

AGENDA
22 a 29 de março de 2013
Terceira Missão de Estudos sobre Inovação para Congressistas

SAN DIEGO: UM MODELO PARA INOVAÇÃO
San Diego: A model for innovation

Friday / Sexta-Feira, 22 de março de 2013

05:00 p.m. Saídas do Brasil
11:00 p.m.

Saturday / Sábado, 23 de março de 2013

10:00 a.m. **Chegadas em San Diego**
01:00 p.m. Transfer Aeroporto-Hotel
Check in no Hotel

Estancia La Jolla Hotel & Spa
<http://www.estancialajolla.com>
Endereço: 9700 N. Torrey Pines Road, La Jolla, CA 92037
Phone +1 (858) 550.1000

01:00 p.m. Livre

Sunday / Domingo, 24 de março de 2013

Livre

JANTAR DE ABERTURA OFICIAL DA TERCEIRA MISSÃO DE ESTUDOS
THIRD EDITION OF THE INNOVATION STUDY MISSION - WELCOME DINNER

07:00 p.m. BOAS VINDAS
Chalres Shapiro
Presidente, Instituto das Americas
Paulo Sotero
Diretor, Brazil Institute, Woodrow Wilson International Center for Scholars
Embaixador Bruno Bath
Consul Geral do Brasil em Los Angeles

Apresentação sobre o Mercado Farmacêutico Brasileiro

09:00 p.m. THE BRAZILIAN PHARMACEUTICAL MARKET
Antonio Britto
Presidente Executivo – INTERFARMA

Estancia La Jolla Hotel & Spa

Monday / Segunda-Feira, 25 de março de 2013

SEMINÁRIO INSTITUTO DAS AMÉRICAS

SEMINAR INSTITUTE OF AMERICAS

Instituto das Américas
<http://www.iamericas.org>
10111 North Torrey Pines Road, La Jolla, CA

08:40 a.m. Os participantes serão acompanhados ao Instituto das Américas pelos Srs.
Paulo Sotero

09:00 a.m. **ABERTURA E BOAS VINDAS**
WELCOME REMARKS

Embaixador Charles S. Shapiro
Presidente, Instituto das Americas

Paulo Sotero
Diretor, Brazil Institute, Woodrow Wilson International Center for Scholars

CONVERSA COM INOVADORES DE SAN DIEGO

CONVERSATION WITH SAN DIEGO'S INNOVATORS

09:10 a.m. **Visão histórica e o papel das universidades e instituições de pesquisa**
HISTORICAL OVERVIEW AND ROLE OF UNIVERSITIES AND RESEARCH INSTITUTIONS
Mary Walshok
Vice Chanceler Associada para Programas Públicos; Reitora, Extensão Universitária e
Co-Fundadora CONNECT na Universidade da Califórnia San Diego (UCSD)

Inovação, financiamento e o papel do setor privado

EARLY INNOVATION, FUNDING AND THE ROLE OF THE PRIVATE SECTOR

Jerry Caulder

Presidente e Diretor de Operações, Kaypon Ventures, LLC

Abordagens criativas para financiar pesquisa e desenvolvimento

CREATIVE APPROACHES TO FINANCE R&D

Jeffrey Steindorf

Diretor de Operações, Consórcio Stanford

O papel do setor público na criação de um ambiente de colaboração com a indústria

THE ROLE OF PUBLIC SECTOR IN GENERATING A PRO-BUSINESS ENVIRONMENT

Ron Robert

Gayle Naughton

Empreendedor, Universidade Estadual de San Diego (SDSU)

Interação com o setor público

INTERACTION WITH THE PUBLIC SECTOR

David Hale

Integrante da CONNECT e Hybritech, Inovador, Conhecedor do processo de transformar algo em um negócio industrial de sucesso

Incentivo à inovação em San Diego

FOSTERING INNOVATION IN SAN DIEGO

Jonathan Lim

City Hill Ventures

O processo de aquisições e seus avanços e recuos

BUYOUTS, BACK AND FORTH PROCESS

Hank Nordoff

COMPROMISSO COM O SUCESSO DA COMERCIALIZAÇÃO DA PESQUISA

COMMITMENT TO SUCCESSFULLY COMMERCIALIZE RESEARCH

11:00 a.m.

