



## ENRICH in Brazil: ENRICH Soft-landing Structures and Support

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ANPEI / Sistema Fiep

**Webinar: Internacionalização de Startups - Oportunidades e desafios do mercado europeu, 25 June 2019**



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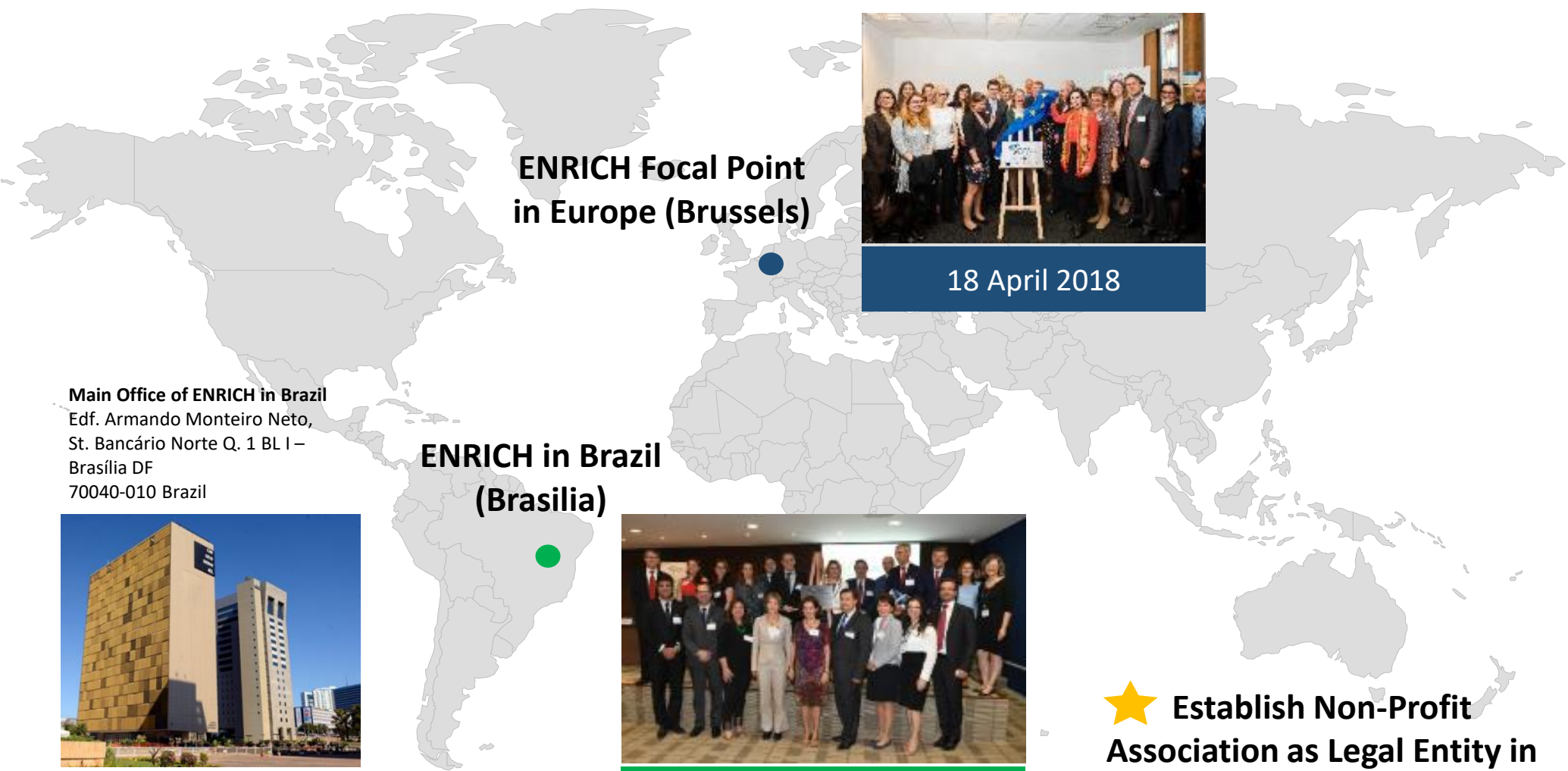
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# 1. Community Structure

