

ELAN Network event in Brazil 2016

Building Business Opportunities: Matchmaking
between European and Brazilian enterprises in
Health, Renewable Energy and ICT

São Paulo, 7-9 November 2016

Program version: 28/09/2016



ELAN

European and Latin American
Technology based Business Network

www.elannetwork.org

#ELANnetworkBR



This project is funded by the European Union



ELAN Network: European and Latin American Technology Based Business Network

ELAN Network is a collaborative space, co-generation and development of business opportunities based on technology between Europe and Latin America. ELAN is an initiative formed by actors of research and innovation (P&D + I) European and Latin American leaders in their fields and capable of driving the transformation processes and economic and technological growth to :

- Promote the generation of **business opportunities based on technology among European and Latin American PMEs**, connecting research and innovation with a business model that responds to market demands.
- Boost the exchange of knowledge, technology transfer and co-creation processes to stimulate the **competitiveness of PMEs and equitable and sustainable socio-economic development**.
- **Monitor innovative PMEs** in their technology transfer processes into new geographical markets.

ELAN Network is **focused on the following sectors:**

- Renewable Energies
- Biotechnology & Bioeconomy
- Environmental Technologies
- Health
- New Resources
- Information and Communication Technologies (ICT)
- Nanotechnology

2016 ELAN Network's CALENDAR of EVENTS

MARCH						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MAY						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

SEPTEMBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

OCTOBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

NOVEMBER						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

Belgium	Technical mission in Brussels: Mission to European and Latin American Innovation Ecosystem
Argentina	Technology and Innovation for Business Opportunities generation between Argentina and EU
Netherlands	Technical Mission in the Netherlands: Renewable Energy and Economy in Circular Economy
Peru	Sustainable Care: Achieving efficiency in city
Colombia	Biotechnology, a space to talk about objectives, capabilities and ICT skills
Finland	Technical Mission in Finland: Bioeconomy, Renewable Energy and Digitalization: Sustainable Businesses
Costa Rica	ICTs in the environment, health and high performance computing as key to technology-based business opportunities
Brazil	Building business opportunities in Brazil: business rounds between European and Brazilian companies in health, renewable energy and ICTs
Chile	Health, a new way of eating



ELAN Network event in Brazil 2016

Building Business Opportunities: Matchmaking between European and Brazilian enterprises in Health, Renewable Energy and ICT *São Paulo, 7-9 November 2016*

The event's objective is to connect and help consolidate Technology based Business Opportunities between European and Brazilian SMEs. The event provides an environment with some of the most relevant agents in the innovation ecosystem in both continents, which facilitates the acceleration and development of business opportunities.

Both Brazilian and European institutions will attend the event, in order to promote shared technology based business opportunities. It is an opportunity for advanced technology sectors, specially **Health, Renewable Energy and ICT**.

In order to establish a synergy with other events promoting business in these sectors, this event is coordinated with the [Low Carbon Business Action Brasil](#), as well as the [BIN@SP 2016](#).

Objectives

- Identify the challenges to develop Technology based Business Opportunities (TBBO) and generate spaces and mechanisms to help change these challenges into sustainable collaborations between SMEs from both continents.
- Consolidate already established collaboration environments
- Promote network creation for technology development and the long lasting alliances
- Link with agents supporting business opportunity generation, such as financial organisms, market and technology experts, initiatives for the promotion of business between Brazil and Europe, etc.

Priority areas

- Health:
 - (Mobile) m-Health and e-Salud
 - Biological Sciences
- Renewable Energy:
 - Energy Efficiency
 - Generation and Transmission
- ICT:
 - ICT in general
 - Internet of Things (IoT)

Attendees profile

- SMEs and other enterprises interested in the generation of Technology based Business Opportunities (TBBO)
- Regional and Local Governments
- Technology Centers, Universities, Research Institutes, other knowledge based organizations
- Clusters, enterprise associations, other enterprise support organizations



