

ENRICH in Brazil

# INNOVATION & MATCHMAKING TOUR TO BRAZIL

23 – 27 September 2019

A unique networking opportunity for European organisations operating in the area of Bioeconomy, (Renewable) Energies and technologies applied to these sectors!

The ANPEI Conference 2019 is part of the programme - known as one of the main conferences in Brazil when it comes to Innovation!

**JOIN THE TOUR!**

Follow the link to save your spot: <https://bit.ly/2VAsmTh>



ENRICH is an initiative of the European Union, executed in Brazil by the CEBRABIC project that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 733531. Responsibility for the information and the views set out in this publication lies entirely with the authors.

# WHAT IS THE MATCHMAKING & INNOVATION TOUR |

## WHY YOU SHOULD JOIN!

- ❖ Establish contacts & increase your network
- ❖ Internationalize your business and research ideas, products and services to Brazil
- ❖ Increase technological cooperation capacities towards Brazilian market
- ❖ Find your research and technology collaboration partners from Brazil

## PRICE

Participation fee: 180 €

This does not include: Airline tickets (to and from Brazil & domestic flights), accommodation, travel insurance, other expenses such as taxi, internet, phone call, etc.

## FOCUS TOPICS

- ❖ Bioeconomy
- ❖ (Renewable) Energy
- ❖ & technology applied to these sectors (ICT)

## TOUR PACKAGE

- ❖ ANPEI conference ticket
- ❖ All visits, roundtables, workshops and matchmaking events (see program)
- ❖ Coffee Breaks & Lunch: Sept. 25-27
  - ❖ Dinner on Sept. 25

## WHERE & WHEN?

- ❖ Foz do Iguaçu
- ❖ Curitiba

23 – 27 September 2019

## SAVE YOUR SPOT

- ❖ Fill in the [registration form](#)
- ❖ Link: <https://bit.ly/2VAsmTh>
  - ❖ Application deadline:  
**30 July 2019 !**

# Bioeconomy, (renewable) Energy and the related ICT Sector - ENRICH in Brazil Matchmaking Tour Info Session



WEBINAR

**DATE & TIME:** 4<sup>th</sup> July 2019, 15.00 -16.00 CET

**REGISTRATION LINK:** <https://bit.ly/2wz82qx>

Prior to our ENRICH in Brazil Matchmaking & Innovation Tour, a dedicated webinar will provide all information needed, before take-off to Brazil!

## Tentative Agenda:

02 Min – ENRICH in Brazil: Welcome

10 Min – The Brazilian State Paraná: Facts & Figures about the state of the Iguaçu Waterfalls

10 Min – The state Paraná and its ICT Sector

10 Min - The state Paraná, its bioeconomy potential and the renewable energy sector

10 Min – Information about the ANPEI Conference @ Foz do Iguaçu

10 Min - ENRICH in Brazil Innovation & Matchmaking Tour: Overview & Practical Information

08 Min - Q & A

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**INNOVATION & MATCHMAKING  
TOUR TO BRAZIL**

23 – 27 September 2019

## WHY BRAZIL |

Brazil is a beautiful country with abundant breath-taking scenery, ranging from rainforests and wetlands to dry lands and endless beaches. This diversity is also seen in the Brazilian cultural aspects: being a mixture of mainly native American, Portuguese, and African peoples, the country comprises a plural and eclectic culture. This melting-pot manifests itself through various ways: art, language, music, food, celebrations, in virtually every aspect of the Brazilian life.

**Paraná** is one of the 26 states of Brazil, in the south of the country, bordered on the north by São Paulo state, on the east by the Atlantic Ocean, on the south by Santa Catarina state and Argentina, and on the west by Mato Grosso do Sul and Paraguay. Its area is approx. 200,000 km<sup>2</sup> and is subdivided into 399 municipalities. Its capital is the city of Curitiba.

At the border with Argentina is the **National Park of Iguazu, considered by UNESCO as a World Heritage site**. At only 40 km from there, at the border with Paraguay, the **largest dam in the world was built, the Hidroelétrica de Itaipu (Itaipu Hydroelectric Dam)**.