## 2. Soft Landing Hubs





**ENRICH Focal Point  
in Europe (Brussels)**



18 April 2018

**Main Office of ENRICH in Brazil**  
Edf. Armando Monteiro Neto,  
St. Bancário Norte Q. 1 BL I –  
Brasília DF  
70040-010 Brazil

**ENRICH in Brazil  
(Brasilia)**



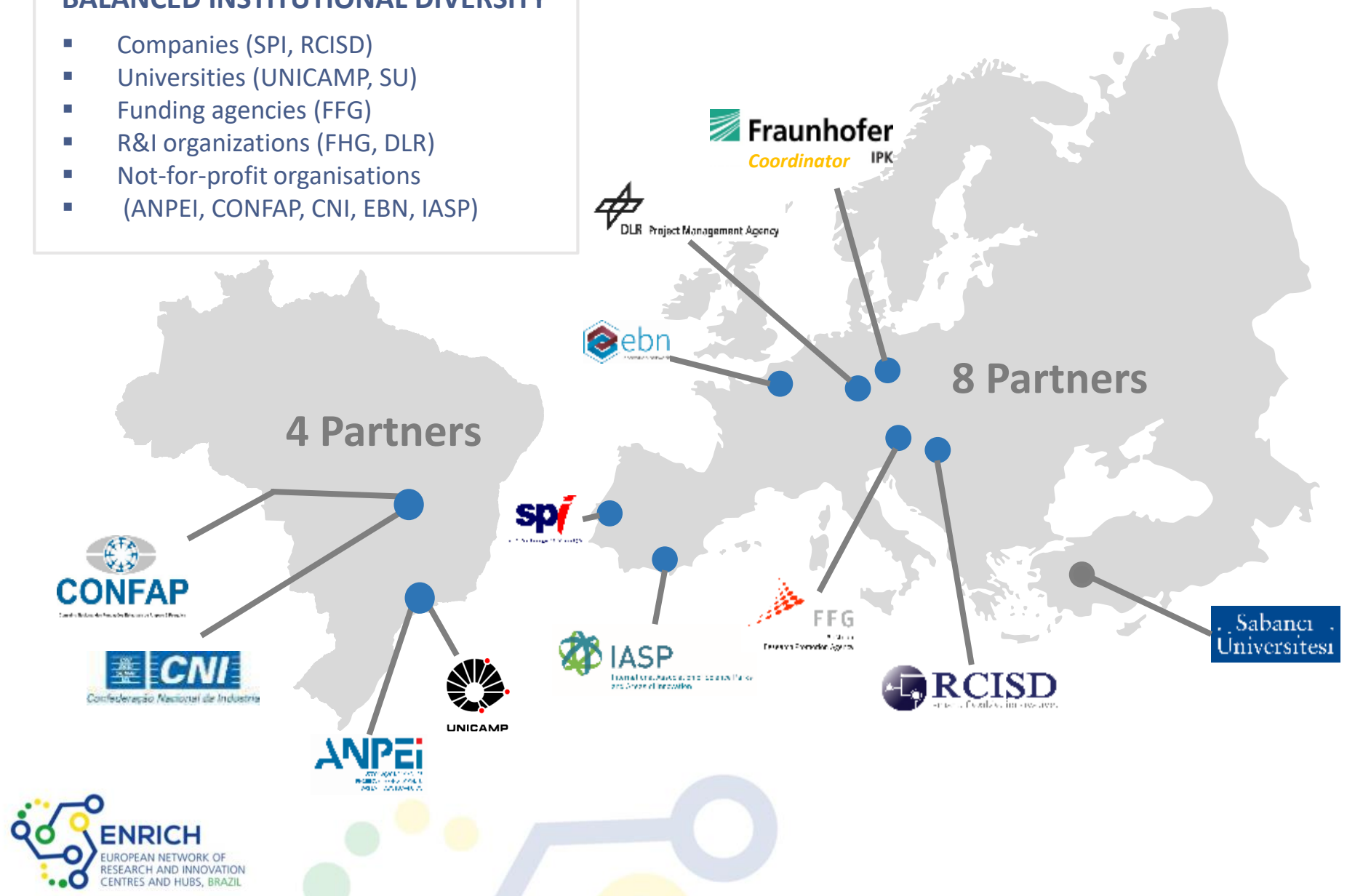
29 November 2017

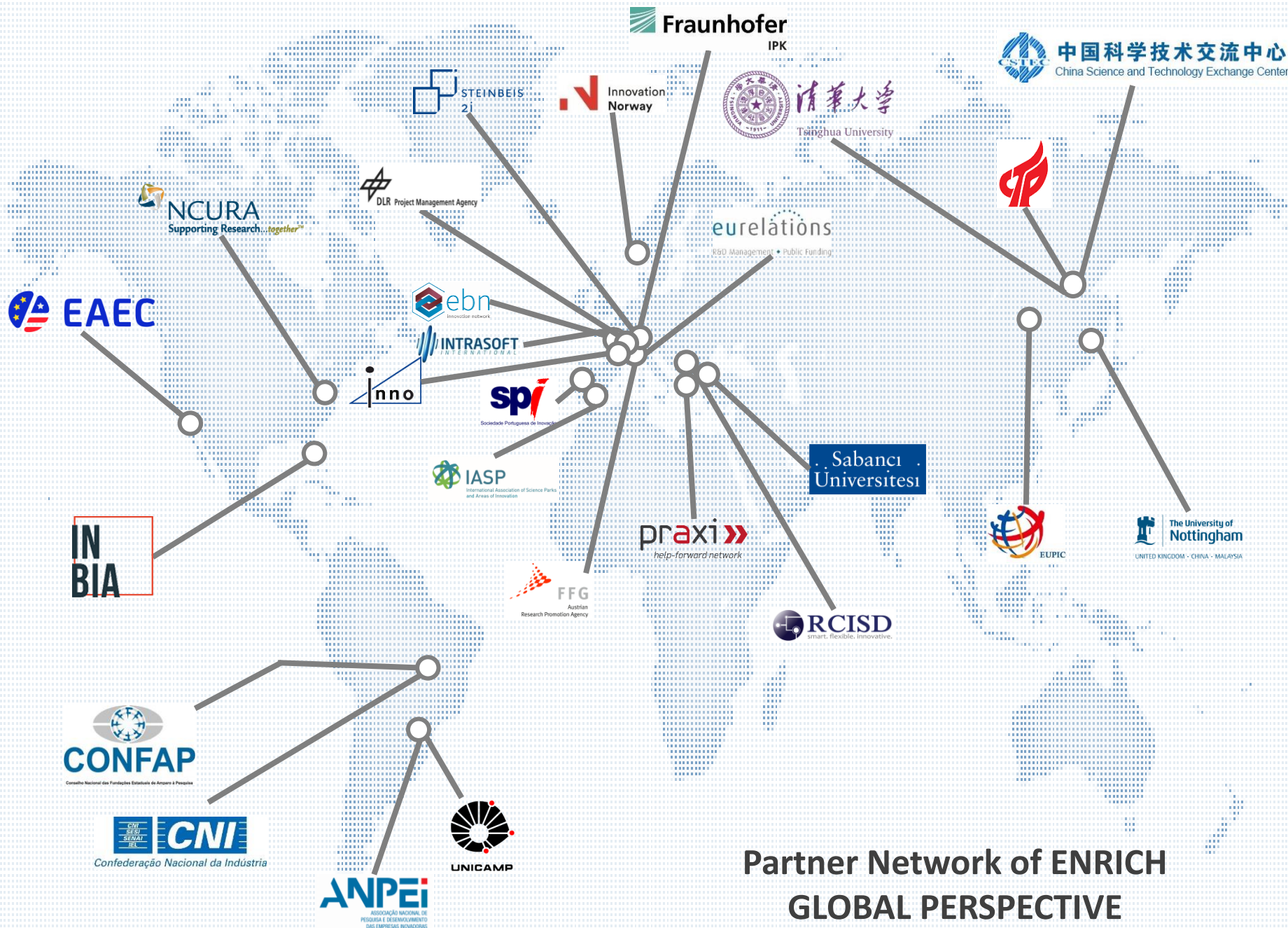
★ **Establish Non-Profit  
Association as Legal Entity in  
Brazil – June / July 2019**

# CEBRABIC Consortium: 12 Partner Organisations (Brazil & Europe)

## BALANCED INSTITUTIONAL DIVERSITY

- Companies (SPI, RCISD)
- Universities (UNICAMP, SU)
- Funding agencies (FFG)
- R&I organizations (FHG, DLR)
- Not-for-profit organisations (ANPEI, CONFAP, CNI, EBN, IASP)







