



# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

Bundesverband der Deutschen Industrie (BDI)  
Confederação Nacional da Indústria (CNI)  
Ministério das Relações Exteriores (Itamaraty)  
Câmara de Comércio e Indústria Brasil-Alemanha (AHK)  
Bundesministerium für Wirtschaft und Technologie (BMWi)  
Deutscher Industrie- und Handelskammertag (DIHK)  
Ibero-Amerika Verein (IAV)



## PROGRAM

**As of May 10<sup>th</sup>, 2013**

= Draft subject to further modifications =

### German Brazilian Economic Meeting 2013

XXXI Entrepreneurial Meeting and  
XL Meeting of the Joint Commission on Economic Cooperation

### *German Brazilian Cooperation for Competitiveness*

Conference venue:

São Paulo, Brazil

May 12<sup>th</sup> Sunday to May 14<sup>th</sup> Tuesday, 2013

Venue: World Trade Center

Avenida das Nações Unidas, 12555 – 04795-100 São Paulo

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

### German Brazilian Economic Meeting 2013

#### XXXI Entrepreneurial Meeting and

#### XL Meeting of the Joint Commission on Economic Cooperation

#### *German Brazilian Cooperation for Competitiveness*

**Sunday, May 12<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**09h00-11h00      Forum SMEs**

*Room: Chagall*

- Coordination:*
- Reinhold Festge – Chairman, LAI Latin America Initiative of German Business (c)
  - Lucas Izoton, Vice President, CNI. (c)

**11h00 - 12h00      *Invitation only to the Members***

*Room Matisse*  
*In parallel*

**Preparatory Meeting of the German-Brazilian Initiative on Agribusiness and Innovation (Brazilian side)**

- Coordination:*
- Celio Porto, Secretary of International Relations, Ministry of Agriculture. (c)
  - Luiz Carlos Corrêa de Carvalho, President, ABAG. (c)

**11h00 - 12h00      *Invitation only to the Members***

*Room*  
*In parallel*

**Preparatory Meeting of the German-Brazilian Initiative on Agribusiness and Innovation (German side)**

- Coordination:*
- NN, German Governmental Coordinator. (tbi)
  - Jordi Tormo y Blasco, BASF (Herbicide) R&D. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Sunday, May 12<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**12h00 – 13h00 Brunch**

*Room*

**13h00 – 16h00 *Invitation only to the Members***

*Room*

**Meeting of the German-Brazilian Initiative on Agribusiness and Innovation\***

- Coordination:*
- Jordi Tormo y Blasco, BASF (Herbicide) R&D. (c)
  - Luiz Carlos Corrêa de Carvalho, President, ABAG. (c)
  - NN, German Governmental Coordinator. (tbi)
  - Celio Porto, Secretary of International Relations, Ministry of Agriculture. (c)

**19h00 – 22h30 German Brazilian Personality Award 2012**

*Venue:* **Club Transatlântico**

Rua José Guerra, 130 – Chácara Santo Antonio – São Paulo.

**German Awarded Maria-Elizabeth Schaffler – Schaeffler AG**

**Brazilian Awarded – Decio da Silva – WEG Group**

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**German Brazilian Economic Meeting 2013**

**XXXI Entrepreneurial Meeting and**

**XL Meeting of the Joint Commission on Economic Cooperation**

***German Brazilian Cooperation for Competitiveness***

**Monday, May 13<sup>th</sup>, 2013**

*Venue: World Trade Center*

*Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo*

**08h00 Registration and Welcome Coffee**

**09h00 - 10h00 Presentation of the German Brazilian Economic Meeting 2013**

***Room***

- Greetings:**
- Paulo Skaf, President of Federation of Industries State of São Paulo. (c)
  - Ulrich Grillo, President, BDI. (c)
  - Robson de Andrade, President, CNI. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**10h00 - 11h30**

**Room**

### **Panel I – German Brazilian Strategic Economic Partnership**

*Brazil is the most important trading partner of Germany within Latin America.*

*The political, economic, cultural and social relations between Germany and Brazil stand on a broad foundation. They are based on shared values and concurring positions on global issues. Brazil is the only Latin American country which Germany enjoys a 'strategic partnership' with. This is based on the German-Brazilian Strategic Partnership Action Plan of May 2008, where both countries agreed to further step up bilateral and multilateral cooperation. Cooperation also encompasses international climate protection, environmental policy and the G20 (financial, monetary and global economic issues).*

