of companies in Brazil and in the United States?

What is the role played by entrepreneurship in the process of internalization of companies in Brazil and in the United States?

What are the most critical factors and challenges for the growth and the penetration of Brazilian and US companies in international markets (e.g. investments, governmental support, lack of information, etc.)?

Moderator:

Evando Mirra de Paula e Silva

Director

Brazilian Academy of Sciences (ABC);

Professor Emeritus

Federal University of Minas Gerais(UFMG);

Board

Center for Strategic Management and Studies (CGGE)

Brazilian Kick-off discussant:

Afonso Cozzi

Professor

Dom Cabral Foundation

US Kick-off discussant:

Ted Rogers

Managing Partner

PPI Ventures

3.30 – 3.45pm

Break

3.45 – 4.00pm

US-Brazil Innovation Learning Laboratory Deliverables Preview and Challenges

What is the current situation of the joint initiatives? What actors and institutions are involved? What are the critical factors for the success of these initiatives? How can ABDI, MBC and the Council help to promote them?

Roberto Alvarez
International Affairs Manager
ABDI

Chad Evans
Senior Vice-President
Council on Competitiveness

4.00 – 4.20pm

Demonstration Project on Renewable Energy and Smart Grids

Brazilian lead:

Monica Cordeiro
Superintendent, New Business
Cemig

Goal:

To establish a Renewable Energy and Smart Grid Demonstration Project through education exchange and institutional collaboration focused on Smart Grid technologies

This project will develop a joint proposal to public and private sector funders in Brazil and the United States to develop a tangible Demonstration Project of Renewable Energies and Intelligent Grids, incorporating student, faculty, business leader and idea exchange between leading research institutions, utilities and private sector companies in both countries.

The Demonstration Project will be designed to assist the Brazilian and US distributed power industries in the development and testing of distributed power systems, focusing on technologies available to generate energy from renewable sources (e.g. wind, solar) and the systems needed to integrate the power generated to the grid (such as smart grid infrastructure, power line communication, wireless infrastructure, etc.). Through an Open Invitation and a Project Commission, selected Brazilian and US companies and sponsoring distribution companies can work together – with leading research institutions in both countries – on different themes in order to structure a demonstration project in two or three sites that supply a minimum of 60,000 consumers.

In addition to Cemig, the University of Illinois at Urbana-Champaign and the Federal University of Rio Grande do Sul, the Smart Grid Collaboration and Education Exchange will engage other institutions and organizations in Brazil and in the United States.

4.20 – 4.40pm

US-Brazil Co-Incubation

Brazilian lead:

Dario Francisco Guimarães de Azevedo
Dean for International and Institutional Affairs
Pontifical Catholic University of the State of Rio Grande do Sul (PUCRS)

US lead:

Julia Rosen
Vice-President for Innovation and Entrepreneurship
SkySong – Arizona State University (ASU)

Ted Rogers
Managing Partner
PPI Ventures

Goal:

To create a Brazil-US collaboration of incubators to spur entrepreneurship and business development.

Incubators in the Brazil and in the US are hemispheric leaders in fostering entrepreneurship and innovation. From clean technology companies to biotech firms, incubators from both countries help startups take their technologies to the market, create jobs and drive national prosperity.

A cross-border collaboration between incubators will highlight best practices, share networks of investors and entrepreneurs and open a pipeline of innovative – and marketable – ideas between Brazil and in the US.

4.40 – 5.00pm

Energy Intelligence for Energy Efficiency and Renewable Energies

Brazilian lead:

Denis Maia
CEO
Choice Energy Intelligence

US lead:

Tod Perry
Program Manager
Clean Energy Entrepreneurship Center,
National Renewable Energy Laboratory (NREL)

Goal:

To develop P&D projects between Brazilian and US research institutions and utilities using intelligence techniques aiming at reducing energy usage and generating solar and wind power.

5.00 – 5.20pm

Invitation to the 2nd US-Brazil Innovation Summit

Roberto Alvarez
International Affairs Manager
ABDI

Chad Evans
Senior Vice-President
Council on Competitiveness

5.20 – 5.45pm

Innovation Learning Laboratory Close

Reginaldo Arcuri
President
ABDI

Claudio Gastal
President
MBC

Deborah Wince-Smith
President
Council on Competitiveness

Saturday, 21 November 2009

Visit to Ouro Preto, Minas Gerais, a historical baroque village approximately one hour from Belo Horizonte