

Agenda

**2009 US-Brazil Innovation
Learning Laboratory 3:
São Paulo, Brazil
July 13-15 2009**

**“Moving Ideas out of the Lab and into the
Marketplace: the Role of Tech Transfer and
Entrepreneurship in Innovation Economies”**

Partner Organizations:

Council on Competitiveness

The Brazilian Competitiveness Movement (MBC)

The Brazilian Agency for Industrial Development (ABDI)

Local Partners:

The Getúlio Vargas Foundation and

The University of São Paulo

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



Compete.

**Council on
Competitiveness**



ISO 9001
MBC
MOVIMENTO BRASIL COMPETITIVO



Agência Brasileira de Desenvolvimento Industrial



Centro de Estudos em Private Equity
e Venture Capital da EAESP



FUNDAÇÃO
GETULIO VARGAS



Escola de Administração
de Empresas de São Paulo



UNIVERSIDADE DE SÃO PAULO
Agência USP de Inovação



U.S. DEPARTMENT OF
ENERGY

Energy Efficiency &
Renewable Energy



**National Renewable
Energy Laboratory**

Innovation for Our Energy Future

Monday, July 13, 2009

For participants arriving on July 13, local partners will provide transportation from the airport to Renaissance São Paulo hotel.

- If you would like to use the transportation option from our local partners, please let the Council on Competitiveness know. Upon exiting customs, you will find a driver waiting with a sign – either with your name on it, or the name of our local partners and event.
- If you would like to arrange for your own transport, we recommend contacting your hotel's concierge (for example, 011 55 11 3069 2233 for the Renaissance São Paulo).

Hotel Name: Renaissance São Paulo
Address: Alameda Santos, 2233
Sao Paulo – SP
01419-002
Brazil
Phone: 55 11 3069 2233
Fax: 55 11 3064 3344

2:00 – 6:00 pm

Meetings and Workshops at the Getúlio Vargas Foundation

Location: The Getúlio Vargas Foundation
Av. 9 Julho, 2029 – Consolação
São Paulo – SP
01313-001
Brazil
+55 11 3266-6503

2:00 – 3:30 pm

Brazilian Delegation Workshop Pre-Meeting

3:00 pm

US Delegation meets in Renaissance São Paulo Hotel lobby to depart for Workshop at Getúlio Vargas Foundation

3:30 – 4:00 pm

How Can We Innovate, Drive Down Costs and Save Energy Now?

An Opportunity: The US Department of Energy Save Energy Now program – an initiative of the Industrial Technologies Program (ITP) – aims to drive a 25 percent reduction in industrial energy intensity over 10 years. Companies around the world can participate in energy assessments and use ITP resources to reduce energy use while increasing profits. These assessments help companies identify key opportunities for savings by focusing

on energy-intensive systems such as process heating, steam, pumps, fans, and compressed air. For example, 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.

A Proposal: Brazilian firms and organizations can learn about the Save Energy Now program and engage with senior leadership from the United States Department of Energy to learn how they can also participate and benefit.

4:00 – 4:30 pm

How Can We Assess and Optimize the National Renewable Energy Portfolios in Brazil and the United States?

An Opportunity: Brazil and the United States stand to gain considerably from working together to create and optimize national renewable energy assessments/benchmarks. Engaging the private and public sectors, as well as academia from both countries, to develop new metrics and build comprehensive benchmarks will create the basis for a robust US-Brazil collaborative model.

A Proposal: Representatives from Brazilian organizations can engage with senior leadership from the US Department of Energy and other organizations to scope out real opportunities to find and create national renewable energy assessments.

4:30 – 6:00 pm

Joint US-Brazil Workshop

“Buildout of the ‘Western Hemisphere Renewable Energy Education Coalition’”

Co-Chairs: **Ravishankar K. Iyer**
Interim Vice-Chancellor for Research
University of Illinois at Urbana-Champaign

Carlos Eduardo Pereira
Vice-Dean, School of Engineering, and Professor,
Electrical Engineering Department, Federal University
of Rio Grande do Sul (UFRGS), and
Technical Director, CETA-SENAI/RS (Applied Research
Institute)

Note: **Following the Joint US-Brazil Workshop, the US delegation will return to the Renaissance São Paulo hotel for a brief time before departing for dinner. Transportation from the Getulio Vargas Foundation to the hotel will be provided.**

Attention will focus on innovation challenges and opportunities neither country can meet alone – as well as cross-sector learnings – particularly in strategic areas, like energy efficiency and renewables, and information and communications technologies.

8:00 am **Delegation meets in Renaissance São Paulo hotel lobby to depart for Innovation Learning Laboratory at Getúlio Vargas Foundation**

8:30 – 9:00 am **Registration and Continental Breakfast**

9:00 – 9:30 am **Introductions and Opening Remarks**

Deborah Wince-Smith
President
Council on Competitiveness

Maria Tereza Fleury
Director
School of Business and Administration Getúlio Vargas Foundation (FGV-SP)

Reginaldo Braga Arcuri
President
Brazilian Agency for Industrial Development

Claudio Gastal
President
Movimento Brasil Competitivo

9:30 – 9:45 am **Innovation Learning Labs 1 & 2: Recap**

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

Chad Evans
Vice President – Strategic Initiatives
Council on Competitiveness

Ravishankar K. Iyer
Interim Vice-Chancellor for Research
University of Illinois at Urbana-Champaign