## Brazilian Organisations

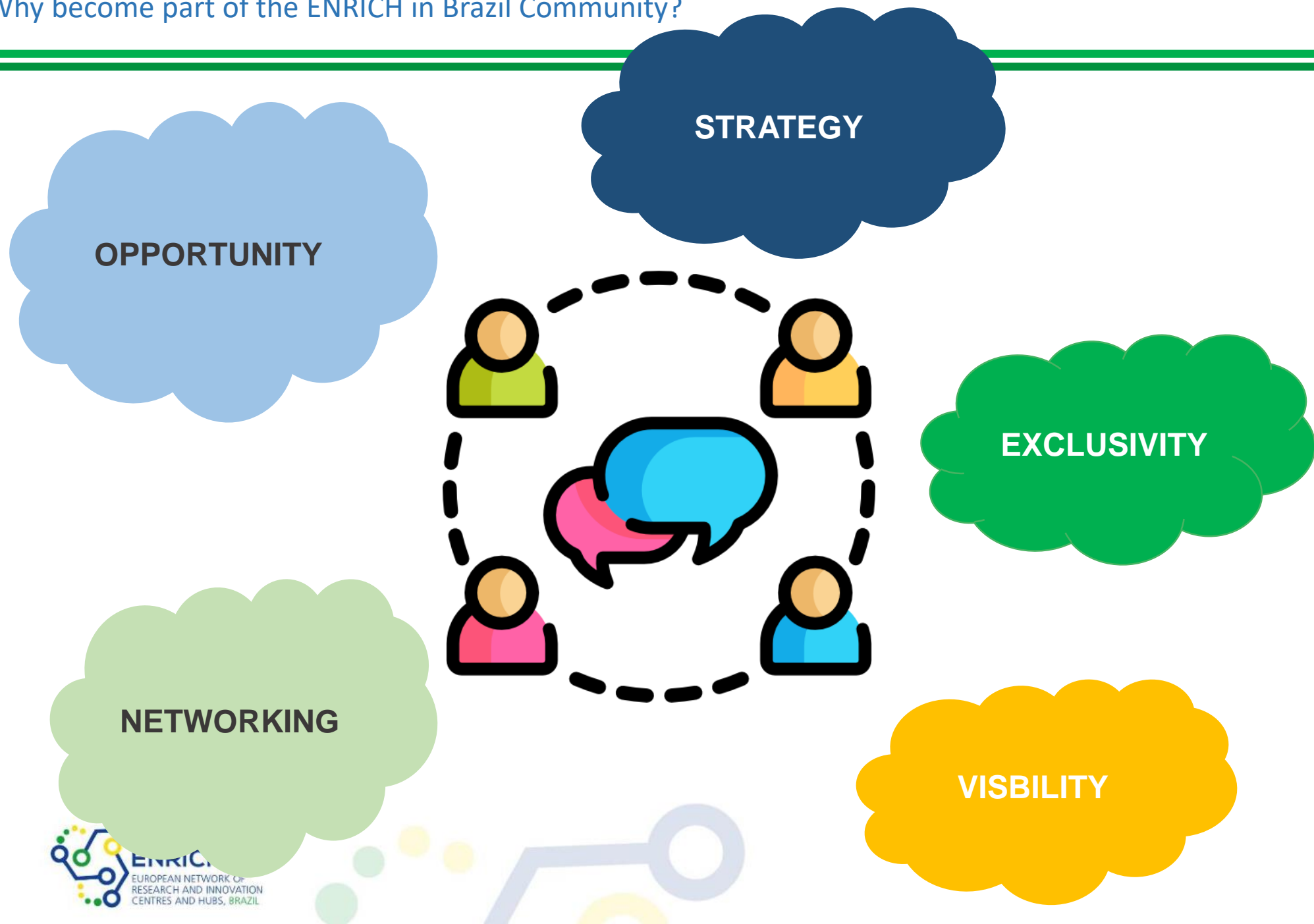
- Based on trustful contacts
- Selected on expertise, competences and regional knowledge
- Able and willing to internationalize to and with Europe



## European Organisations

- Based on trustful contacts
- Selected on expertise, competences and regional knowledge
- Able and willing to internationalize to and with Brazil

# Why become part of the ENRICH in Brazil Community?



**STRATEGY** – Associated Members are actively involved in the Strategic orientation of ENRICH in Brazil and its future development as part of the General Assembly and / or the Executive Board of the Association.

