



ENRICH in Brazil

André Barbosa

11th October 2018



ENRICH is an initiative of the European Union, executed in Brazil by the CEBRABIC project, that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 733531. Responsibility for the information and views set out in this publication lies entirely with the authors.

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CEBRABIC Project establishes 'ENRICH in Brazil'



Horizon 2020:

Eng-Globally-9-2016, Centres/Networks of European Research and Innovation:

Establish strategic Partnerships in Science, Technology and Innovation (STI) with selected key countries: China, USA, Brazil (Pilots)

Main Objectives of CEBRABIC:

- Encouraging cooperation among European and Brazilian Research, Innovation and Business (R&I&B) organizations
- Establish and deploy a self sustainable Centre for Europe-Brazil Business & Innovation Cooperation within 48 month

Project duration: 01/2017 – 12/2020



Who
we are!

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)



ENRICH in Brazil: Our Promise to the Market!

EUROPEAN NETWORK OF RESEARCH AND INNOVATION CENTRES AND HUBS, BRAZIL **BECOMING THE MAIN HUB & CONTACT POINT FOR EUROPEAN & BRAZILIAN SCIENCE, TECHNOLOGY & INNOVATION ACTORS**

MISSION	VISION	OBJECTIVES
<p>We encourage & facilitate the cooperation in research, technology and entrepreneurship between Europe and Brazil by supporting and empowering all innovation actors (public & private) along the innovation (value) chain</p>	<p>In 2021, 'ENRICH in Brazil' will be a main hub & contact point for European and Brazilian Science, Technology and Innovation (STI) actors aiming at bilateral cooperation</p>	<ul style="list-style-type: none">▪ Promotion of excellence in B&R&I▪ Financial sustainability of the Centre▪ Creation of a win-win situation for BR & EU in STI fields▪ Connect EU researchers & entrepreneurs in BR market▪ Connect BR researchers & entrepreneurs in EU market▪ Offer Services to BR & EU clients▪ Integrate existing EU & BR initiatives, projects and networks

For
whom?!

Clients – Beneficiaries - Stakeholder

RESEARCH ACTORS

- ❖ Universities
- ❖ Research Institutes
- ❖ University Associations
- ❖ Research Networks

INNOVATION ACTORS

- ❖ Scientific Parks
- ❖ Incubators
- ❖ Accelerators
- ❖ Funding Agencies

BUSINESS ACTORS

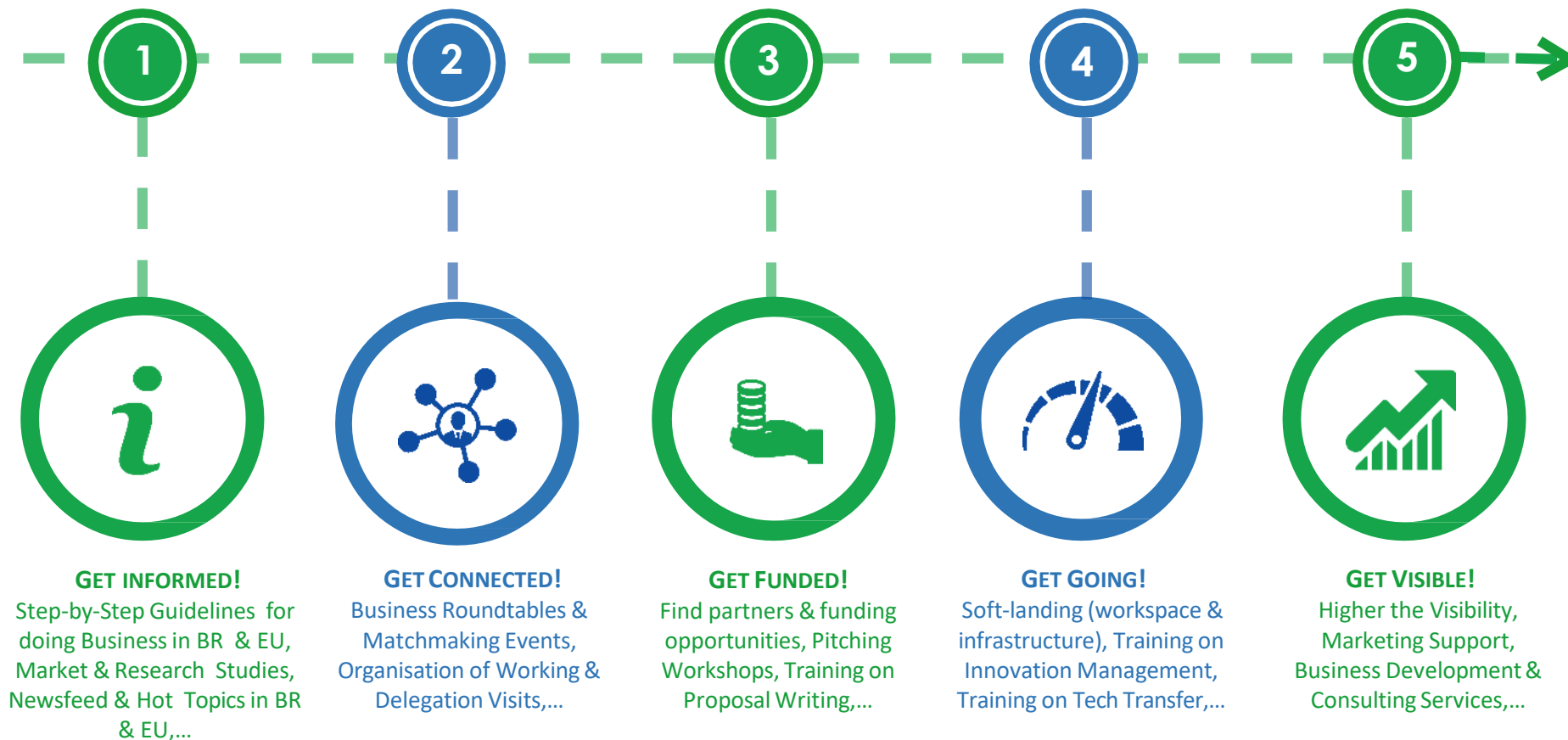
- ❖ Companies
- ❖ Start-ups, SMEs
- ❖ Business Networks
- ❖ Clusters