*In March 2012, President Rousseff and Federal Chancellor Merkel jointly opened the CeBIT computer fair in Hanover with Brazil as a host country.*

*The German-Brazilian-year 2013-14 will be launched on 13<sup>th</sup> May 2013 in São Paulo and will present a comprehensive picture of Germany in areas like economy, culture and science.*

*Both countries are affected by a changing global economic environment with increasing competition. The stalling WTO process has led to different free trade initiatives on both sides of the Atlantic.*

*The recently proposed Transatlantic Trade and Investment Partnership will give trade between the EU and the US new momentum and affects the international trading system.*

- 1. What are the biggest challenges for both countries in the G20 process? In which fields can they work together?*
- 2. How can the bilateral partnership contribute to strengthen the economic positions of both countries?*
- 3. What are the consequences of the Transatlantic Trade and Investment Partnership for the German-Brazilian economic relationships?*

**Coordination:** William Waack, Journalist

(c)

**Panel participants:**

- Ingo Plöger, President, CEAL - The Business Council of Latin America. (c)
- Anne Ruth Herkes, State Secretary, Federal Ministry of Economics and Technology. (c)
- Robson de Andrade, President, CNI. (c)
- Stefan Zoller, Chairman, BDI Brazil Board. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**11h30 – 12h30**

*Room*

**Option 1 - Press Conference**

- Anne Ruth Herkes, State Secretary, Federal Minister of Economics and Technology. (c)
- Ulrich Grillo, President, BDI. (c)
- Robson de Andrade, President, CNI. (c)
- Thomas Schmall, President, AHK. (c)
- Paulo Skaf, President, FIESP. (c)
- Stefan Zoller, Chairman, BDI Brazil Board. (c)

**12h30 – 14h00**

*Room*

**▪ Luncheon for participants**

**16h00 – 17h00**

*Room*

**Option 1 - Press Conference**

- Anne Ruth Herkes, State Secretary, Federal Minister of Economics and Technology. (c)
- Ulrich Grillo, President, BDI. (c)
- Robson de Andrade, President, CNI. (c)
- Thomas Schmall, President, AHK. (c)
- Paulo Skaf, President, FIESP. (c)
- Stefan Zoller, Chairman, BDI Brazil Board. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**11h30 – 13h00**

**Room**

**Parallel**

### **Panel II: Competitiveness, a Key Factor for Growth**

*Sustainable growth can only be achieved with the need of premises, like an efficient infrastructure, a well-trained labour force, high levels of productivity, an innovative industry, balanced production costs. All this can be summarized into one single word: Competitiveness. An economy can only grow sustainably if it is competitive.*

*Competitiveness may be improved through structural policies with the removal of barriers to entrepreneurship and competition; promotion of science, technology, education and R&D; regulation and other measures to ensure the adequate availability of factors of production - capital and labour.*

*Infrastructure investment is a crucial condition to improve competitiveness and accelerate sustainable growth in Brazil. Enhancing productivity and addressing other production cost-related problems (high taxation, logistic bottlenecks, etc.) is also key to increase the competitiveness of the Brazilian economy.*

- 1. How can Brazil and Germany join efforts and find solutions to meet the challenges of competitiveness?*
- 2. Is there a common agenda to address that competitiveness issue?*
- 3. Are Investment flows able to improve the competitive structure of both economies?*
- 4. In the framework of a globalized production, are Public-Private partnerships an answer to competitiveness challenges?*

**Moderation:** Hildegard Stausberg, Editor of Die Welt / Welt-Gruppe (c)

**Panel Participants:**

- Roberto Rodrigues, Director, CEAL The Business Council of Latin America. (c)
- Ernesto Lozardo, Special Advisor of the President, BNDES. (c)
- Holger Apel, Senior Vice President, KfW IPEX-Bank GmbH. (c)
- José Ricardo Roriz Coelho, President, ABIPLAST. (c)
- Thomas Schmall, President, AHK. (c)

**13h00 – 14h00 Luncheon**

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World TradeCenter

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**14h00 – 15h30 Special Opening Ceremony of the German Brazilian Economic Meeting**

*Welcome Remarks:*

- Paulo Skaf, President, FIESP. (c)
- Ulrich Grillo, President, BDI. (c)
- Robson de Andrade, President, CNI. (c)
- Fernando Haddad, Mayor of the city of São Paulo. (tbc)
- Geraldo Alckmin, Gouverneur of State of São Paulo. (tbc)

*Special Guest Speakers:*

- Joachim Gauck, President of Federal Republic of Germany. (c)
- Dilma Rousseff, President of the Federative Republic of Brazil. (c)

**15h30 – 16h30 Investing in Brazil: Special participation of Brazilian Government**

*Coordinator:* Bernardo Figueiredo, President, EPL - Empresa de Planejamento e Logística (c)  
*Golden Hall* (State owned Planning and Logistics Company).

