



Deutsch-Brasilianische Wirtschaftstage
Encontro Econômico Brasil-Alemanha



BDI

Bundesverband der
Deutschen Industrie e.V.



National Confederation of Industry
Brazil

CNI. THE STRENGTH OF THE BRAZILIAN INDUSTRY

Bundesverband der Deutschen Industrie (BDI)

Confederação Nacional da Indústria (CNI)

Federação das Indústrias do Estado de Santa Catarina (FIESC)

Instituto Euvaldo Lodi (IEL)

Ministério das Relações Exteriores (Itamaraty)

Câmara de Comércio e Indústria Brasil-Alemanha (AHK)

Deutscher Industrie- und Handelskammertag (DIHK)

V14

PROGRAM

as of 18 September 2015

xxxiii German-Brazilian Economic Meeting 2015

“Cooperation to overcome challenges”

Conference venue:

Joinville, SC - Brazil

September 21st – 22nd, 2015

Venue: Expoville

Joinville, Santa Catarina

Apoio:



Iniciativa da CNI - Confederação
Nacional da Indústria

Realização:



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German-Brazilian Economic Meeting 2015

XXXIII Entrepreneurial Meeting

“Cooperation to overcome challenges”

	<u>Sunday, September 20th, 2015</u>
	Venue: Bourbon Hotel Address: Rua Visconde de Taunay, 275 Joinville, SC
10h00 - 11h00 <i>Room:</i> Araucaria <i>Capacity:</i> 30/ U Format <i>In parallel</i>	<i>Invitation only for Members</i> Preparatory Meeting of the German-Brazilian Initiative on Agribusiness (Brazilian side) Expected number of participants: 20-30 persons
10h00 - 11h00 <i>Room:</i> Palmeira III <i>Capacity:</i> 40/U- Format	<i>Invitation only for Members</i> Preparatory Meeting of the German-Brazilian Initiative on Agribusiness (German side) Expected number of participants: 20-30 persons
11h00 – 14h00 <i>Room:</i> Palmeira I & Palmeira II <i>Capacity:</i> 50/U- Format	<i>Invitation only for Members</i> Meeting of the German-Brazilian Initiative on Agribusiness Expected number of participants: 50 – 60 persons
13h00 – 14h30	Brunch Buffet
14h30 – 17h30 <i>Room:</i> Palmeira I & Palmeira II <i>Capacity:</i> 50/U Format <i>In parallel</i>	<i>Invitation only for Members</i> Innovation Dialogue (Forum on Innovation) Expected number of participants: 50-60 persons (U-shaped seats arrangement)

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<p>14h30 – 17h30</p> <p><i>Room: Palmeira III</i></p> <p><i>Capacity: 40/U-Format</i></p> <p><i>In parallel</i></p>	<p><u>Invitation only for Members</u></p> <p>Meeting of the SMEs Forum</p> <p><i>Expected number of participants: 20-30 persons</i></p>
<p>19h00</p> <p><i>Venue: Theater „Harmonia Lyra“ Joinville</i></p>	<p>German Brazilian Personality Award 2015 - By invitation only</p> <p>Official beginning: 19h00 Beginning of the award ceremony: 20h00</p> <p>German Awarded – Heinz Hermann Thiele, Owner and Chairman of the Supervisory Board Knorr-Bremse Group</p> <p>Brazilian Awarded – Weber Porto, CEO Evonik Degussa Brasil Ltda.</p> <p>Venue: Teatro “Harmonia Lyra”. Address: Rua Quinze de Novembro, 485 – Centro, Joinville</p> <p>Information and Registration:</p> <p>Câmara de Comércio e Indústria Brasil-Alemanha Ms. Andreia Santos, Events Supervisor Tel.: (+55 11) 5187 5140 Fax: (+55 11) 5181 7013 E-mail: eventos@ahkbrasil.com Internet: http://www.ahkbrasil.com</p>

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“Cooperation to overcome challenges”