Conectando inventores e empresários

LINKING INVENTORS AND ENTREPRENEURS

Duane Roth

CONNECT

Políticas públicas

PUBLIC

POLICIES

Joseph Panetta
Presidente, BIOCUM

Tradução e transferência de descobertas para viabilizar parcerias no setor privado

TRANSLATION AND TRANSFER OF DISCOVERIES TO FORM PRIVATE SECTOR PARTNERSHIPS

Claudio Joazeiro

Doutor, Professor Assistente, Dept. de Biologia Celular, The Scripps Research Institute

Perspectiva do prestador de serviços – Como gerar crescimento da economia

SERVICE PROVIDER PERSPECTIVE - HOW TO GROW THE ECONOMY

Brent Jacobs

Patentes

PATENTS

Lisa Haile

Contratação de P&D

CONTRACT RESEARCH

Magda Marquet

APOIO A INOVAÇÃO: O PAPEL DO SISTEMA EDUCACIONAL E AS UNIVERSIDADES PÚBLICAS DE PESQUISA

SUPPORTING INNOVATION: ROLE OF THE EDUCATIONAL SYSTEM AND PUBLIC RESEARCH UNIVERSITIES

12:00 p.m. *Pradeep Khosla*

Almoço *Chancellor, Universidade da Califórnia San Diego (UCSD)*

Convidados: **Claudio Joazeiro**, Ph.D., Professor Assistente, Dept. de Biologia Celular, The Scripps Research Institute; **Lucila Ohno-Machado**, UC San Diego; **Fernanda Gandora**, J. Craig Venter Institute; **Flavia Pernasetti**, Pfizer; e **Estudantes do Programa Ciência Sem Fronteiras**.

ENCONTRO COM LÍDERES DE INSTITUTOS DE PESQUISA - TENDÊNCIAS, ABORDAGEM E COLABORAÇÃO MULTI DISCIPLINAR

CONVERSATION WITH RESEARCH INSTITUTE LEADERS ON MULTI-DISCIPLINARY APPROACH AND COLLABORATION, FUTURE TRENDS

01:45 p.m. *Larry Smarr*

Calit2 at UC San Diego

Fred "Rusty" Gage

Director Sanford Consortium

Paul

Robbin

Salk

Scott Forest

TSRI

J. Craig Venter

Venter Institute

Christine Voueri

Burnham Institute

Patrick Hough

La Jolla Institute Immunology

03:00 p.m. **Encerramento:** *Paulo Sotero* e *Charles Shapiro*

03:10 p.m. **Visita ao Instituto das Américas, Universidade da Califórnia (UCSD) e Centros de Inovação de San Diego**

05:00 p.m. VISIT TO INSTITUTE OF AMERICA, CAMPUS OF THE UNIVERSITY OF CALIFORNIA (UCSD) E INNOVATION CLUSTERS IN SAN DIEGO

DINNER/JANTAR EM SAN DIEGO

08:00 p.m. Restaurante a ser definido

10:00 p.m. VENUE TBD

Tuesday / Terça-Feira, 26 de Março de 2013

CAFÉ DA MANHÃ COM A PARTICIPAÇÃO DE REPRESENTANTES DO SETOR PRIVADO

BREAKFAST WITH PRIVATE SECTOR

Estancia La Jolla Hotel & Spa

07:30 a.m. **Como o governo interage com o setor privado para estimular inovação**

