

## ***BIOTECHNOLOGY, MEDICINE AND INNOVATION***

Friday, November 21, 2008  
8:30 AM – 11:00 AM

5<sup>th</sup> Floor Conference Room  
Woodrow Wilson International Center for Scholars

- 8:30 AM      **REGISTRATION, CONTINENTAL BREAKFAST AND WELCOME**  
*Paulo Sotero* – Director, Brazil Institute, Woodrow Wilson Center
- 9:00 AM      **BRIEFING: UNDERSTANDING THE SCIENCE, TRENDS, MANUFACTURING PROCESSES, INNOVATIONS, ECONOMIC AND HEALTHCARE OPPORTUNITIES OF BIOTECHNOLOGY**  
*Collins Jones* – Scientific Advisor and Instructor, BioTech Primer Inc.
- 10:00 AM     **COFFEE BREAK**
- 10:15 AM     **PANEL: PUBLIC POLICY DISCUSSION ON THE IMPACT OF BIOTECHNOLOGY AND THE ROLE OF INNOVATION IN BRAZIL**  
*Collins Jones* – Scientific Advisor and Instructor, BioTech Primer Inc.  
*Kent Hughes* – Director, program on Science, Technology, America and the Global Economy (STAGE), Woodrow Wilson Center  
*Michael Ryan* – Director, Creative and Innovative Economy Center, George Washington University Law School

Brazil, the leader of innovation in Latin America, has emerged as an increasingly relevant global innovator, boasting world-class businesses in areas as diverse as energy, manufacturing, metallurgy, and more recently, biotechnology. In the biotech field, Brazil no longer relies on product imitation to produce new goods and services; it is now seen as a legitimate innovator. Despite considerable progress in advancing innovation-oriented public policies, promoting fiscal incentives and diminishing an onerous regulatory burden, the country still faces considerable challenges in reaching the level of innovation exhibited in world's most advanced economies. On November 21, 2008, the Brazil Institute with the Brazil-US Business Council and in partnership AMGEN and BioTech Primer Inc., will host the fifth seminar of its ongoing series on innovation, focusing on biotechnology. The discussion will focus on explaining the science behind biotechnology and the public policy issues that impact biotech, and more broadly, innovation.

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