

INNOVATION IN BRAZIL: PUBLIC POLICY CHALLENGES AND BUSINESS OPPORTUNITIES

Thursday, July 31, 2008
2:00 PM – 5:00 PM

6th Floor Flom Auditorium
Woodrow Wilson Center

- 2:00 PM **WELCOME**
Paulo Sotero-Director, Brazil Institute, Woodrow Wilson Center
- 2:10 PM **PERSPECTIVES ON BRAZIL'S NATIONAL INNOVATION SYSTEM AND THE ROLE OF PATENTS
AND BIOTECHNOLOGY IN THE AGRO-INDUSTRY**
Ricardo Sennes-Professor of International Relations at Pontifícia Universidade Católica
de São Paulo (PUC-SP); Director and Partner of Prospectiva International
Roberto Castelo Branco-Former Deputy Director General, World Intellectual Property
Organization; Consultant, Brazilian Agricultural Research Corporation (Embrapa)
Commentator:
Stephen Merrill-Executive Director of the National Academies of Science's Board on
Science, Technology, and Economic Policy (STEP)
- 3:15 PM **BREAK**
- 3:30 PM **BUSINESS SECTOR INNOVATION: COMPETITIVE STRATEGIES FOR GROWTH AND PUBLIC
POLICY CHALLENGES AND OPPORTUNITIES**
Diógenes Feldhaus-Director of Partnerships, State University of Campinas Innovation
Agency (Unicamp - Inova)
Kátia Ramos Moreira Leite-Partner of Grupo Genoa Biotecnologia; President of
Scientific and Technical Genoa Group Board
Commentators:
Michael Ryan-Director of Creative and Innovative Economy Center, George
Washington University Law School
Rahim Rezaie-PhD Candidate, McLaughlin-Rotman Centre for Global Health,
University of Toronto; Co-author of recent *Nature Biotechnology* article, "Brazilian health
biotech—fostering crosstalk between public and private sectors"

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