09:30 a.m. **nos EUA**

HOW GOVERNMENT INTERACTS WITH THE PRIVATE SECTOR TO ENCOURAGE INNOVATION IN THE UNITED STATES

Beatriz Lindstrom

VISITA A CENTRO DE PESQUISA EM SAN DIEGO

VISIT TO R&D CENTER IN SAN DIEGO

10410 Science Center Drive, San Diego, CA 92121

11:00 a.m. **Abertura:**

Visão da empresa na Califórnia

OPENING SESSION: OVERVIEW OF THE COMPANY IN CALIFORNIA

12:00 a.m. **Discussão durante o almoço: Desafios na Pesquisa e Desenvolvimento**
DISCUSSION OVER LUNCH: CHALLENGES IN RESEARCH AND DEVELOPMENT

01:00 p.m. **Visita ao Centro de Pesquisa**
VISIT TO R&D FACILITY

02:30 p.m. **Sessão de perguntas e respostas**
Q&A SESSION

03:00 p.m. **Saída do Centro de Pesquisa**
R&D FACILITY DEPART

VISITA A CENTRO DE PESQUISA EM SAN DIEGO

VISIT TO R&D CENTER IN SAN DIEGO

10300 Campus Point Drive #200, San Diego, CA 92121

The Scripps Research Institute (TSRI)

10550 North Torrey Pines Road, La Jolla, CA 92037

04:00 p.m. **Abertura da Visita**
OPENING SESSION

04:15 p.m. **Visita ao Centro de Pesquisa**
VISIT TO R&D FACILITY

05:30 p.m. **A reforma da saúde do Obama e como ela impacta (ou não impacta) o acesso a medicamentos nos EUA**
THE OBAMA'S HEALTHCARE REFORM AND ITS IMPACT (OR NOT IMPACT) THE ACCESS TO MEDICINES IN THE UNITED STATES

06:30 p.m. **Saída do Centro de Pesquisa**
R&D FACILITY DEPART

JANTAR COM PARTICIPAÇÃO DE CONGRESSISTA AMERICANO

DINNER WITH US CONGRESSMAN MR.XXXXXX -

LOCAL A SER DEFINIDO

08:00 p.m. **A perspectiva do setor público sobre a reforma da saúde do Obama**

10:00 p.m. THE PUBLIC PERSPECTIVE OF THE OBAMA'S HEALTHCARE REFORM

Wednesday / Quarta-Feira, 27 de Março de 2013

- 09:00 a.m. Deslocamento de ônibus de San Diego para Los Angeles (Thousand Oaks)
TRANSFER SAN DIEGO TO LOS ANGELES (THOUSAND OAKS)
- 12:00 p.m. **Chegada ao Centro de Pesquisas - Almoço**
ARRIVAL AND LUNCH
- 01:45 p.m. **Abertura; Destravando o potencial da biologia para pacientes**
WELCOME REMARKS; UNLOCKING THE POTENTIAL OF BIOLOGY FOR PATIENTS
Tony Hooper
Vice-presidente executivo para operações globais
- 02:00 p.m. **Inovação como parte da solução**
INNOVATION AS PART OF THE SOLUTION
Josh Ofman
Vice-presidente senior para Acesso e Políticas
- 02:45 p.m. **O Programa Ciência Sem Fronteiras**
SCIENCE WITHOUT BORDERS PROGRAM
Eduardo Cetlin
Diretor da Área de Responsabilidade Social
- 03:15 p.m. **Visita ao Centro de Pesquisa**
VISIT TO R&D FACILITY
- 04:00 p.m. **Visita ao laboratório de pesquisa e desenvolvimento: Laboratório de Imunogenicidade**
RESEARCH AND DEVELOPMENT LAB TOUR: IMMUNOGENICITY LAB
Steven Swanson
Diretor Executivo para Ciências Médicas
- 04:30 p.m. **Visita à planta piloto**
PILOT PLANT TOUR
Sundar Ramanan
Diretor de Operações Estratégicas e Planejamento
- 5:00 p.m. Saída do Centro de Pesquisa - Deslocamento para o Hotel
R&D FACILITY DEPART - TRANSFER TO HOTEL

Intercontinental Los Angeles at Beverly Hills

2151 Avenue of the Stars, Los Angeles, California 90067

Phone: 1-310-284-6500

www.intercontinentallosangeles.com/west-los-angeles.aspx

DINNER / JANTAR EM LOS ANGELES

8:00 p.m.