Service Portfolio & Customer Value



How?!

Service Portfolio: The 'ENRICH in Brazil' Experience



6 – GET ADVICE!

Legal support, IPR advice, RRI Toolbox, Patent Advice,...

Services provided in 2018 – Retrospection (SELECTION)

Training



Boot Camp



Webinar



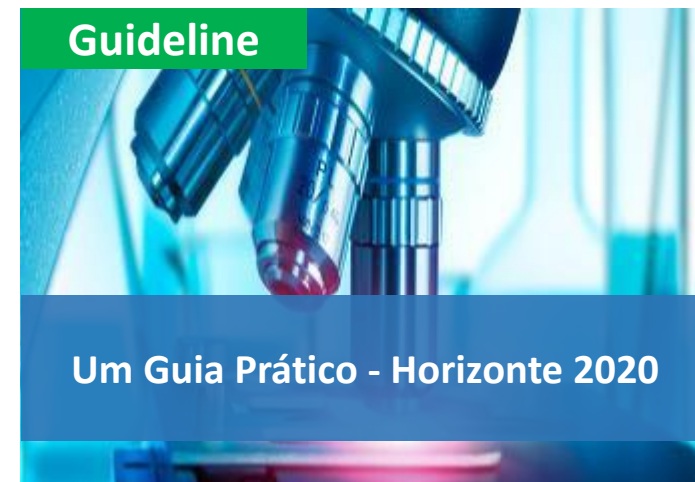
Information Report



Info Session



Guideline



Stay tuned – Spotlight on upcoming Services (Oct / Nov 2018)

15 Oct 2018

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CENTRES AND HUBS, BRAZIL

WEBINARS



Information Services

Showcasing the Applied Research Sector in Brazil (Part I): Electronics & Digital Technologies
15 October 2018 (15-16 CET)

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29 & 30 Oct 2018

ENRICH
EUROPEAN NETWORK OF
RESEARCH AND INNOVATION
CENTRES AND HUBS, BRAZIL

Services 2018

Training and Infrastructure



Dates & location
29 –30 October
Malaga, Spain
Hotel TRYP Alameda

Innovation Bootcamp (EU)

A 1.5 day intensive programme which includes training and coaching sessions. There will be a particular focus of the bootcamp on developing global competences for the Brazilian market and setting up a business in Brazil. Participants will be provided the skills and knowledge in developing their ideas, sustainable business modelling, partner finding and legal advice.