Airports / Ports / Railways / Energy.

**16h30 – 17h00 Presentation of States**

*Golden Hall* ▪ Investe São Paulo, President, Luciano de Almeida. (c)

Apoio



Realização







## ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

### DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

15h30 – 17h00

Room

Parallel

#### Panel III – Strengthening the Industrial Basis

*Industry impacts the overall productivity of the economy. It works as an “engine” of growth. A strong industry sector generates new employment, promotes and spreads innovation to other economic sectors and may leverage investments.*

*With the globalization of production, the existence of a complex and varied industrial structure may present many opportunities and reduce economic systemic risks.*

*Enhancing productivity throughout the industrial basis, constantly innovating and opening the economies to trade and technology flows are the challenges to be overcome, in order to place our businesses in strong global value chains.*

*To improve competitiveness, accelerate productivity gains and promote the expansion of markets it is essential to strengthen the industrial basis of our economies.*

- 1. How do we add value to the production chain in order to strengthen the industry basis?*
- 2. What can policies be implemented to strengthen the Industry sector?*
- 3. How can Brazil and Germany cooperate on global value chains?*
- 4. How can the national supplier avoid being replaced by aggressive importers?*

**Moderation:** Stefan Mair, Member of the Board, BDI.

(c)

- Panel Participants:**
- Josué Gomes da Silva, President Coteminas. (c)
  - Carlos Mariani Bittencourt, Director, CNI. (c)
  - Besaluel Botelho, President, Robert Bosch. (c)
  - Weber Porto, Evonik Degussa. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

### **17h00 – 18h30 Workshop 1 – Megacities, Challenges for Business and Politics**

**Room**

**Parallel**

*Since 2008, more than half of the world's population has been living in towns and cities. By 2040 two in every three people are expected to live in urban environments. In Brazil, today, the urban population amounts to 80% of the total, while in Germany, cities shelter 74% of the people.*

*An exploding urbanisation introduces us to an incredible array of new opportunities and vast challenges. Although it has the potential to accelerate economic development and innovation, it also intensifies global distresses, like limitation of resources, climate change and inequality.*

*To grow sustainably, megacities must make their infrastructures more efficient, in areas like: power generation (renewable) and supply (smart grids), mobility (transports and access to goods and services), water supply and treatment as well as "green building". It is worth mentioning the ultimate need to consider how people will make contact with each other, and also improve security and quality of life to populations.*

*Technology and innovative approaches as well as public policy instruments are required for this purpose.*

- 1. How can Brazil and Germany cooperate to improve life in their cities?*
- 2. What are the most important challenges in the Brazilian water systems?*
- 3. How can policy makers and industry create incentives for citizens to adopt effective, environmentally-friendly and new habits?*
- 4. How can Brazil and Germany, the so-called "Green Economies", combine efforts and create joint solutions for meeting the challenges of urban mobility? In which areas can Germany industry offer technologies to serve Brazilian cities' demand for urban mobility?*
- 5. What are the technologies available and how can they help cope with the problems mega urbanization presents?*
- 6. What local governments shall do to promote and coordinate efficient investment on the infrastructure of megacities?*
- 7. Where are the opportunities for entrepreneurs both from Brazil and Germany?*

**Moderation:** José Augusto Coelho Fernandes, Policy and Strategy Director, CNI. (c)

**Panel** ▪ Paulo Stark, Siemens. (c)

**Participants:** ▪ Dieter Ernst, Member of the Board, German Water Partnership e. V. (c)

▪ Dilma Pena, President, SABESP - São Paulo Sanitation Company. (c)

▪ NN, Municipality of São Paulo. (tbc)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**17h00 – 18h30**