Restaurante **Craft**

10:00 p.m. 10100 Constellation Blvd., Los Angeles, CA 90067
www.craftrestaurantsinc.com/craft-los-angeles/

Thursday / Quinta-Feira, 28 de Março de 2013

DESLOCAMENTO DE AVIÃO DE LOS ANGELES PARA SAN FRANCISCO FLY LOS ANGELES - SAN FRANCISCO

08:20 a.m. **Voo Los Angeles (LAX) para San Francisco (SFO)**
10:00 am. Saída 08:20 a.m.
Chegada: 09:20 a.m.
Voo UA 1635
United Airlines

VISITA CENTRO DE PESQUISA EM SAN FRANCISCO VISIT TO R&D CENTER IN SAN FRANCISCO

1541 Grandview Drive Building # 32
South San Francisco, CA 94080

12:00 p.m. **Almoço de boas vindas**
WELCOME LUNCH

01:30 p.m. **O Ambiente da pesquisa clínica nos EUA e a nova fronteira
biotecnológica**
THE CLINICAL TRIALS ENVIRONMENT IN THE US AND THE NEW BIOTECH FRONTIER

02:30 p.m. **Visita ao Centro de Pesquisa**
VISIT TO R&D FACILITY

04:00 p.m. Saída do centro de pesquisa - Deslocamento para o Hotel
R&D FACILITY DEPART - TRANSFER TO HOTEL

REUNIÃO COM REPRESENTANTES DO SETOR PRIVADO NO HOTEL MEETING WITH PRIVATE SECTOR

Hilton San Francisco Union Square
333 O'Farrel Street, San Francisco, California, 94102
www3.hilton.com/en/hotels/california/hilton-san-francisco-union-square-SFOFHHH/index.html

05:00 p.m. **Políticas Públicas dos EUA em Drogas Órfãs e Doenças Raras**
US PUBLIC POLICIES ON ORPHAN DRUGS AND RARE DISEASES

06:30 p.m. **Cocktail**

07:30 p.m.

JANTAR DE ENCERRAMENTO DA MISSÃO DE ESTUDOS - SAN FRANCISCO

08:00 p.m. Restaurante a ser definido

10:00 p.m.

Friday / Sexta-Feira, 29 de Março de 2013

CAFÉ DA MANHÃ - SAN FRANCISCO

08:00 a.m. **Hilton San Francisco Union Square**

10:00 a.m. **Retorno ao Brasil**

CONGRESS TRIP 2013 DELEGATION PROFILE



Senator Jorge Viana (PT/AC)

1st Vice President of the Senate

Jorge Viana holds a bachelor's degree in Forest Engineering from University of Brasilia. He started his political career with rural workers and rubber tapper unions. Viana was director of the Acre Technology Foundation (Funtac), an organization with the purpose of managing forest resources in the most appropriate manner. At the time the role of the foundation got him closer to the

environmental activist Chico Mendes.

In 1992 he was well succeeded in the campaign for mayor of the capital from Acre, Rio Branco. By the end of his term as mayor he achieved an approval rate of 75% according to Ibope statistics institute. Such positive perception definitely helped him to win the polls for state government in 1998. In 2002 he was re-elected governor with 64% of valid votes.

Between 2006 and 2010 he was Chairman of the Acre Sustainable Development Forum and worked in the private sector taking part of board companies, always focused on strategic management and environmental issues. He was also Chairman from Helibrás.

In 2010 he was elected Senator from Acre for the period of 2011 to 2018.



Senator Humberto Costa (PT/PE)

Leader of PT in the Senate

Humberto Costa started his political career in the student activism when studying medicine in the Federal University of Pernambuco. After finishing his studies he assumed the Pernambucan Association of Resident Doctors.

Since 1980 he is a member of the Labour's Party (PT) and founded the local PT unit in the state of Pernambuco.