**VISIBILITY** – Associated Members increasing their visibility in Europe and/or Brazil; accelerating their reputation and brand on an international market and becoming recognized as international STI actor on a global scale.

**NETWORKING** – Associated Members have access to a European-Brazilian Network to share knowledge and experience and to exchange innovative practices.

**OPPORTUNITY** - Associated Members have the opportunity to establish long-term strategic partnerships and cooperation possibilities with partners in Europe and/or Brazil.

**EXCLUSIVITY** – Associated Members have the exclusive access to Europe and/or Brazil Partners and to get information on BR – EU related issues on first-hand – benefitting from the Network character of ENRICH.



1. Community Structure

## 2. Soft Landing Hubs



# ENRICH in Brazil: Our Trusted Network

CNI is the umbrella organization of Brazilian industry based in Brasília; 27 industry associations of the Brazilian states and the federal district are represented, + 1,250 business associations are connected



CONFAP is the roof organisation of several FAPs (funding organizations) throughout Brazil



Two accredited SLH of ENRICH in Brazil



Fraunhofer is Europe's largest application-oriented research organization. 72 institutes and research units at locations throughout Germany; employs a staff of more than 26,600.



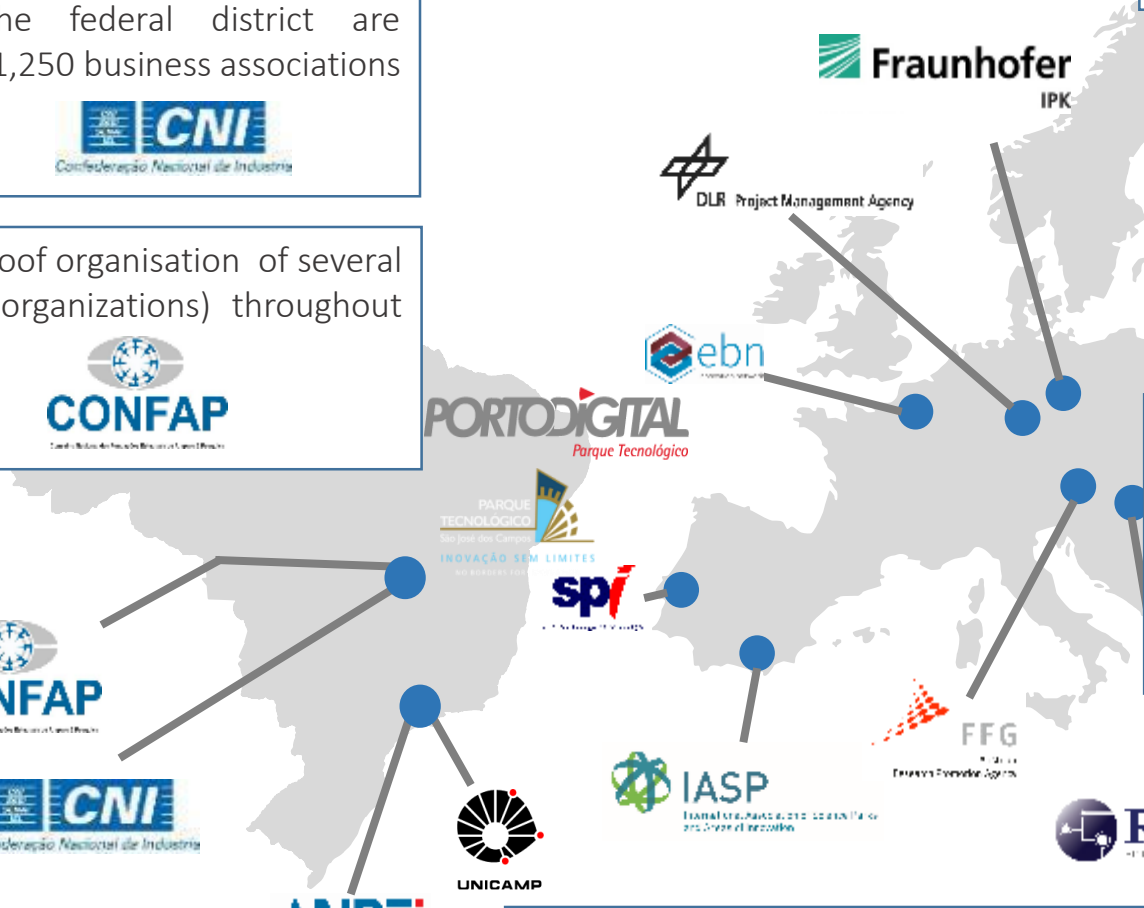
EBN has 150 quality-certified EU|BICs (business and innovation centres) and 70 other organisations that support the development and growth of innovative entrepreneurs, start-ups and SMEs



