



**Seminar  
2012**  
V EDIÇÃO

Innovation Networks for Sustainable  
Growth: Agenda Brazil

12 - 14<sup>th</sup>, November  
Transamérica Hotel - São Paulo



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## Program

### INTERNATIONAL SEMINAR

Date: November 12<sup>th</sup>, 2012

#### Agenda

Time	Session
8:00	Registration
8:30	<b>Opening Remarks</b> <b>Bruno Rondani</b> , <i>Open Innovation Center, Chairman and CISB, Diretor Presidente</i> <b>André Saito</b> , <i>Open Innovation Center and Allagi, Diretor</i>
9:00	<b>Opening Presentation: Colaboration between government, universities and industry: for a bolder innovation strategy in Brazil</b> <b>Álvaro Prata</b> , <i>Secretário de Desenvolvimento Tecnológico e Inovação, MCTI</i>
9:30	<b>Enlightening session: the past, present and 'future' of open innovation</b> <b>Wim Vanhaverbeke</b> , <i>Hasselt University</i>
10:20	<b>Brazilian case studies panels: what have we learnt?</b> <b>Luciana Hashiba</b> , <i>Natura</i> <b>Maria Cristina Espinheira Saba</b> , <i>Petrobras</i> <b>Pablo Larrieux</b> , <i>Telefonica-Vivo</i> <b>Eduardo Vasconcellos</b> , <i>Universidade de São Paulo</i>
11:00	Coffee Break

11:20	<b>The innovation networks challenge</b>  <b>Augusto de Franco</b> , <i>Escritor, palestrante e consultor. Criador e um dos netweavers da Escola-de-Redes</i>
12:00	<b>The challenge of building up university-industry knowledge transfer environments</b>  <b>Gert Vilhelm Balling</b> , <i>University of Copenhagen</i>
12:30	<b>The innovation intermediary challenge</b>  <b>Henry Lopez-Vega</b> , <i>ESADE</i>
13:00	Break
14:00	<b>The challenge of IP management in an open innovation landscape</b>  <b>Araken Alves de Lima</b> , <i>INPI, Coordenador-Geral da Academia de Propriedade Intelectual e Inovação</i>
14:30	<b>The internal/external knowledge integration problem</b>  <b>Fredrik Tell</b> , <i>Linköping University</i>
15:20	Coffee Break
15:40	<b>Keynote Speaker: Open innovation management and new ventures creation: what managers can learn from entrepreneurs</b>  <b>Saras D. Sarasvathy</b> , <i>The Darden School, University of Virginia</i>
17:00	<b>Closing panel and wrap up session</b>
17:40	<b>Closure</b>

## Cost

The table below considers the participation on November 12<sup>th</sup>'s activities.

CATEGORY	until 8/11	At the venue
Professional unassociated	R\$ 1.125,00	R\$ 1.250,00
Professional associated to Support Institutions	R\$ 900,00	R\$ 1.000,00
Teachers or Students of master's degree	R\$ 500,00	R\$ 625,00

\* *Special conditions for groups of 5 or more.*

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