Humberto had his first term as local representative in 1990. Four years later he was elected for the House of Representatives. As a representative he was PT vice leader and vice leader of the Opposition Parliamentary Bloc in the House of Representatives.

In 2001 he assumed the Health Secretary of Recife, the capital of Pernambuco. After Lula won the 2002 elections, he was nominated Health Minister in 2003.

In 2006 he was nominated City Secretary in Pernambuco State. The Secretary is an important position within the administration since it is responsible for promoting urban development, public transportation and housing policies. At the time the nomination forged an alliance between PT (Humberto Costa) and PSB (Eduardo Campos). Costa remained as City Secretary until 2010 when he left to successfully run for a position in the Senate.

As a senator his term will last until 2019.



Senator Paulo Bauer (PSDB/SC)

3rd Vice Leader of PSDB in the Senate

Paulo Bauer holds a bachelor's degree in accounting and another in business administration. From 1975 to 1980 worked as accountant and general manager in group Stein. Afterwards, he became Vice President of the Rural Electrification Company of Santa Catarina. Bauer reached the presidency of the group in 1986 but stepped down when he was elected local representative in that same year.

For two times (1991/1995; 2007/2010) Paulo Bauer assumed the State Secretary of Education, Sports and Culture of Santa Catarina. In 1999, he was elected vice governor of the state of Santa Catarina.

In the legislative branch Paulo Bauer was elected four times for the House of Representatives (1990, 1994, 1998 and 2006). In 2010 he was elected Senator for an 8-year term (2011-2019). In the Senate he is the 3rd vice leader of his party, the Party of the Brazilian Social Democracy (PSDB). In 2011 he proposed a constitutional amendment (PEC 115/2011) with the purpose of setting all human drugs tax free (except customs duties).



Senator Walter Pinheiro (PT/BA)

Walter Pinheiro is a technician in telecommunications and began his political career in trade unions. He was president of Telephone workers union (Sinttel) in the state of Bahia (Telephone workers union) and coordinator-general of the Interstate Telecommunication Workers Federation (FITTEL). Besides that, he was founder, secretary-general and member of the national executive committee of the Unified Workers' Central (CUT).

He is affiliated with the Labour's Party and was elected city councillor in 1992. At the time the local press classified him as one the best city councillors in activity. He was elected representative from the state of Bahia four times in a row (1994; 1998, 2002 and 2006). Since 2005 he is a member of the Science, Technology, Communications and Information Technology Commission and in 2008 he had the opportunity to preside it.

In 2009 he assumed the Bahia State Secretary of Planning. Walter Pinheiro was elected Senator in 2010. In the Senate during the year of 2012 he was leader of the Group in support of the Government and leader of his party, the Labour's Party. In that same year he was classified one of the 100 most influent congressmen by a firm specialized on parliamentary assistance for unions (DIAP).



Representative Beto Albuquerque (PSB/RS)

Leader of the Brazilian Socialist Party (PSB) in the House of Representatives

Beto Albuquerque started his political career as a student activist in the University of Passo Fundo (Rio Grande do Sul). He is a member of PSB since 1996 and was elected and re-elected representative for the Rio Grande do Sul House of Representatives in 1990 and 1994, respectively.

In 1998 he was elected representative for the Brazilian House of Representatives. Afterwards, he was invited by Governor Olivio Dutra to be his Secretary of Transports; Mr. Albuquerque remained in this position up to April 2002 when he reassumed his term as a representative.

Mr. Albuquerque got re-elected representative in 2002 and 2006. From 2003 to 2010 he was pointed out one of the 100 most influent congressmen according to an enquiry promoted by a firm specialized on parliamentary assistance for unions (DIAP).

Currently Beto Albuquerque is the leader of PSB in the House of Representatives.



Representative Bruno Araújo (PSDB/PE)

He is a member of the Brazilian Social Democracy Party (PSDB) and at the age of 26 he was the youngest representative to be elected to the Pernambuco House of Representatives. During his first term as a local representative he became vice president and temporarily assumed the Presidency of the Pernambuco House of Representatives. In 2002 he was re-elected and nominated leader of

the government by former Governor Jarbas Vasconcelos.