**Room**

**Parallel**

### **Workshop 2: Adding Value to Raw Material: How and Where**

*Raw material is a strategic factor in the supply chain. Brazil is an important supplier of raw material and German industry is highly interested in reliable access to raw material.*

*Rare Earths are one of the issues that generate the highest expectations worldwide. For countries that have raw material the added value is becoming a strategic goal for development.*

*Investments in these channels require competitiveness and technological up grade.*

- 1. How is Brazil positioning its strategies in this field?*
- 2. How is Germany assuring the access for the supply?*
- 3. What are the strategies towards China?*
- 4. What opportunities are possible for German and Brazilian entrepreneurs?*

**Moderation:** Roberto Giannetti da Fonseca, Director, Department of International Relations and Foreign Trade, FIESP. (c)

**Workshop Participants:**

- Marcello Brito, Commercial & Sustainability Director, Agropalma. (c)
- Fernando Figueiredo, Executive President, ABIQUIM- Brazilian Chemical Industry. (c)
- Paul Niederstein, Managing Director, Siegener Verzinkerei Holding. (c)
- Alfred Hackenberger, President, BASF S.A. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**17h00 – 18h30**

**Room**

**Parallel**

### **Workshop 3: Management Mega Projects**

*Mega projects have been public issues in Brazil and Germany since costs and schedules haven't been attended.*

*The PAC (Federal Government's Plan for Accelerated Growth) meets the regulations of the mega-events by bringing development also to poor areas. Planning and organizing is the key in allowing the country to fully benefit from the mega-events.*

*Rio de Janeiro, Brazil, will host the 2016 Olympics, a first for any South American country. In 2014, they will also hold the FIFA (Federation Internationale de Football Association) World Cup. Commitments to these mega-projects mean that both the country and city the of Rio de Janeiro have a lot of work to do to meet both FIFA and International Olympic Committee (IOC) standards.*

*In Germany Mega Projects such as those of Airports, Railways and others, have been targets for public discussions. These kind of projects require special technical, political and management skills.*

*These projects have to meet economic and environmental requirements and in democracies also the acceptance of the society.*

- 1. How can Germany contribute to Brazilian infrastructure to deal with mega projects?*
- 2. How can the Brazilian government deal with political and social opponents of these mega projects?*
- 3. Why does it become increasingly difficult to implement mega projects?*

*What varying impacts can the FIFA World Cup and Olympic events have on Brazil?*

**Moderation:** Ralph Lima Terra, Vice President, ABDIB – Brazilian Association of Infrastructure. (c)

**Workshop Participants:**

- Marcelo Perrupato, Director, Deutsche Bahn in Brasilia. (c)
- Hubert Nienhoff, Partner, GMP Architekten von Gerkan, Marg und Partner. (c)
- André Clark Juliano, Vice President New Business, Construtora Camargo Corrêa. (c)
- Eduardo Pires, INFRAERO. (c)

**19h00 - 20h00**

### **Cocktail**

**Venue:** Club A - WTC World Trade Center

Av. das Nações Unidas, 12.551 - Brooklin Novo - São Paulo.

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Monday, May 13<sup>th</sup>, 2013**

*Venue: World Trade Center*

*Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo*

**21h00 Official Opening of the German Brazilian Year 2013 - 2014**

*Venue: Municipal Theatre of São Paulo*

*Praça Ramos de Azevedo, s/n – Center – São Paulo.*

**21h00 Dinner**

- Venue:*
- Fogo de Chão
  - Bar des Arts
  - Empório Ravioli

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Tuesday, May 14<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**09h00 – 10h00    Opening Session: Bilateral Cooperation on Global Economic Policy**

*The new international scenario shows a great Asian influence on trade and investments, a new dialogue between US + Europe for a trade + investments agreement and a solid growth in Latin America.*

- Anne Ruth Herkes, State Secretary, Ministry of Economics and Technology. (c)
- Eduardo dos Santos, General Secretary, Ministry of External Relations. (c)
- Stefan Zoller, BDI Representative. (c)
- Carlos Mariani Bittencourt, Director, CNI. (c)

**10h00 – 13h00**

*Room*

*Only to the delegates and special invited guests. Separate agenda*

**German Brazilian Joint Commission on Economic Cooperation**

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Tuesday, May 14<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**10h00 – 11h30 Workshop 4: Energy Challenges**

