



**Seminar
2012**
V EDIÇÃO

Innovation Networks for Sustainable
Growth: Agenda Brazil

12 - 14th, November
Transamérica Hotel - São Paulo



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INNOVATION ECOSYSTEMS: THE ROLE OF UNIVERSITY, SCIENCE PARKS, INCUBATORS AND EARLY STAGE CAPITAL

Date: November 14th, 2012

PRESENTATION

The research university plays an important role as a source of fundamental knowledge and industrially relevant technology in modern knowledge-based economies. Taking it to account, governments throughout the industrialized world have launched numerous initiatives since the 1970s to link universities to industrial innovation more closely.

Many of these initiatives seek to spur local economic development based on university research, e.g., by creating science parks located nearby research university campuses, support for business incubators and public seed capital funds, and the organization of other forms of bridging institutions that are believed to link universities to industrial innovation.

Following this same trend, according to Anprotec, Brazil has already defined 74 'technology parks' where 25 are already operating, 17 are being implemented and 32 are in project phase. There are also more than 400 incubators, most of them own by public universities and municipalities. Despite this increasing effort shown by federal and local authorities together with universities, there is still much to be done to attract industrial and other type of private partners, such as early stage investors.

Likewise, relatively new Brazilian Innovation Law (10,973/2004) was meant to improve the legal framework for the public-private partnerships for innovation. As a result, the number of agreements between industry and federal universities and research institutes has increased in the last years. Some companies have achieved to developed successful partnership models with academy, e.g., Petrobras, Embraer, Vale, Braskem and Natura.

However, there are still several cases of troubled partnerships and plenty of issues still have to be matured when referring to public-private partnerships. Knowledge integration, appropriability of results, funding schemes, lack of timing and cultural compatibility among institutions are a few of them.

Besides local dimension, more and more we observe the increasing interest from international cooperation among local ecosystems. Concepts such as soft landing of start-ups, internationalization of open innovation arenas, international matching funds have emerged as tools to foster the collaboration between two ecosystems located in different countries.

The Open Innovation Center – Brazil is hosting a one-day international workshop that will gather representatives from industry, academy, government and international specialists to discuss and promote new ways partnerships and networks for building innovation ecosystems and connecting them

Proposed by



ANPROTEC



anpei

Associação Nacional de
Pesquisa e Desenvolvimento
das Empresas Inovadoras

together in international networks.

WHO SHOULD ATTEND

Representatives from industry, academia, government; early stage investors, and science parks and incubator managers. Attendees shall be fluent in Portuguese or English (there will be simultaneous translation).

GENERAL PROGRAM

The event will be held in a conference room for up to 500 people from 9:00 to 15:00 with a full day program.

Along with the program, partner institutions will have the chance to expose their offers in an exhibition lounge.

It will take place at the Transamerica Hotel in São Paulo along with the Open Innovation Seminar.

The program is divided in four main sessions:

In the first session, Anprotec, Fortec and Anpei will present an overview about Brazil in the topic of ecosystems of innovation and industry-university partnership.

Second session will be dedicated to national players to present their experiences, lessons learnt, challenges and opportunities to collaborate abroad.

The third session will be dedicated to international partners to present their experiences, lessons learnt, challenges and opportunities to collaborate with Brazil.

During the fourth session,

PROPOSED BY

The event is a non-for-profit activity proposed by Anprotec, Fortec and Anpei.

COST FOR PARTICIPATION

Along with the program, partner institutions will have the chance to expose their offers in an exhibition lounge.

Please contact: Ádiler Carolina Vilkas adiler.vilkas@openinnovation.wiki.br.

For single participation:

CATEGORY	until 28/09	until 8/11	At the venue
Non-members participants	R\$ 1.000,00	R\$ 1.125,00	R\$ 1.250,00
Participants members of Supporting Institutions	R\$ 800,00	R\$ 900,00	R\$ 1.000,00
Scholars and pos-graduated students (master or PhD levels)	R\$ 500,00	R\$ 500,00	R\$ 625,00

REGISTRATION

Deadline for special discount: September 28, 2012.

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More information: carla.colonna@openinnovation.wiki.br

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