ELAN Network event in São Paulo (Brasil). 7-9 november 2016

Day 1

8:00 – 8:30	Attendees Registration
8:30 – 9:10	<p>Welcome to ELAN/BIN – Main Conference Hall Opening of ELAN/BIN – join session for all attendees to ELAN, BIN y Low Carbon events</p> <p>Prof. Marco Antonio Zago - President of Universidad de Sao Paulo Dr. Elena Schaeidt - ELAN Network Coordinator. Corporate Development Director of TECNALIA Representative of the European Union in Brazil Mr. Jorge Audy – President of ANPROTEC Mr. Carlos Brito – Representative of Universidad de Porto - Portugal Prof. Vanderlei Bagnato – Coordinator of BIN in Brazil and Director of AUSPIN</p>
9:15 – 10:10	<p>Thematic Session: Making business in Brasil</p> <p>How can european enterprises make business in the brazilian market. The objective of the session is to identify the main obstacles faced by european enterprises to make business in the brazilian market. The speakers will share successful experiences which will highlight obstacles met and solutions found.</p> <p>Mr. Nico Schettekatte – Innovation and Technology responsible at The Netherlands General Consulate in San Paulo Mrs. Ana Fornells – Economic Councilperson at the General Consulate of Spain in San Paulo Mrs. Cristina Silva - Business France Mrs. Mercedes Blasquez - Elan Biz</p>
10:10 – 10:30 Coffee Break	
10:30 – 12:00	<p>Thematic Session: Challenges and Opportunities in Health, Renewable Energy and ICT</p> <p>This panel objective is to share strategic plans, capacities, needs and future challenges in the Health, Renewable Energy and ICT sectors, offering collaboration opportunities between the EU and Brazil.</p> <p>ABDI – Brazilian agency for industrial development ABIMO – Brazilian Health Devices association Eduardo Jorge – Health Ministry President of Embrapii – Brazilian enterprise for industrial research and innovation CPqD – Telecoms research and development center Low carbon Abeeólica – Brazilian association for wind energy</p>



ELAN Network event in São Paulo (Brasil). 7-9 november 2016

12:00 – 13:30 Lunch

13:30 – 14:15 Symphonic Orchestra of USP – OSUSP – presentation (Social event)

14:15 – 15:50

Elevator pitches: capacities of EU participants

Space for presentation by european enterprises looking for collaboration opportunities in the Health, Renewable Energy and ICT sectors. Each enterprise will have no more than 4 minutes to share their capacities and interests in this market.

The ELAN Network organisation will contact all interested participants to coordinate the presentations in advance of the event. All presentations will be in PPT format.

15:50 – 16:20 Coffee Break

16:20 – 17:30

Co-creation Workshop between european and brazilian enterprises in Health, Renewable Energy and ICT sectors (pre-registration required)

The objective is to work together to identify new Technology based Business Opportunities (TBBO) through the combination of enterprise technologies and capacities.

Moderator: Unai Calvar, TBBO Coordinator in ELAN Network, TECNALIA

ELAN Social Event - Gala Dinner (20:30) / CDI Lounge





ELAN Network event in São Paulo (Brasil). 7-9 november 2016

Day 2

9:00 – 9:15	Attendees Registration		
9:20 – 10:10	<p>Programmes and services to support the generation of TBBOs</p> <p>This panel's objective is to share existing tools and mechanisms in Brazil to support enterprises in the development of TBBOs.</p> <p>FINEP CDTI/Sain Investe San Paulo Mario Borges –Internacional Director of CONFAP</p>		
10:10 – 10:30 Coffee Break			
10:30 – 12:30	<p>Bilateral meetings</p> <p>Space for networking and B2B meetings between EU and LAC participants, according to agendas set ahead of the event. Pre-registration required by means of the ELAN Network matchmaking tool ahead of time. http://matchmaking.elannetwork.org/identificate.php</p>		
12:30– 13:30 Lunch			
13:30 - 15:50	<p>Horizon2020 Wokshop : The objective of the workshop is an introduction to this R&I programme, recommendations for successful project proposals and ELAN Network support in order to identify and develop proposals.</p>	<p>IPR Help Desk Workshop: It is designed to help solve the main doubts regarding Intellectual Property Rights and technology transfer laws and regulations in Brazil. IPR Help Desk Brasil</p>	<p>Bilateral meetings (follow-up) http://matchmaking.elannetwork.org/identificate.php</p>
15:50 – 16:20 Coffee Break			
16:20 - 17:30	<p>Panel for the presentation of some of the main EU and Brazilian Technology Centers</p> <p>This panel's objective is to identify areas of collaboration for the creation of multiplying alliances between Europe and Brazil, and reach a larger impact in the technology transfer activities both in Europe and Brazil.</p> <p>Participants: TNO – The Netherlands, Tecnalia – Spain, VTT – Finland , RBI – Croacia, Cietec , Tecnopuc, Techpark, Parque Tecnológico de Sorocaba and Porto Digital</p>		<p>Bilateral meetings (follow-up) http://matchmaking.elannetwork.org/identificate.php</p>
17:30 – 18:00	Event Closure		