**Room**

**Parallel**

*Reliable and affordable energy supply is a precondition for economic growth. In both countries Germany and Brazil are efforts to substitute in a medium time range the fossil energy by sustainable energies. There is a need to find sources of energy that meet the environmental requirements in order to avoid negative effects of its use as the emission of greenhouse gases. Brazil and Germany are considered examples of leading green economies. Both governments are concerned with sustainability and the use of a more environment-friendly energy mix. Innovation and high technology-intensive investments are needed for all stages, from exploration to consumer products. German business can offer high technologies and innovative solutions in many areas, and cooperate with Brazilian entities. A sustainable and safe answer to the current needs of energy sources and its efficient use is needed. Germany and Brazil could cooperate very intensively on this issue. The Brazilian energy mix is already composed of almost 50 % renewable energy sources. Brazil wants to diversify its energy mix and continues to focus on renewable energy sources and energy efficiency. Also in Germany, the need to withdraw from atomic energy might serve as an extra-incentive for the development of reliable solutions and for the large scale use of renewable energies.*

1. *What are the perspectives for a new energy mix in Germany?*
2. *What opportunities for cooperation and what challenges do the new oil and gas reserves provide? In which area can German industry offer solutions and technologies to develop the Brazilian oil and gas sector?*
3. *In Germany, there is a debate on state promotion of the various renewable energy sources regarding the unequal effectiveness of electricity generation by photovoltaics, wind or biomass. How has Brazil made use of German experiences with promotion of renewable energy?*
4. *What is the perspective for the biofuel markets facing rising global commodities prices?*
5. *The use of solar collectors to heat water and the governmental program of exchanging refrigerators in Brazil were highly successful initiatives. What are the further steps to promote renewable energy in Brazil?*
6. *What are the industries contributions to implement solutions for an economical and sustainable future? What potential does energy efficiency have in the industrial innovation scenario? What are the latest developments? What are the recent government actions in both Germany and Brazil to increase energy efficiency?*
7. *What are the potentials for German companies to access the Brazilian market of sustainable energies?*

**Moderation:** Andreas Wiese, Executive Director Energy Division, Lahmeyer International GmbH. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Tuesday, May 14<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

- Workshop Participants:**
- Ricardo Lamenza, Director in Charge for Energy, Siemens. (c)
  - Thomas Schulthess, CEO - SoWiTec do Brasil Energias Alternativas Ltda., CDBO – SoWiTec Group GmbH. (c)
  - Luiz Carlos Correa de Carvalho, President, ABAG. (c)
  - Bruno Musso, Superintendent, ONIP. (c)

**10h30 – 11h30**

**Room**

**Parallel**

### **Workshop 5: Innovation**

*Innovation is the key issue for competitiveness for nations and economies. Germany and Brazil have been cooperating in this field through institutions like Fraunhofer Gesellschaft and Embrapi.*

*The Brazilian Government launched a structured program – INOVAR AUTO – for the development and innovation in Brazil on future cars.*

1. Which is the actual situation of the cooperation between Fraunhofer and Embrapi?
2. How can industries in Brazil use the advantage of this cooperation?
3. What is the impact of INOVAR AUTO in this specific sector?
4. Should the experiences of INOVAR AUTO be extended to other sectors? What is the contribution of the German Brazilian Cooperation?

**Moderation:** Wilson Bricio, President, ZF do Brasil. (c)

- Workshop Participants:**
- Dieter Rombach, Executive Director, Fraunhofer-Institut for Experimental Software Engineering (IESE). (c)
  - Engelbert Quack, Head of Consulting Area Strategy Advisory, SAP. (c)
  - Paulo Mol, Director of Innovation, CNI. (c)
  - Marco Antonio Saltini, Vice Presidente MAN Latin America. (c)

**11h30 – 13h00**

**Room**

**Parallel**

### **Workshop 6: SME's**

*SMEs are the core business of a multiple, diversified and open economy.*

*Only few branches and SMEs are able to be internationalized, German and Brazil have specific programs to develop the internationalization of SMEs.*

*The cooperation between SMEs are key movements to participate with success in competitive markets.*

1. What are the most efficient instruments for the internationalization of SMEs?
2. How Brazilian and German SMEs are using these opportunities?
3. How is the cooperation working between Germany and Brazil?

