

The Brazil Institute and the Program on Science, Technology, America and the Global Economy of the Woodrow Wilson International Center for Scholars and Prospectiva International Consulting cordially invite you to a conference on

BRAZIL'S INNOVATION CHALLENGE: Public Policies and Business Strategies

AUDITORIUM OF THE POLYTECHNIC SCHOOL

University of São Paulo, Cidade Universitária

Thursday, November 8th, 8 a.m. to 1 p.m.

RSVP, acceptances only, to alan.wright@wilsoncenter.org

Fostering innovation is one of the key challenges Brazil faces as it emerges as a player in the global economy. In the twentieth century, Brazilian scientists and research institutions developed and established the country's capacity to produce state-of-the art knowledge in various fields. Innovation, or the ability to apply knowledge in the development and production of goods and services, however, remains largely absent in many sectors of the economy. To address this issue the country needs to advance public policies on science and technology that translate the country's strong research base into products and services that benefit consumers and society at large. Better public policies create incentives and foster the necessary environment that will support companies in their effort to turn ideas into competitive products and services.

This conference, the second of three seminars dedicated to the issue of innovation in Brazil convened by the Wilson Center, seeks to assess what will effectively mobilize Brazil's potential for innovation and better position the country in the global economy. The purpose of the meeting is to develop a positive agenda on innovation in Brazil. Speakers will present and discuss brief papers. Their contributions plus a substantive summary of the discussion will be published by the Wilson Center and shared with representatives of government agencies, companies, the scientific community and opinion makers. (For more information visit www.wilsoncenter.org/brazil)

08:00 – 08:30	Registration and Coffee
<u>Opening Session</u> 08:30 – 09:00	Paulo Sotero , Director, Brazil Institute; and Reginaldo Arcuri* , President, Brazilian Industrial Development Agency (ABDI) Carlos Américo Pacheco , Assistant Secretary for Development of São Paulo
<u>Panel I</u>	Innovation Policies and Public-Private Partnerships: What Needs to be Done
09:00 – 10:00	Panelists: Carlos Henrique Brito Cruz , Scientific Director, Amparo Research Foundation of the State of São Paulo (FAPESP); and Sérgio Risola , General Coordinator, University of São Paulo Technological Enterprises Incubator Center (CIETEC-USP); Moderator: Ricardo Camargo Mendes , Executive Director, Prospective International Consulting
<u>Panel II</u>	International Perspectives on Innovation
10:00 – 10:45 (15 min coffee break to follow)	Panelists: Stephen Merrill , Executive Director of the United States National Academy of Science's Board on Science, Technology, and Economic Policy Moderator and Commentator: Kent Hughes , Director, Program on Science, Technology, America and the Global Economy of the Woodrow Wilson Center
<u>Panel III</u>	Business Strategies
11:00 – 13:00	Discussants: Fernando Reinach , Executive Director, Votorantim New Ventures; Sonia Tuccori , R&D Manager, Natura; Hugo Borelli Resende , Technology Development Manager, Embraer; Alexander Triebnigg , Presidente, Novartis Brasil; and Mauro Assano , Executive Manager of Research, IBM; Moderator: Luiz Henrique Braido , Professor, Getúlio Vargas Foundation. *to be confirmed