Agenda overview

- Background to business environment – Brazilian context, market and industry
- Business plan writing (sustainable business modelling)
- Business ethics & legal advice (Brazil)
- Marketing your product/business (Brazil)
- Networking and teambuilding challenge
- How to pitch your product/idea
- Pitch session
- Partner search advice, making contacts
- ENRICH in Brazil innovation tour information

More information and registration:
www.brazil.enrichcentres.eu/post/innovation-bootcamp-eu

www.brazil.enrichcentres.eu

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5 – 9 Nov 2018

ENRICH
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RESEARCH AND INNOVATION
CENTRES AND HUBS, BRAZIL

Services 2018



Matchmaking & Events

DATE & LOCATION
5 - 9 November 2018
São Paulo • Belo Horizonte • Rio de Janeiro • BRAZIL

INNOVATION TOUR TO BRAZIL

ENRICH in Brazil offers a unique networking opportunity for European Science, Technology and Innovation (STI) organisations in the areas of Biotechnology, Space Technology, Nanotechnology, Materials Science and Renewable Energy. Within the Innovation Tour, European organisations will get the opportunity to gain valuable insights into the state of Innovation in Brazil (São Paulo, Belo Horizonte, Rio de Janeiro), identify collaborative possibilities and meet up with potential future partner organisations and customers in this hot target country in the world.

Highlights of the Tour

- Explore with in the day the Southeast of Brazil and the three most innovative Brazilian cities: São Paulo, Belo Horizonte and Rio de Janeiro
- Meet well known companies, research and technology organisations and get high-class information at first hand about the Brazilian STI landscape
- Get ready to start business in and/or with Brazil through various organisational visits and networking opportunities

More Information & application:
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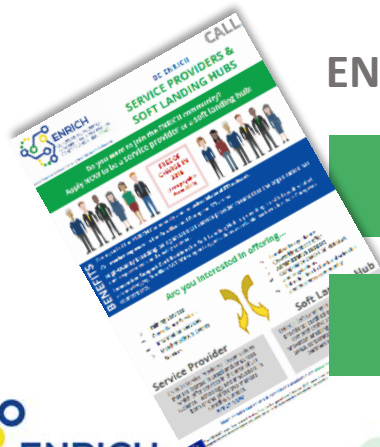
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ENRICH in Brazil: Community

Brazil
& Europe



ENRICH in Brazil Ecosystem



Service
Provider

Soft Landing
Hub

Headquarters
in Brasília & planned
Branches in SP & RJ

ENRICH
Supporters & Ambassadors

Individuals & Organisations
as Beneficiaries

Community Components: Service Provider & Soft Landing Hubs

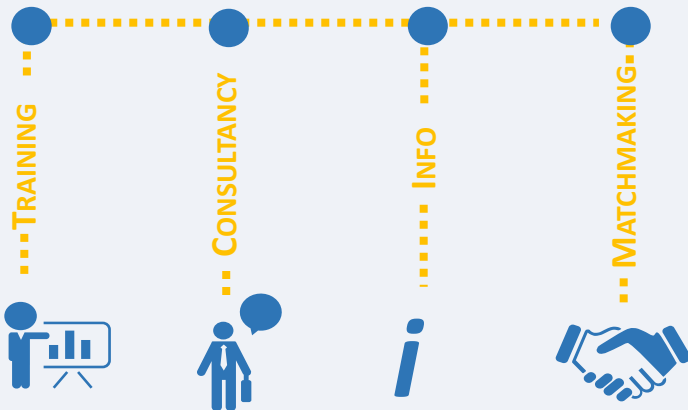
KEY FACTS

SERVICE PROVIDERS

WHO?

- Research Development and Innovation Coaches
- Sectorial Experts
- Research and Innovation Agents
- Legal Experts in the Area of STI
- Training Organisations
- Business Support Provider

WHAT?



SOFT LANDING HUBS

WHO?

- Research Actors
- R2M Actors
- Incubators
- Accelerators
- Science and Technology Parks
- Research Centres

WHAT?

- Specialized Services
- Localisation Guidance
- Co-working Space
- Administrative & Secretariat Support
- Compliance Check regarding STI Laws and Regulations
- Intro to the Local Scientific and Business Community

How to involve?



- ✓ Become part of our Community: Application for Service Providers, SLH & Ambassadors via Website!
- ✓ Test our Services as ,free-of-charge' in 2018
- ✓ Stay tuned about our Activities via Social Channels & Newsletter Subscription



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Brazilian STI Landscape

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Brazil

Dominating the eastern
half of South America

Latin America's
largest economy

5th largest
country in the
planet

8,515,692,272 km²

9th largest economy
in the world.