<u>Monday, September 21st, 2015</u>				
Venue: Expoville Address: Rua XV de Novembro, 4315. Glória. Joinville-SC				
08h00 - 09h00	Registration and Welcome Coffee			
09h00 - 10h30 Room: Plenary “Orquídea” / Orchid	Opening Session German Brazilian Economic Meeting 2015 “Cooperation to overcome challenges”			
Greetings	Glauco Corte, President	President, FIESC	c	5'
	Udo Döhler	Mayor of Joinville	c	5'
Speech	Robson Braga de Andrade	President, CNI	c	15'
	Ulrich Grillo	President, BDI	c	15'
	Matthias Machnig	Vice Minister of Economy and Energy	c	15'
	Armando Monteiro	Minister of Development, Industry and Foreign Trade of Brazil	c	15'
	Raimundo Colombo	Governor of Santa Catarina	c	5'
10h30 – 11h00	Coffee Break			
11h00 - 12h30 Room: Plenary “Orquídea”/ Orchid	Panel – Economic and Trade Policies as well as bilateral trade opportunities <i>Brazil and Germany have shared a strategic partnership since 2008 that determines their bilateral and multilateral cooperation. Negotiations about free trade agreements between the EU and the US, as well as between the EU and Mercosur are driving economic changes. China and Latin America are in a new phase of their relationship with an increasing level of investments and trade. New companies have global orientations and Brazilian multinationals have also gained more influence. SMEs and their profit margins are increasingly influenced by changes in the global economy. Consumers of the worldwide emerging middle class give a new impulse for products and increase demand. Better business environments, for innovations and the creation of new jobs are essential. Both countries are affected by a changing global economic environment with increasing competition.</i>			

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	<ol style="list-style-type: none"> 1. <i>What are the biggest economic challenges for both countries at the moment? In which fields can they work closer together?</i> 2. <i>How can the bilateral partnership contribute to strengthen the economic positions of both countries?</i> 3. <i>What is the greatest contribution of Germany and Brazil in their region?</i> 4. <i>Which are the most urgent economic and trade policy issues that need to be resolved within the German-Brazilian partnership?</i> 		
Moderator	Hildegard Stausberg	Journalist	c
Discussion	Ana Paula Repezza	Executive Manager for Market Strategy, Apex-Brasil	c
	Ingo Plöger	President, CEAL	c
	Matthias Machnig	Vice Minister of Economy and Energy	c
	Andreas Renschler	Chairman, Latin America Committee of German Business (LADW) Member of the Group Board of Management of Volkswagen AG and CEO of Volkswagen Truck & Bus GmbH	c
12h30 - 13h00 Room: Tulipa / Tulip	Press Conference		
Statements by Q&a	Armando Monteiro	Minister of Development, Industry and Foreign Trade of Brazil	c
	Ulrich Grillo	President, BDI	c
	Robson Braga de Andrade	President, CNI	c
	Matthias Machnig	Vice Minister of Economy and Energy	c
	Wolfram Anders	President, German-Brazilian Chamber for Industry and Commerce	c
	Andreas Renschler	Chairman, Latin America Committee of German Business (LADW), Member of the Group Board of Management of Volkswagen AG and CEO of Volkswagen Truck & Bus GmbH	c