IASP is an active network of managers of science/technology/research parks, innovation districts and other areas of innovation; **over trusted 350 members**



ANPEI brings together the main players of innovation in Brazil with around 130 members



Soft Landing Hubs, accredited by ENRICH in Brazil, are members with capacities to provide soft landing-related services to ENRICH customers.

ENRICH Soft Landing Hubs especially **deliver soft-landing and incubation services** on behalf of ENRICH in Brazil, such as:

- Localization guidance
- Co-working space offer
- Administrative and Secretariat support (licenses to operate in Brazil, translation services, office support, etc.).
- Compliance check on laws and regulations affecting RDI-related activities (e.g.: trials, scientific equipment imports, etc.).
- Introduction to the local scientific and business community.



## BUILDING TRUST & TRUSTFUL RELATIONS



- Recognition via Dedicated Trademark
- **Acquire Credibility among EU-BR Innovation Ecosystem**
- Higher visibility on EU-BR market
- Branding via ENRICH communication package
- Peer-to-Peer Activities
- Access to Annual Meetings in EU & BR
- Train the Trainer Workshops
- Policy Round Tables
- Targeted Communications

Process to become a SLH and by that means a trustful partner of ENRICH in Brazil!

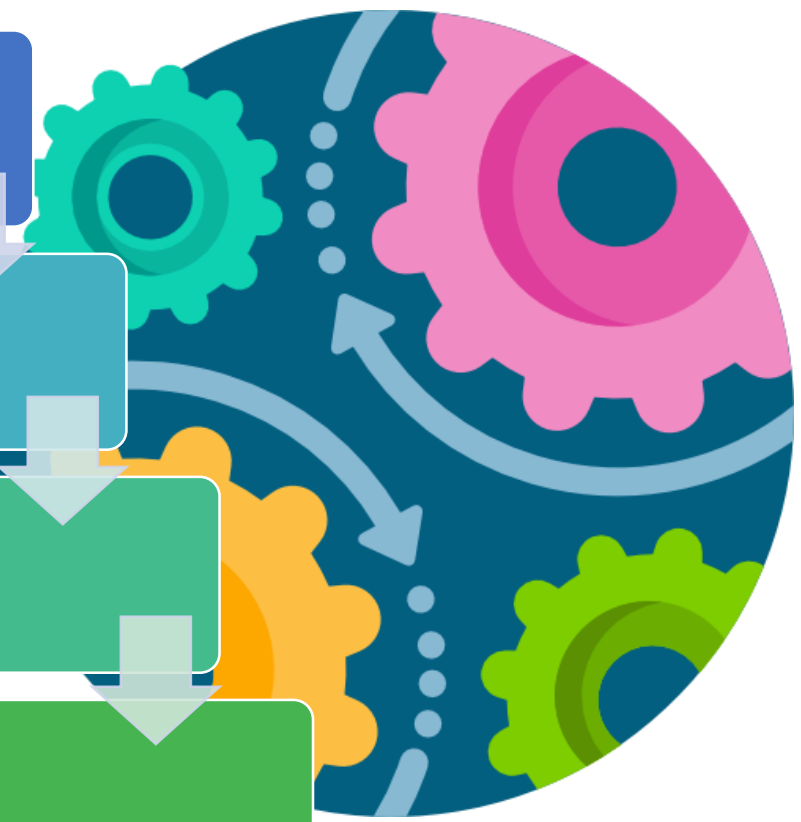
Application / Expression of interest via website

Meet our requirements and get selected by our Community Member committee

In-depth questionnaire followed by a phone call for check back questions and to clarify further steps

Onsite visit with ENRICH expert (incl. peer-to-peer)

Based on report of the expert, the committee will decide about your acceptance





Interested in soft  
landing opportunities  
in Europe?



ENRICH can help to  
find your suitable  
counterpart!

ENRICH in Brazil is made possible with the support  
of the CEBRABIC project and its partners



Fraunhofer Institute for Production  
Systems and Design Technology (IPK)