<https://www.export.go>



200
Million

5th largest world
population

The Brazilian Innovation Ecosystem

Main Actors and Strategic Programs



Area
8.514.876 km² (5th)

Population
207.660.929 (6th)

GDP
US\$ 3,217 Trillion (8th)

Students at Universities
4.880.381 Students

Main political actors

Ministries

The Brazilian STI system has a multilevel governance and responsibilities are shared between different ministries and authorities in both federal and state levels.

Brazilian individual states have relative autonomy over their STI policies, creating their own funding agencies and universities / research institutes.

- ❑ Ministry of Science, Technology, Innovations and Communications (MCTIC)
- ❑ Ministry of Development, Industry and Foreign Trade (MDIC)
- ❑ Ministry of Education (MEC)
- ❑ Ministry of Health (MS)
- ❑ Ministry of Mining and Energy (MME)
- ❑ Ministry of Agriculture, Livestock and Supply (MAPA)
- ❑ Ministry of Environment (MMA)

Main political actors

Other institutions at Federal Level

- ❑ **CNPq** - The National Council for Scientific and Technological Development (CNPq) is an agency linked to the MCTIC, dedicated to the promotion of scientific and technological research and to the formation of human resources for research in the country.
- ❑ **FINEP** – the Brazilian Innovation Agency is, similarly to CNPq, an agency linked to the MCTIC, dedicated to funding innovation-related activities, by providing loans for both public and private innovative institutions
- ❑ **Embrapii** - Brazilian Company for Industrial Research and Innovation (connected to the MCTIC and to the Ministry of Education)
- ❑ **Apex** - Brazilian Trade and Investment Promotion Agency
- ❑ **CNI** - The Brazilian National Confederation of Industry is the official and highest-level organization representing Brazilian industry.



Main political actors

State and Municipality Levels



State Level

- ❑ FAPs - Brazilian State Funding Agencies (Examples: FAPESP, FAPEMIG, FAPERJ)
- ❑ Regional Development Banks
- ❑ State Innovation Laws - State laws are an important part of the legal framework for innovation, derived from the Federal Innovation Law (Law 10,973/04).

City Level

- ❑ Municipal Innovation Laws (varies according to the city)
- ❑ Example: The city of Campinas (SP) grants tax incentives to startups. The local Service Tax (ISSQN) was reduced from 5% to 2%. The discount on the Property and Urban Property Tax (IPTU) may reach 100%.

Main financial institutions

Public

STI in Brazil is financed at Federal, State and Municipal levels by public Banks and ministerial agencies.

Until recently, the funding of STI activities on a private basis was very restricted due to legal restrictions.

Nowadays, this challenge is overcome by the new STI Legal Framework and by the creation of new agencies, such as EMBRAPII.

Public Banks and Agencies:

- ❑ Brazilian National Development Bank (BNDES)
- ❑ National Bank of the Northeast Region (BNB)
- ❑ Bank of Amazonia (BASA)
- ❑ Bank of Brazil (BB)
- ❑ Coordination for Higher Education Staff Development (CAPES)
- ❑ Brazilian Innovation Agency – Funding Authority for Studies and Projects (FINEP)
- ❑ National Council for Scientific and Technological Development (CNPq)
- ❑ Brazilian Agency for Industrial Research and Innovation (EMBRAPII)

Main financial institutions

Private Equity and Venture Capital



Anjos do Brasil is an angel investor network dedicated to foster angel investment for supporting innovative entrepreneurs in Brazil.



ABVCAP is a non-profit organization that represents the private equity and venture capital industry.

The Innovation Law

Law 10.973

The Innovation Law was enacted in 2004 and amended in 2010.

Its main objective was the establishment of R&I incentives for the industrial sector, envisioning the technological autonomy and the industrial development of the country.

In 2016, the Innovation Law was modified by the new STI Legal Framework to solve problems identified in the old version – the main changes are highlighted below:

- ☐ Public institutions are now authorised to establish agreements with foreign enterprises for the provisioning of products and services;
- ☐ Public R&I infrastructures can be shared with any kind of enterprises;
- ☐ R&I institutions and private enterprises are allowed to jointly explore a technology.



The “Good Law”

Law 11.196

The Good Law was published in 2005, as a follow up of the Innovation Law (foreseen in art.28).

It defines fiscal incentives for R&D activities performed by companies

General features:

- ❑ Deduction from 20% to 34% in Income Tax (IRPJ) and Social Contribution over Net Profit (CSLL) of R&D expenses
- ❑ Deduction of up to 50% in Industrialized Products Tax (IPI) in the acquisition of machinery and equipment for R&D
- ❑ Limited to companies opting for the Real Profit regime under the Income Tax – favouring large companies to use the incentives of the Good Law
- ❑ Technology Innovation – comprise basic research, applied research, technology development and prototyping

Institutional framework

Research Institutes

Public Research Institutes (PRI)

The majority of the research infrastructure in Brazil (56%) was installed in the 2000's.