Paraná with its natural conditions offers the perfect fit to explore the potential and possibilities of the sectorial topics bioeconomy, renewable energies as well as the ICT related connection.







## WHY BRAZIL ||

### ENERGY SECTOR

Energy derived from renewable resources is not a new thing. Brazil's continuous commitment to renewable energy, rich natural resources and the highly-efficient agricultural industry made it one of the world's ten largest electricity producers.

Nearly 85% of the domestic electricity is derived from renewable resources where hydropower accounts for 75%. For decades, hydroelectric power generators were utilized to produce a relatively high share of domestic energy supply. Yet, biofuels is another strength of Brazilian renewables. In fact, Brazil is the world leader in production of biofuels. Nevertheless, Brazil is in the process of rapidly diversifying its energy portfolio by wind, photovoltaics and biomass.

### BIOECONOMY

For decades, production and consumption of ethanol was one of the successful biotechnological commodities. The Brazilian bioethanol industry is now the second largest in the world accounting for a quarter of total domestic fuel consumption. The country has a well-established innovative agricultural sector, strong background in tropical agricultural research, biodiversity, high-ranking academic sector and a well-structured business flora, all of which represent a promising foundation for a successful bioeconomy.



# TENTATIVE SCHEDULE | DAY 1

**September  
23<sup>th</sup>, Monday**

## **ARRIVAL: FIRST IMPRESSION AND ROUNDTABLE DISCUSSION**

(Location: Curitiba, FIEP, PR)

- 09:00 Welcome & Introduction
- 09:30 Workshop & Roundtable Discussions (PART 1)
  - Stream 1: State-of-the Art in Brazil in the area of Biotechnology, (Renewable) Energy & technology applied to these sectors
  - Stream 2: Funding and investments
- 12:00 Lunch & Tour through the Industry Federation of Paraná (FIEP)
- 13:00 Workshop & Roundtable Discussions (PART 2)
  - Stream 3: Setting up a business in Brazil (legal, incentives, programs, tax)
- 14:30 Industry Visit – TECPAR – Technology Institute
- 18:30 Welcome Drinks & Networking Session

**Curitiba, PR**





# Industry Visits

## Organisations to be visited

### Industry Federation of Paraná (FIEP)

The CNI – the National Confederation of Industry, was founded in Brazil in 1938, with the aim of accelerating, facilitating, and making sustainable the process of industrialization of a country of 8.5 million square kilometers, which today has nearly 208 million inhabitants, and about 700 thousand industries of different kind, sector and size. CNI defends the interests of Brazilian industries, positioning itself as the main interlocutor of this sector with the executive, legislative and judicial institutions of the country, and it works in partnership with numerous organizations in Brazil and around the world. CNI represents Brazil's 27 industrial federations and 1,250 sectoral employers' unions.

It is in this context that the Federation of Industries of the State of Paraná, one of the most active arms of the Brazilian industrial system, both in terms of general education and professional education, as well as safety and well-being at work and innovation, can share its international experience in the application of the principles, methodologies and quality practices of the management of vocational schools, with a view to public-private partnership, which aims at increasing productivity and systemic competitiveness of enterprises, as well as sustainable economic development through education.

<http://www.fiep.org.br/>

### TECPAR

The Paraná Institute of Technology (TECPAR) that aims to develop RDI contributing to the sustainable technological advancements in Brazil. TECPAR focuses in four main areas:

- Health Industry;
- Technological development and innovation;
- Innovative technological entrepreneurship;
- Education (e-education)

TECPAR is also the entity responsible for implementing the Smart Energy Paraná Programme.