In 2006 he was elected national representative and became vice leader of PSDB in the House of Representatives for the year of 2008. Once he was re-elected in 2010, Bruno Araújo assumed the Presidency of the Science, Technology, Communications and Technology Information Commission in 2011. In the following year he assumed the leadership of his party in the House (PSDB is the third largest party in the house with 49 representatives).

According to an enquiry promoted by a firm specialized on parliamentary assistance for unions (DIAP), Bruno Araújo was quoted one of the 10 most influent Congressmen in 2012.



Representative Cândido Vaccarezza (PT/SP)

Cândido Vaccarezza holds a bachelor's degree in Medicine from the Federal University of Bahia (UFBA) and started his political career as a student activist at the Brazilian National Student's Union. He took part of the foundation the Labour's Party (PT) in the 80's and assumed numerous leading positions within it.

Mr. Vaccarezza was elected for two terms for the São Paulo House of Representatives. During this period he assumed the PT leadership in the House and was President the Commission of Constitution and Justice.

He joined the national House of Representatives in 2007. In 2009 he was elected Leader of the Party in the House. From January 2010 to March 2012 Vaccarezza was Leader of the Government in the House. According to an enquiry promoted by a firm specialized on parliamentary assistance for unions (DIAP), Vaccarezza was pointed out one of the top 10 most influent Congressmen of the year 2012.



Representative Darcisio Perondi (PMDB/RS)

Chairman of the Parliamentary Health Group

Darcisio Perondi holds a bachelor's degree in Medicine from Federal University of Rio Grande do Sul (UFRGS) and postgraduate courses in pediatrics

Mr. Perondi was President and Vice President of the Brazilian Confederation of the Hospitals and Charitable entities (AMB) and honorary chairman of the Philanthropic Hospitals of Rio Grande do Sul.

He was elected in 1994 for the House of Representatives and re-elected in all subsequent elections. Currently he is in his fifth term as a Representative. As a congressman he has a very active work in the health sector and he is Vice Leader of his party, PMDB, in the House of Representatives. He presides the Parliamentary Health Group and is a full member of the Permanent Commission for Social Security and Family. He was a rapporteur of the bills which reduced taxation over medicines, restricted tobacco advertising and created the Biosecurity law.

According to "Folha de São Paulo" newspaper he is one of the 100 most active congressmen.



Representative Moreira Mendes (PSD/RO)

Moreira Mendes is a retired attorney from the State of Rondonia and has a very active role in defending the interests of the agriculture sector.

He was Senator from 1999 to 2002 and was elected Representative in 2006 and 2010. He was also Secretary of State for the Administration of the Government of Rondonia from 1989 to 1991.

From 2010 to 2012 he presided the Parliamentary Agriculture Group, the biggest group in Congress with more than 300 representatives and senators. He was elected full

member of the Commission which discussed the modifications promoted by the new Forest Code (Law 12.654/12).



Representative Walter Ihoshi

Walter Hihoshi holds a bacehlor's degree in Public Administration from Getúlio Vargas Foundation and holds a post-graduate certificate in international trade from the University of California, Los Angeles (UCLA).

In the 90's he was invited to be director of the Brazilian Association of the Hygienic, Perfume and Cosmetics Industry and director of the Syndicate of the Perfume and Toiletries Industry of São Paulo State. As a leader of these organizations he could significantly decrease the tax burden of their products and services.

A milestone in the political career of Walter Ihoshi was the invitation from José Serra (former Governor of São Paulo State and Mayor of São Paulo city) to assume the South Administrative Zone of São Paulo. Such event granted him the necessary visibility to be elected representative in 2006.

Re-elected in 2010, he plays an active role in a tax reform which reduces the tax burden in the industry as well as fosters the development of the country. He is a member of the Science, Technology, Communications and Technology Information Commission.