

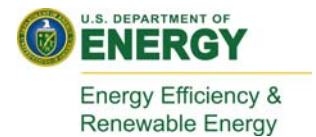
Agenda



2009 US-Brazil Innovation Learning Laboratory 5: Rio de Janeiro, Brazil 19-21 August 2009



Leveraging Innovation Capacity to Drive Competitiveness and Prosperity



Partner Organizations:

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

Local Partners:

The Brazilian Innovation Agency (Finep)
Rio de Janeiro Technology Network (REDETEC)
Johnson Controls, Inc.



As part of:

A US-Brazil Energy Efficiency and Renewable Energy Innovation Partnership, funded by the US Department of Energy and managed by the National Renewable Energy Laboratory



Ministério da
Ciência e Tecnologia



Wednesday, August 19, 2009
3:30 – 9:30pm

7:00pm **Joint Delegation meets in Sofitel lobby to depart for no-host dinner**

7:30 – 9:30pm **Joint Delegation No-Host Dinner**

Location Porção Rio
Av. Infante Dom Henrique, S/N, Aterro do Flamengo
Rio de Janeiro - RJ

Note Transportation between the Sofitel and restaurant will be provided by ABDI and MBC.

Thursday, August 20, 2009

8:30am – 10:00pm

Ultimate prosperity and competitiveness in both the United States and Brazil depend not only on fundamental research, the creativity of each country's workforce, the ability to create and transfer knowledge, and an entrepreneurial spirit – themes explored in Labs 1-4.

Prosperity – especially job creation and the formation of new firms and industries – depends upon the ramp-up of manufacturing and production capabilities. How do both nations begin to design and implement a new foundation for high-performance production? What are the new human, organizational, financial and policy models needed for a robust manufacturing future in the United States and Brazil?

Attention will focus on solutions and collaborations – as well as cross-sector learnings – particularly in strategic areas, like energy efficiency and renewable and information and communications technologies.

Location

Finep
Praia do Flamengo, 200 – Flamengo
Rio de Janeiro, RJ

Note

Transportation between the Sofitel and Finep will be provided by ABDI and MBC.

8:00am	Joint Delegation meets in Sofitel lobby to depart to Finep
8:30 – 9:00am	Registration
9:00 – 9:30am	Host Introductions and Opening Remarks
	Claudio Gastal <i>President</i> <i>Movimento Brasil Competitivo</i>
	Deborah Wince-Smith <i>President</i> <i>Council on Competitiveness</i>
	Maria Luisa Leal <i>Director</i> <i>Brazilian Agency for Industrial Development</i>
	Luís Fernandes <i>President</i> <i>The Brazilian Innovation Agency (Finep)</i>

9:30 – 10:00am

The Legal, Regulatory and Intellectual Property Environment for Innovation, Competitiveness and Prosperity

A moderated conversation ...

Focus Questions:

What are the characteristics of a legal and regulatory environment that are favorable to business development?

Kick-off discussants:

Alexandre Couto

Partner

Barbosa, Müssmich & Aragão Attorneys

Ted Rogers

Managing Partner

PPI Ventures

10:00 – 11:00am

Workforce Deployment and Economic Development

A moderated conversation...

Focus Questions:

How do organizations hire, train, retain and deploy a skilled and flexible workforce in a competitive and ever-changing global marketplace?

What technologies, networking and infrastructure models and approaches can organizations employ in order to develop a more efficient and sustainable workforce deployment?

How do organizations combine best practices in innovation-intensive fields, such as energy efficiency and clean tech, with meaningful economic benefits and job creation?