Private Research Institutes (PvRI)

The main example of PvRIs is SENAI Institutes which objective is to enhance the productivity and competitiveness of the Brazilian industry (25 Innovation Institutes and 57 Technology Institutes).

The focus of SENAI Institutes is applied research, from the pre-competitive phase, definition of concepts and experimentation, until the final phase.



Institutional framework

Science Parks

In 2014, there were 96 science Parks in Brazil, distributed as follows:

- ❑ 30 in operation;
- ❑ 28 under development;
- ❑ 38 planned.

As per the geographical distribution:

- ❑ 40 are located in the Southeast region;
- ❑ 36 in the South;
- ❑ 8 in the Northeast;
- ❑ 7 in the Centre-West; and
- ❑ 5 in the North.



Institutional framework

Technological Innovation Centres (NITs)

The Innovation Law (2004) established that science and technology research institutes, including universities, should establish Technological Innovation Centres (NITs), that would be responsible for managing the institution's innovation policies and intellectual properties, particularly their licensing and technology transfer agreements.

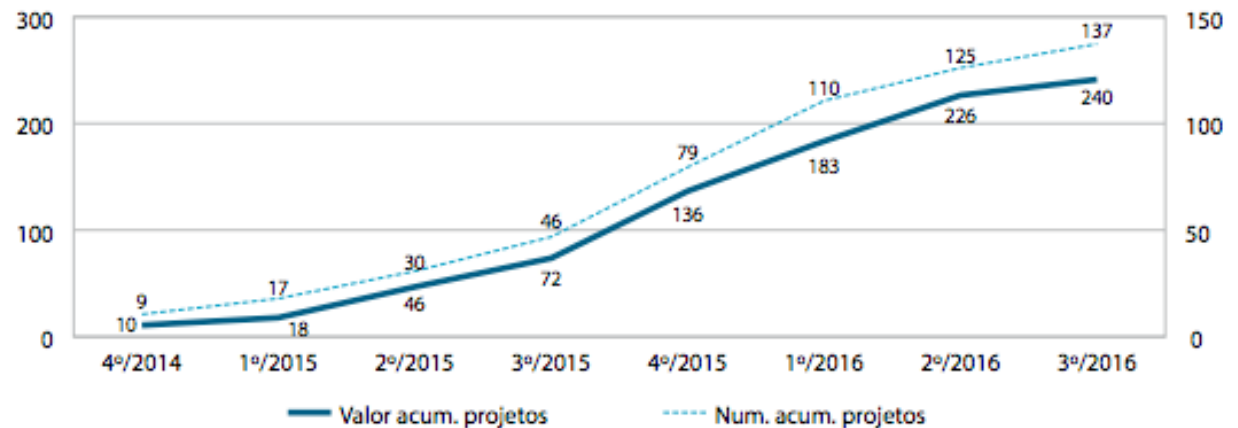


Main political actors

Embrapii

- ❑ Fraunhofer-like 1/3 – 1/3 – 1/3 Model
- ❑ With little more than three years of existence, Embrapii has managed to expand its portfolio of contracted projects.
- ❑ Until the third quarter of 2016:
 - ❑ 137 projects
 - ❑ Total amount of R\$ 240 million

Gráfico 20 – Evolução do número de projetos contratados e do valor acumulado, 2014-2016



Fonte: Embrapii, 2016.

STI policies in the presidential elections

Fernando Haddad



- ❑ **Structuring innovation ecosystems in key strategic areas** (advanced manufacturing, biotechnology, nanotechnology, pharmacy, energy and defense)
- ❑ **Expanding the national STI funding system** – devoting part of the Pre-Salt Social Fund amounts to the S&T Development National Fund (FNDCT)
- ❑ **Recreating the MCTI** – excluding the telecommunication area from the current ministerial structure
- ❑ **Develop a 10-year plan to expand STI investment** – enabling Brazil to reach an R&D investment level equivalent to 2% of the GDP by 2030



STI policies in the presidential elections

Jair Bolsonaro



- ❑ **Creation of technology hubs** to promote partnerships among companies and universities for new products development, following the examples of the USA, Taiwan, Israel, South Korea and Japan.
- ❑ **Create research centres on graphene and on niobium**, turning Brazil into a world technology leader for these mineria.
- ❑ **Stimulate entrepreneurship learning processes in the universities**

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)