ELAN Network event in São Paulo (Brasil). 7-9 november 2016

Day 3

8:30 – 9:00

Attendees Registration

Technical visits- ELAN / BIN

9:00 – 16:00

Visit to the EMBRAER factory (www.embraer.com.br) to have the chance to know one of the largest commercial airplane manufacturers in the world, and their innovative projects in the areas of renewable energy and ICT.

Visit to the NATURA factory (www.natura.com.br) to have the chance to know Natura, a world known enterprise for innovation in the sector of health and well-being.

IMPORTANTE: Limited places. After the required pre-registration, the ELAN Network organization will confirm accepted inscriptions through e-mail.

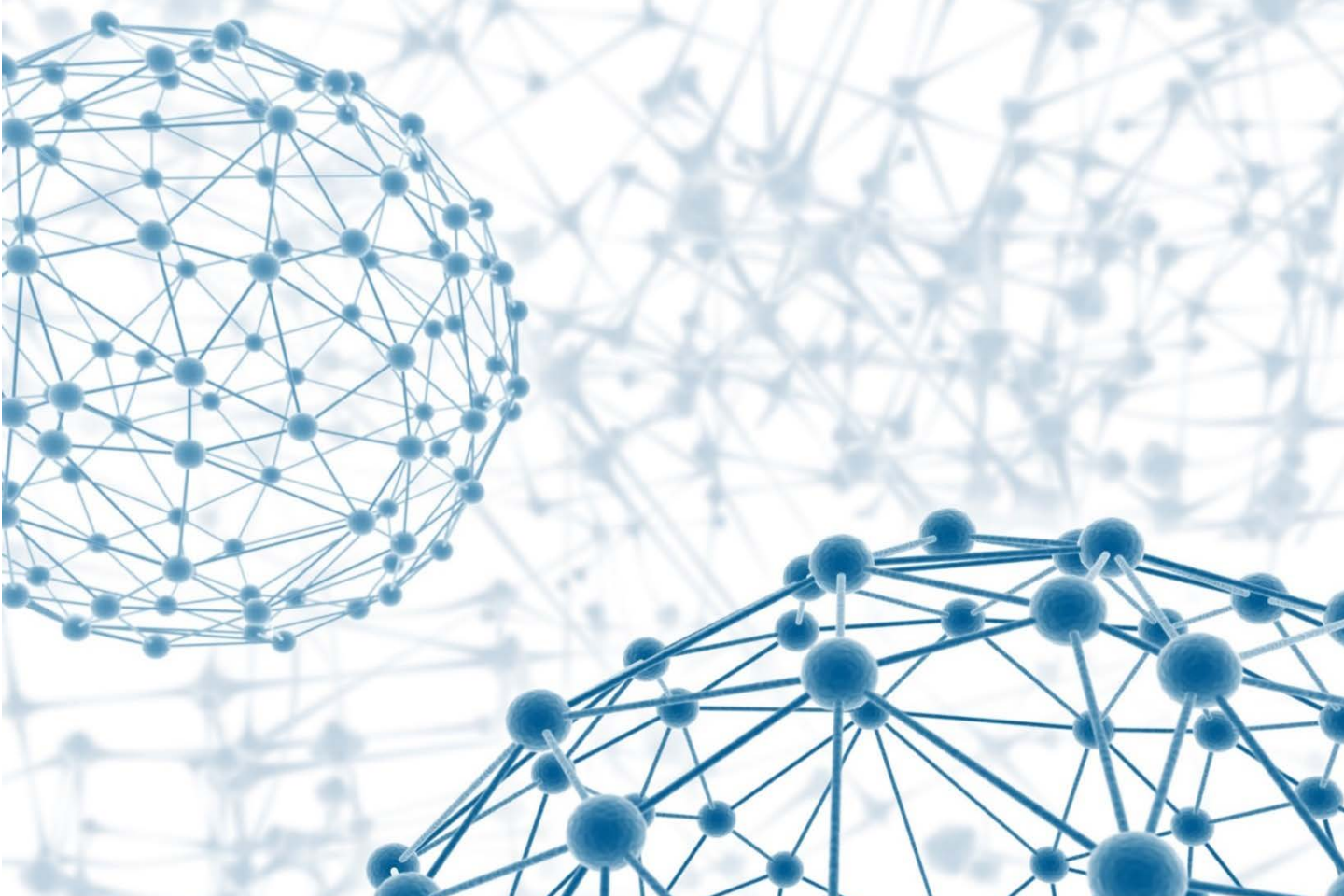
ELAN Network reserves the right to cancel visits should the number of registrations be insufficient.