Kick-off discussants:

Eduardo Costa

Director of Innovation

The Brazilian Innovation Agency (Finep)

Tod Perry

Program Manager, Clean Energy Entrepreneurship Center

National Renewable Energy Laboratory

- 11:00am – 12:15pm** **Connecting Ideas with the Market:
A Presentation of Brazilian Start-Ups**
- Moderator:**
José Alberto Sampaio Aranha
Director, Genesis Institute (PUC-Rio)
Board Member, ANPROTEC
- 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.
- 12:15 – 12:45pm** **Lunch**
- 12:45 – 1:00pm** **Presentation and Q&A by Johnson Controls:
An energy efficiency study of Brazil and the
United States**
- 1:00 – 1:15pm** **The Road to the 2nd US-Brazil
Innovation Summit 2010:
A Review of Joint Initiatives Generated in the
US-Brazil Innovation Learning Laboratories**
- Roberto Alvarez**
International Affairs Manager
Brazilian Agency for Industrial Development
- Chad Evans**
Vice President – Strategic Initiatives
Council on Competitiveness
- 1:15 – 5:45pm** **Afternoon Working Sessions:
Creating Pathways to Implementation**
- Participants will discuss opportunities for bi-national partnerships within specific sectors – and craft plans for tangible results and activities that will be presented in the 6th and final US-Brazil Innovation Learning Laboratory, September 9-10, 2009, at the US National Renewable Energy Laboratory.
- 1:15 – 2:30pm** **Workshop A:
Smart Grid Collaboration Initiative**
- Leads:**
Monica Cordeiro, CEMIG
Asghar Mirarefi, University of Illinois at Urbana-Champaign

Goal:

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 distributed power industry 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 the United States and Brazil, including:

- » The current exchange program between the Getúlio Vargas Foundation and the University of Colorado at Boulder's Leeds School of Business
- » Deere & Company's employee education opportunities
- » Other companies and universities who are members of the Council on Competitiveness and the Brazilian Competitiveness Movement

2:30 – 4:00pm

**Workshop B:
US-Brazil Co-Incubation**

Leads:

Kátia Aguiar, Rio de Janeiro Incubators Network and Bio Rio

Priscila Perillier O'Reilly de Araujo Castro, Genesis Institute (PUC-Rio Incubator)

Ted Rogers, PPI Ventures

Goal:

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

Incubators in the United States and Brazil are hemispheric leaders in fostering entrepreneurship and innovation. From clean technology companies to biotech firms, US and Brazilian incubators 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 the United States and Brazil.

4:15 – 5:45pm

**Workshop C:
Clean Tech Open Brazil**

Leads:

Ricardo Felizzola, Federation of Industries of the State of Rio Grande do Sul (FIERGS)

Ellen Luttrell, Energy Communications Consultant to the US Department of Energy, Office of Energy Efficiency and Renewable Energy, United States Department of Energy

Goal:

To create, host and launch a Clean Tech Open in Brazil.

The Clean Tech Open is an organization of leading entrepreneurs, academics, investors and companies in California, Colorado and other US states, working together to accelerate the development of clean technology startups.

Clean Tech Open Brazil would provide resources, education and support for clean tech entrepreneurs. Activities might include an Annual Business Competition, Mentoring, Sustainability Workshops, a series of Public Symposia and Resource Directory.

Any inventor, technologist or clean tech enthusiast in Brazil with a great clean tech idea will be invited to submit an Executive Summary of his or her idea. After rounds of judging, Finalists and Winners would receive a "Startup-in-a-Box" package of cash and services, donated by high-profile sponsors. Packages could include: cash, office space, legal services, accounting, insurance, public relations, recruiting, software, and other business essentials.

5:45 – 6:00pm

Wrap-up & Next Steps

Claudio Gastal
President
Movimento Brasil Competitivo

Deborah Wince-Smith
President
Council on Competitiveness

Maria Luisa Leal
Director
Brazilian Agency for Industrial Development

Note

Following the US-Brazil Innovation Learning Laboratory, the Delegation will return to the Sofitel before departing for dinner. Transportation between the Innovation Learning Laboratory and the Sofitel will be provided for the Delegation.

7:30pm

Joint Delegation meets in Sofitel lobby to depart for dinner

8:00 – 10:00pm

Joint Delegation Reception and Dinner Hosted by Johnson Controls, Inc.

Paulo Freire
Vice President BE Brazil
Johnson Controls, Inc.

Johnson Controls, Inc., a global multi-industrial leader in energy efficiency, commissioned research within the Brazilian business community to examine perceptions of energy efficiency and sustainability. Named the Energy Efficiency Indicator (EEI), this survey includes responses from executives responsible for managing, reviewing or monitoring energy use within their organizations. The survey examines the impacts on management of energy within companies, including financing strategies, expected return-on-investment, incentives, certification, renewable energy strategies and the outlook on building efficiency trends.