<http://portal.tecpar.br/>

## TENTATIVE SCHEDULE | DAY 2 & 3

**September  
24<sup>th</sup>, Tuesday**

**INSTITUTIONAL VISITS - State of the Art of Technology in Brazil**  
(Location: Curitiba, PR)

Curitiba, PR

- 08:30 Industry Visit - Science and Technology Centre- [LACTEC](#)
- 12:00 Lunch Break
- 14:00 Matchmaking Session @FIEP: with start ups, accelerators and thematic organisations from Paraná seeking for European partners
- 20:00 Flight to Foz do Iguaçu

**September  
25<sup>th</sup>,  
Wednesday**

**INSTITUTIONAL VISITS - State of the Art of Technology in Brazil**  
(Location: Foz do Iguaçu, PR)

Foz do  
Iguaçu, PR

- 09:00 Industry Visit of [ITAIPU](#) (incl. Tech Dialogue)
- 12:00 Lunch Break
- 14:00 Industry Visit of [Parque Tecnológico Itaipu \(PTI\)](#)
- 19:00 Matchmaking Tour Dinner





# Industry Visits

## Organisations to be visited

### LACTEC

Lactec is one of the biggest science and technology institutes in Brazil providing key solutions to specific sectors. LACTEC is composed of 5 units in Curitiba and one in Salvador (BA) providing technological services, laboratory analysis, RDI projects, consultancy and technical training (short term courses and master degrees). Main areas:

- Environmental
- Automotive
- Construction
- Electrics/Electronics
- Energy
- Manufacturing
- Petroleum and Gas
- Information Technology

<http://www.lactec.org.br/en/?url=home/>

### ITAIPU & Parque Tecnológico Itaipu (PTI)

The **Itaipu Dam** is a hydroelectric dam on the Paraná River located on the border between Brazil, Paraguay and Argentina and it is considered the biggest in the world.

The **Itaipu Technological Park** is a legacy of ITAIPU that bets on the seed of knowledge as a transforming factor of a society. Its fruits are already seen in more than 7,000 people, linked to more than 50 entities installed in the Park, which circulate daily through its facilities. This legacy is no longer exclusive to Itaipu, it is of the whole society, which is represented there by countless partners. In addition, we are encouraged, as public managers, to strengthen their actions and consolidate PTI as a fundamental entity for the Western Region, the State of Paraná and Brazil.

<https://www.itaipu.gov.br/en>

## TENTATIVE SCHEDULE | DAY 4 & 5

**September  
26<sup>th</sup>, Thursday**

### **ANPEI CONFERENCE**

(Location: Foz do Iguaçu, PR)

09:00 – 18.00 [ANPEI Conference](#)

*Dedicated ENRICH in Brazil Session / Workshop & possibility for the participants to present their business and ideas to a broader audience at the conference (details will follow)*

**Foz do  
Iguaçu, PR**

**September  
27<sup>th</sup>, Friday**

### **ANPEI CONFERENCE & Closing Session**

(Location: Foz do Iguaçu, PR)

09:00 Participation at the [ANPEI Conference](#)

12:00 Lunch Break

14:00 Roundtable: Research & Innovation Funding in Brazil

16:00 Closing Session: Wrap-up of Innovation Tour; Final remarks

**Foz do  
Iguaçu, PR**





# ANPEI Conference

## How to Innovate Innovation?

### ANPEI INNOVATION CONFERENCE

THE BIGGER MULTISECTORAL INNOVATION EVENT OF THE COUNTRY DEDICATED TO BUSINESS DEVELOPMENT

Held since 2001, the **ANPEI Innovation Conference** has established itself as a privileged forum for the meeting of representatives of companies, government agencies and institutions of STI for discussion and referral of policies and practices focused on innovation in companies and in the country.

In 2019, the event will be held from September 25 to 27, in Foz do Iguaçu - Paraná, with lectures by national and international experts, presentation of innovation cases from large companies and institutions, debates, networking, business rounds and technical visits.

## Innovation X.0

How to innovate innovation? The term **Innovation X.0** is a reading of this conjuncture in constant progress. The enormous speed with which changes take place makes the act of numbering the (re) evolutions almost immediately obsolete, as the process constantly assumes new characteristics. Thus, in view of the need to understand the strategy of innovating in a new way, far beyond the concept of Industry 4.0, the purpose of the 2019 Conference is to offer a look that understands the speed with which the future is approaching.

<http://www.conferenciaanpei.org.br/a-conferencia.html>





## ENRICH in Brazil PARTNERS |



## SUPPORTERS ||





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