ELAN Network event in São Paulo (Brasil). 7-9 november 2016

General Information

San Paulo	San Paulo is the largest city in Brazil and the most important financial center in Latin America, located in the south-west of Brazil. For more information on Sao Paulo, please visit - http://www.visitesaopaulo.com/
Airport	Information of the airports of San Paulo in: http://www.aeroporto guarulhos.net/en/ http://www.aeroportocongongonhas.net/en/ http://www.viracopos.com/home-1.html
Transport airport to San Paulo	Taxi from the airport of Sao Paulo (Guarulhos) to the city center is (approx) 30 US\$; Uber Service is cheaper. Public transport is available by means of omnibus to the city center, and from there to other destinations by omnibus or metro. Cost of public transport in Sao Paulo is around 1.50 US\$.
Metropolitan area transport	Sao Paulo provides a good public transport system as well as wide availability of taxi and Uber drivers throughout the city. For more information on prices and lines, please check: http://www.sptrans.com.br/itinerarios/
Event location	The event will take place at CDI , Centro de Difusión Internacional de la USP, located within the campus of Universidad de San Paulo – USP. Address: Centro de Difusión Internacional de la USP 338, Av. Prof. Lúcio Martins Rodrigues, 222 - Butantã, San Paulo - San Paulo, CEP: 05508-020
Embassies in Brazil	Your country embassy or consulate can be located in: http://www.itamaraty.gov.br/en/foreign-missions-in-brazil
Hotels in Sao Paulo	Hotels arranged for the event can be found at: https://paginas.fe.up.pt/~binsp2016/index.php?option=com_k2&view=item&id=186:hotels&Itemid=108 Important! YOU need to make the reservation directly with the hotel. Please do not forget to mention the code established for the event special discount with your reservation: BIN/ELAN 2016
Health Risks	Health risk in Brazil is low: http://wwwnc.cdc.gov/travel/destinations/traveler/none/brazil
Visa	Information regarding visa to Brazil in: https://brazil.travisa.com/?PartnerID=TA
B2B Meetings tool	Please sign up for the matchmaking service, enabling arrangement of one-to-one meetings and supporting networking at the event. Please register for the event first! http://matchmaking.elannetwork.org/identify.php?lang=en
Questions and info	elan@usp.br
Register	http://www.elannetwork.org/es/content/2016-evento-brasil
Notice	Official languages of the event are Portuguese and English



Event organizer and Member of the ELAN
brazil@elannetwork.org

ELAN Network Coordinator and Co-organizer
info@elannetwork.org



Member of ELAN Network in Brasil



In cooperation with



This project is financed by the European Union