Apoio



Realização







# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Tuesday, May 14<sup>th</sup>, 2013**

*Venue: World Trade Center*

*Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo*

*Moderation:*

- Lucas Izoton, Vice President, CNI. (c)
- Reinhold Festge, Chairman, LAI Latin America Initiative of German Business. (c)

*Participants:*

- Volker Treier, Executive Vice President, DIHK. (c)
- Alex Figueiredo, Manager of the Business Center in Brussels, ApexBrasil. (c)
- Bodo Liesenfeld, Chairman of the Board, Lateinamerika e.V. (LAV). (c)
- Gutemberg Uchoa, State Secretary of Economic Development, Federal District. (c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Tuesday, May 14<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

**11h30 – 13h00 Workshop 7: Healthcare**

**Room**

**Parallel**

*With a share of about 12% of Germany's Gross Domestic Product and more than five million jobs, health care is one of the most outstanding economic sectors in Germany. The challenges concerning the growth and maintenance of the health system in Brazil call for joint forces from both governmental and private sector stakeholders in order to develop integrated and sustainable solutions.*

*Health care equipment as well as pharmaceuticals are among the most significant products in the trade relationship between Brazil and Germany. For the sport events of 2014 and 2016 it is necessary to create a specific plan for the health issues involved.*

*Combining German and Brazilian competences will contribute to appropriate solutions and an efficient Brazilian health system. Cooperation has been made in the field of providers and distribution but also in the area of the management of hospital and insurance issues. However, the realization of these cooperation projects requires adequate economic and political conditions that have to be established and strengthened. Brazil needs to put efforts in R&D in the health area, for instance by profiting from the German expertise in developing new products and applications.*

*Prothesis development and production is a new and very important field in Brazil, in which Germany has already gained positive experience. Hospital Management is as well an interesting issue for Brazil and Germany.*

- 1. What has German policy learned from the constant demands of its health system and how is cooperation with the private sector?*
- 2. Brazil has defined Health Care as one of the priority sectors for innovations. Which strategy will be adopted by the Brazilian government to ensure this and how will cooperation be arranged between public and private sectors?*
- 3. In which areas can Brazil and Germany intensify cooperation on this sector and which technological solutions can be developed in partnership? What kind of know-how could Brazil and Germany develop in the managing area?*
- 4. What role do new technologies play in the health care sector in Brazil with regard to establishing an integrated healthcare system and efficient healthcare provision in primary, secondary and tertiary care?*
- 5. Which stakeholders will be involved in the development of disaster preparedness and management plans with regard to establishing a networked and efficient healthcare system for the 2014 and 2016 sport events?*
- 6. How is the situation of the ongoing development and current stage of the process of UHS (Unified Health System) definition and implementation, and its relationship to national development in Brazil?*

**Moderation:** Theo van der Loo, President, Bayer Brasil.

(c)

Apoio



Realização





# ENCONTRO ECONÔMICO BRASIL - ALEMANHA 2013

## DEUTSCH - BRASILIANISCHE WIRTSCHAFTSTAGE 2013

**Tuesday, May 14<sup>th</sup>, 2013**

Venue: World Trade Center

Address: Avenida das Nações Unidas, 12555 – 04795-100 - São Paulo

- Workshop Participants:**
- Anja Hollmann, Head of Representative Office Berlin, Fresenius SE. (c)
  - Wilson Zampini, Regional President Latin America, Otto Bock do Brasil. (c)
  - José Henrique do Prado Fay, Executive Superintendent, German Hospital Oswaldo Cruz. (c)
  - Denise Souza, Quality and Regulatory Affairs Coordinator, Dräger Brasil. (c)

### **13h00 – 13h30 Closing Session**

**Moderation:** Weber Porto, AHK. (c)

**Room**

- Ambassador Eduardo dos Santos, General Secretary, Ministry of External Relations. (c)
- Anne Ruth Herkes, State Secretary, Federal Ministry of Economics and Technology. (c)
- Carlos Mariani Bittencourt, Director, CNI. (c)
- Stefan Zoller, BDI Representative. (c)

“Invitation to the upcoming German Brazilian Economic Meeting by State Secretary Dr. Bernd Egert, Ministry for Economy, Transport and Innovation, Free and Hanseatic City of Hamburg.

### **13h30 Luncheon**

#### **Visits of Companies and Institutions**

- SENAI
- EMBRAER
- Port of Santos
- EMBRAPA
- Sugar Mill Iracema

Apoio



Realização