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12h30 - 14h00 Room: Exhibition area	Luncheon for participants							
14h00-14h45 Room: Plenária Orquídea Orchid Plenary	Book launch: FIESC – "InnovationsQualität: Über den Wert des Neuen" about quality in the innovation process. One of the chapters written by Natalino Uggioni, Superintendent, IEL/SC. <table border="1" data-bbox="432 465 1495 696"> <tr> <td data-bbox="432 465 831 521"> Glauco José Côrte </td> <td data-bbox="831 465 1495 521"> President, FIESC </td> </tr> <tr> <td data-bbox="432 521 831 607"> Wolfgang Wolf </td> <td data-bbox="831 521 1495 607"> Director, Association of Industries Baden-Württemberg (LVI) </td> </tr> <tr> <td data-bbox="432 607 831 696"> Franziska Koch </td> <td data-bbox="831 607 1495 696"> Manager Executive Latin America, Steinbeis School of International Business and Entrepreneurship </td> </tr> </table> Presentation of the business location Thuringia, Germany – Venue of the Brazil-Germany Meeting 2016		Glauco José Côrte	President, FIESC	Wolfgang Wolf	Director, Association of Industries Baden-Württemberg (LVI)	Franziska Koch	Manager Executive Latin America, Steinbeis School of International Business and Entrepreneurship
Glauco José Côrte	President, FIESC							
Wolfgang Wolf	Director, Association of Industries Baden-Württemberg (LVI)							
Franziska Koch	Manager Executive Latin America, Steinbeis School of International Business and Entrepreneurship							
14h45-16h15 Room: Bromélia/ Bromelia Parallel	Forum I: Innovation for the Future Germany and Brazil will change rapidly in the coming years. In industry the boundaries between sectors are dissolving, inter-sectoral cooperation is on the increase, new business models are being created, the world of work is undergoing change. Innovation and new technologies (e.g. digitalization as enabler) are a priority for both countries for value creation which leads to new jobs and prosperity. There are many joint projects between both countries in the innovation field which have been discussed at the Innovation Dialogue on Sunday, e.g. the Building of International Innovation Centers in Brazil between Fraunhofer Society and EMBRAPII. In this forum, the panellists will point out and discuss potential strategic innovation topics and possible fields of innovation cooperation between Brazil and Germany (e.g. Industry 4.0.) for the future along the lines of the following questions:							

	<ol style="list-style-type: none"> 1. What is the specific added value of innovation cooperation in special technology fields between Brazil and Germany in a rapidly changing environment, be it in bioenergy or automotive innovation? 2. What are patterns of successful cooperation? What can we learn from existing best practice examples in the field of innovation cooperation? Can we transfer best practices in one field also to other technology fields? 3. Is both national and international R & I policy of Brazil and Germany (e.g. the High-Tech Strategy) creating the right framework conditions for innovative technologies and bilateral innovation cooperation? E.g. can the bilateral agreement on research, development and innovation enhance innovation cooperation and integrate SMEs' accordingly? 4. How can bilateral research and innovation projects be better linked to each other? 5. What other possibilities for financing bilateral Brazilian-German innovation projects exist or should be set up in the future? 6. Innovation and Entrepreneurship go hand in hand. What is the best way to involve SMEs and startups? 7. Are dialogue platforms such as the informal "Innovation Dialogue" linked to the German-Brazilian Economic Days or DWIH ("Deutsches Wissenschafts- und Innovationshaus") useful tools to enhance and coordinate bilateral innovation cooperation? What can be improved and what more is needed? 		
Moderator	Wilson Bricio	President, ZF South America	c
Kick-off	Pedro Wongtschwoski	President, EMBRAPPI	c
Discussion	Paulo Mól	Superintendent, IEL	c
	Raoul Klingner	International Business Development, FhG	c
	Sergio Gargioni	President, Research and Innovation Support Foundation for the State of Santa Catarina, FAPESC	c
	Marcos Vinicius de Souza	Secretary of Innovation, MDIC	c
	Norbert Lütke-Entrup	Board member of the BDI/BDA Committee for Research, Innovation and Technology Policy	c

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14h45-16h15 Room:Tulipa Tulip Parallel	Forum II: Bioeconomy and Biotechnology <p><i>The Green Economy or the Low fossil Carbon Economy are a key component of the global agenda for the next decade. The G7 defined efforts to reach the end of the fossil era in 2100. Brazil has developed high-end materials in its value added chain of agribusiness coming from vegetables and animals. Germany has substantial know-how in the processing of industrial and consumer-end products coming from fossil materials. Combining the expertise of Brazil and Germany could enhance a new target for Biotechnology on a large scale. Fiber coming from biotech for industrial and consumer-end users is in both countries a target for future products. In the TTIP negotiations between EU and US two principles are in debate: the precaution (EU) and the safety (USA) principle. The question is which principle will be adopted by the German-Brazilian cooperation?</i></p>		
	<ol style="list-style-type: none"> 1. <i>What kind of new markets will be attended?</i> 2. <i>Will the new products be traded under different prices?</i> 3. <i>How will the bridging process from fossil to bioeconomy be financed?</i> 4. <i>What kind of programs could be developed between Brazil and Germany?</i> 5. <i>How will Brazil and Germany position themselves at the climate conference in Paris?</i> 		
Moderator	Diana Jungmann	Intellectual Property and Bioeconomy Coordinator, Industrial Policy Executive Management Unit, CNI	c
Kick off	Robert Kloos	State Secretary of the Federal Ministry of Food and Agriculture	c
Discussion	Peter Nagler	Head of International Innovation, Evonik Industries Corp.	c
	Ércio Kriek	CEO, Eco Conceito do Brasil S.A.	c
	Maria Beatriz Bley Martins Costa	Executive Director, Planeta Orgânico	c
	Christian Lohbauer	Head of Public and Governmental Affairs PGA Brazil, Bayer and Director, ABAG	c
16h15-16h45	Coffee Break		