Carlos Eduardo Pereira
*Vice-Dean, School of Engineering, and Professor,
Electrical Engineering Department, Federal University
of Rio Grande do Sul (UFRGS), and
Technical Director, CETA-SENAI/RS (Applied Research
Institute)*

9:45 – 10:45 am

**Exploring the Technology Transfer Profile
in Brazil and the United States – Case
Study: Energy Efficiency and Renewables**

Moderator:
Claudio Gastal
*President
Movimento Brasil Competitivo*

Kick-off Discussants:
Kenneth Polasko
*Vice President of Business Development
Arizona Technology Enterprises*

Monica Neves Cordeiro
*Superintendent, New Business
Companhia Energética de Minas Gerais/ Energy
Company of Minas Gerais (CEMIG)*

**A moderated conversation with 2 kick-off
discussants (5 min. each)**

Focus Questions:
Is the ecosystem favorable for innovation, tech transfer
and commercialization activities?

What are the main features and key elements of the
innovation ecosystem – regional and national – that
facilitate technology transfer?

Are there key policy/regulatory barriers to overcome to
optimize the transfer of technology into the marketplace?

10:45 – 11:00 am

Break

11:00am – 12:00 pm

**Exploring the Entrepreneurship Profile in
Brazil and the United States**

Moderator:
Ted Rogers
*Managing Partner
PPI Ventures*

Kick-off Discussants:
Michael Nicklas
Managing Director
SocialSmart Ventures | NYC & SP

Silvio Meira
Chief Scientists
C.E.S.A.R.

A moderated conversation with 2 kick-off discussants (5 min. each)

Focus Questions:
How are entrepreneurship and risk taking encouraged (or discouraged) – for students, researchers and employees within a lab or firm?

Are there model entrepreneurship programs/best practices to leverage across both Brazil and the United States?

12:00 – 1:30 pm

Brainstorm Lunch

Kick-off Discussant:
Julia Rosen
Vice President for Innovation and Entrepreneurship
Arizona State University

Participants will engage in a table brainstorm: each table will be challenged to generate at least one actionable, bi-national idea/partnership to drive entrepreneurship and risk-taking. Table representatives will “report” key ideas in a moderated conversation before breakout sessions after lunch.

1:30 – 1:45 pm

Brainstorm Lunch Report to Plenary

Moderator:
Chad Evans
Vice President – Strategic Initiatives
Council on Competitiveness

1:45 – 3:15 pm

Encouraging Risk-taking in Research and Entrepreneurship: Cross-Sector Learnings

Kick-off Discussant:
Chad Evans
Vice President – Strategic Initiatives
Council on Competitiveness

Opportunities exist in both the United States and Brazil to leverage – across multiple industry sectors – a focus on energy efficiency and renewables to drive entrepreneurship, knowledge creation and investment.

Innovation Learning Lab participants will break into three, moderated, sector-focused discussion groups – Renewable Energy; Green Building; and, Information and Communications Technologies – to identify tangible projects and partnerships across both countries that could optimize entrepreneurial activity and investment around energy opportunities and challenges.

Each discussion group will be moderated and launched by a kick-off discussant. The goal of each discussion group is to address the following questions; and prepare a report back to the larger group on priorities and recommendations to boost entrepreneurially-focused activities within and between both countries, and promote knowledge creation and technology transfer activities.

ASSESS the current environment

- What policies are in place – at the local, regional and national levels – that support entrepreneurship?
- What top 3 priorities are needed to enable greater entrepreneurial activity?
- How are viable projects and investments currently funded – what are the successful private and public funding models?
- What is the status of seed and venture funding? Are there “funding gaps” (“Valley of Death”)?
- What are the barriers to creating a thriving venture capital investment environment in this field?

SHARE best practices

- What are the best practices in (as well as challenges to) promoting knowledge and technology transfer? Driving entrepreneurial activity? Attracting investment?
- Are there successful models – in the United States and Brazil – that can be scaled and replicated in either country?

Breakout A: Renewable Energy

**Breakout B: Green Building/Energy
Efficiency**

**Breakout C: Information and
Communications Technologies**

3:15 – 3:30 pm

Break

3:30 – 5:00 pm

**Seizing on Opportunities: Reports from the
Breakouts and Next Steps**

Moderator:

Roberto Alvarez

International Affairs Manager

Brazilian Agency for Industrial Development

A moderated conversation with one kick-off discussant
from each breakout group.

5:00 – 5:30 pm

Wrap-up & Next Steps

Moderator:

Roberto Alvarez

International Affairs Manager

Brazilian Agency for Industrial Development

Reginaldo Braga Arcuri

President

Brazilian Agency for Industrial Development

Claudio Gastal

President

Movimento Brasil Competitivo

Maria Tereza Fleury

Director

School of Business and Administration Getúlio

Vargas Foundation (FGV-SP)

Deborah Wince-Smith

President

Council on Competitiveness

Wednesday, July 15, 2009

9:00 – 11:00 am

Local partners will provide transportation from the Renaissance São Paulo hotel lobby to UNICA headquarters

9:00 am

Delegation meets in Renaissance São Paulo hotel lobby to depart for UNICA headquarters

Location: Brazilian Sugarcane Industry Association (UNICA)
Av. Brigadeiro Faria Lima, 2179 - 9º andar
Jardim Paulistano
São Paulo – SP
Brazil
Tel: 55 11 3093 4949

10:00-11:00 am

Meeting with UNICA Leadership

Marcos Sawaya Jank
President
UNICA

Eduardo Leão
Director
UNICA

Carolina Costa
Public Affairs
UNICA