Location

Térèze Restaurant
Hotel Santa Teresa
R. Almirante Alexandrino, 660, Santa Teresa
Rio de Janeiro -RJ
20241-260
Tel: 55 21 2222 2755

Note Transportation between the Sofitel and dinner location will be provided by ABDI and MBC.

Friday, August 21, 2009

8:00am – 4:00pm

8:00am

Joint Delegation meets in Sofitel lobby to depart to CEPEL - Eletrobrás' Electric Energy Research Center for Side Meetings on Bilateral Energy Opportunities

Location CEPEL
Avenida Horácio Macedo, 354- Cidade Universitária - Ilha do Fundão
Rio de Janeiro. RJ
Phone: (21) 2598-6473

Note Transportation between the Sofitel and CEPEL will be provided by ABDI and MBC.

9:00 – 10:00am

Energy Efficiency Program Side Meeting

Leads:

Dario Azevedo, Pontifical Catholic University of Rio Grande do Sul (PUCRS)

Tod Perry, National Renewable Energy Laboratory
Representatives from: Johnson Controls, Eletrobrás and Grupo Gerdau

Goal:

Develop an energy efficiency program with major Brazilian manufacturing companies in order to reduce industrial energy intensity and identify key opportunities for savings by focusing on energy-intensive systems such as process heating, steam, pumps, fans, and compressed air.

The US Department of Energy has developed a program in the United States, called Save Energy Now – a national initiative of the Industrial Technologies Program (ITP), “to drive a 25% reduction in industrial energy intensity in 10 years. Companies nationwide can participate in no-cost energy assessments and utilize ITP resources to reduce energy use while increasing profits.”

Assessments help companies identify key opportunities for savings by focusing on energy-intensive systems such as

process heating, steam, pumps, fans, and compressed air. Several US-based firms in the Gerdau Group, chaired by Jorge Gerdau – who also chairs MBC – have already undergone Save Energy Now energy assessments. US manufacturing companies that have participated in Save Energy Now energy assessments have saved an average of \$2 million, or 8 percent of their total energy costs.

10:00 – 11:00am

“National Renewable Energy Assessment” Side Meeting

Leads:

Hamilton Moss, Ministry of Mines and Energy

Janio Itiro Akamatsu, Eletrobrás

Tod Perry, National Renewable Energy Laboratory

Goal:

Develop a nation-wide assessment of Brazil's renewable energy portfolio.

Over the next 20 years, Brazil's demand for energy will increase dramatically. And while a robust infrastructure for hydroelectricity exists throughout the country, more is needed in other forms of renewable energy to meet this growing demand.

In this project, the Brazilian government would – in collaboration with the US Department of Energy and the US National Renewable Energy Laboratory – develop a National Renewable Energy Assessment of Brazil's renewable energy portfolio to prioritize renewable energy investment and anticipate future energy demand.

11:00am

Delegation departs to INMETRO, in Xerém

Location

Campus do INMETRO em Xerém
Av. Nossa Senhora das Graças, 50
Duque de Caxias, RJ
Phone: (21) 2679-9001
www.inmetro.gov.br/english/

Note

Transport between CEPEL and INMETRO will be provided by ABDI and MBC.

12:00 – 3:00pm

Lunch and side visit at INMETRO – the National Institute of Metrology, Standardization and Industrial Quality

INMETRO was created in 1973 to support Brazilian enterprises to increase their productivity and the quality of goods and services. Its major task is to improve the quality of life of citizens as well as to seek the competitiveness of the economy through metrology and quality.

This side visit will include INMETRO's facilities dedicated to energy efficiency and a tour to the Institute's Technological Park in Xerém (PTX), which encompasses a Business Park and Incubator and the Training Center in Basic Industrial Technology.

3:00 – 4:00pm

Two Departures from INMETRO:

- 1. To Galeão Airport for those returning to the United States**
- 2. To the Sofitel for those staying in Rio de Janeiro**