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<p>16h45-18h15</p> <p>Room: Bromélia/ Bromélia</p> <p>Parallel</p>	<p>Forum III: The Digitalization of the Economy</p> <p><i>The digitalization of business, society and day-to-day life means a radical change. For consumers, digitalization – in the form of social media, e-commerce or mobile internet – is already part of their everyday life. Now, the digital transformation is permeating every link in the industrial value chain, from logistics through production to service. The “internet of things” is becoming reality. More and more products and machines are interconnected.</i></p> <p><i>Digital technologies are changing value creation and innovation processes. The integration of digital technologies in products such as cars, medical devices or household objects in buildings and production is moving forward with dynamism. Many people talk about a “fourth industrial revolution”. The economic potential is enormous. But there are also weaknesses and risks. Industry and regulators need to work together to tap the full potential.</i></p>		
	<ol style="list-style-type: none"> 1. <i>How can we ensure a maximum of IT-security in a connected digital world? Does “more digital” mean “more possibilities” for industrial espionage and cyberattacks?</i> 2. <i>Digital businesses are data-based businesses: Do we have a data protection framework that is fit for this purpose?</i> 3. <i>How do we achieve interoperability and common technical standards? Can there be a “lingua franca” for the machine-to-machine communication?</i> 4. <i>What are the chances for cooperation between German and Brazilian companies?</i> 		
<p>Moderator</p>	<p>Stefan Mair</p>	<p>Member BDI Board</p>	<p>C</p>
<p>Kick-off</p>	<p>Wolfgang Tiefensee</p>	<p>Minister of Economy, Science and Digital Society</p>	<p>C</p>
<p>Discussion</p>	<p>Paulo Stark</p>	<p>President & CEO, Siemens do Brasil</p>	<p>C</p>
	<p>Valsoir Tronchin</p>	<p>Vice President, SAP Brazil, Center of Excellence – Platform Architecture for Innovation</p>	<p>C</p>
	<p>Ailtom Barberino do Nascimento</p>	<p>VP Global Stefanini</p>	<p>C</p>
<p>16h45-18h15</p> <p>Room: Tulipa/ Tulip</p> <p>Parallel</p>	<p>Forum IV: Challenges Faced by Cities</p> <p><i>Almost 9% of the world's population will be living in 41 megacities (those with more than 10m inhabitants) by 2030. Today, about 85% of the Brazilian population is living in urban areas and around 40% of the total population in urban agglomerations of more than 1m citizens. An exploding urbanization poses an array of challenges and offers a great number of opportunities at the same time. To grow sustainably, cities must make their infrastructures more efficient, in areas like recycling and waste management, water supply and treatment as well as „green and smart building“. Investments and continued progress in these areas are essential for establishing a long-term balance between economic growth and environmental protection. Technology and innovative approaches as well as public policy instruments are required for this purpose</i></p>		

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	<ol style="list-style-type: none"> 1. <i>In which areas could Brazilian and German companies cooperate more intensely in order to develop and deliver long-term solutions within the field of water resource management?</i> 2. <i>How can policy makers and industry create incentives for citizens to adopt effective, environmentally-friendly and new habits?</i> 3. <i>Which areas concerning “green and smart building” are prioritized within the German-Brazilian partnership and which projects are being developed currently?</i> 4. <i>Which opportunities does the National Sanitation Plan (2013) offer for combined German and Brazilian business efforts and has it led to more business activity in the relevant areas?</i> 5. <i>Which potentials can be used by the German recycling and waste management industry to further support Brazilian plans within its national solid waste policy?</i> 6. <i>What are the most urgent challenges in the areas of waste management and water treatment in Brazil?</i> 		
Moderator	Deonísio T. Petry	Managing Director, Figwal SAO	c
Kick-off	Görge Deerberg	Fraunhofer Project “Morgenstadt”	c
	Udo Döhler	Mayor Joinville	c
	Paulo Ferreira	Secretary of Environmental Sanitation, Ministry of Cities	c
	Christoph Busch	CEO, AVG Cologne, Waste Competence Center	c
	Thomas Berger	Director SAPOTEC, Environmental Remediatoin	c
18h30 – 19h00 Plenária Orquídea Orchid Plenary	Presentation of the Bolshoi Ballet of Santa Catarina		
19h00-21h00 Exhibition area	Reception on the invitation of FIESC		

XXXIII German-Brazilian Economic Meeting 2015

“Cooperation to overcome challenges”

Tuesday, September 22nd, 2015

Venue: Expoville

Address: Rua XV de Novembro, 4315. Glória. Joinville-SC

08h30 - 13h45	Business Matchmaking (pre-scheduled meetings)		
9h00-10h30	Forum V: Mobility and Connectivity		
Room: Bromélia/ Bromelia Parallel	<p><i>Urban planning and development is the central challenge for the emerging market countries in the 21st century. The task of providing an infrastructure that facilitates productivity and efficiency is not only essential for the megacities of Brazil but all the more for its medium and small cities. At the heart of all public and private urbanization initiatives is the improvement of the citizens' quality of life. Various projects within the German-Brazilian partnership are promoting the incorporation of sustainable solutions. But it is becoming ever more evident that simple solutions of urban mobility – be it the bike or VLTs – won't be enough to manage the connection of people and goods, knowledge and innovation, cities and regions. Intelligent solutions are being developed in order to push the boundaries of connectivity and mobility and further bridge the gap between them. Transportation technologies, dynamic transportation systems, e-drive technologies, rental and sharing systems are on the way to bridge the last-mile barrier.</i></p>		
	<ol style="list-style-type: none"> 1. What kind of mobility will be requested in the future from the citizens? 2. In which way are mobility and connectivity going to influence each other? 3. Big data is the resource of the 21st century for improving efficiency in various industries. How can we combine the harnessing of big data and the protection of individual rights? 4. How realistic is a global solution for the challenges posed by mobility in the 21st century? 5. In which areas can Brazil and Germany work together in the field of mobility and connectivity? 		
Moderator	João Emílio Gonçalves	Executive Manager, Industrial Policy, CNI	c
Kick-off	Antônio Roberto Cortes	President & CEO, MAN Latin America and Volkswagen Truck & Bus	c
Discussion	Gerald Degen	Senior Vice President of Manufacturing, BMW Group Araquari	c
	Gleide Patrizi	BMW, Vice President, ANFAVEA	c
	Peter Mirow	Executive Director, DB International Brasil Ltda	c
	Ideval Munhoz	President, T-Systems do Brasil Ltda	c

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<p>9h00 – 10h30</p> <p>Room: Tulipa/ Tulip</p> <p>Parallel</p>	<p>Forum VI: Health Care</p> <p><i>Brazil is the biggest economy in Latin America. Many German companies in the pharmaceutical and medical devices sector established in the country a long time ago. Besides some recent drawbacks of the general economic development, the service sectors remained stable, and the private healthcare sector still demands large investments. Both economic growth of the country and epidemiological transition have contributed to an increasing demand of pharmaceuticals, medical devices and high-end hospital equipment, besides the need for provision of modern health service management and infrastructure.</i></p> <p><i>Until recently, the Brazilian law had forbidden private foreign investments in Brazilian hospitals. For some years, foreign investments had already been possible in the pharmaceutical, diagnostic and health insurance sectors. A recent bill of law (2015) has now authorized the participation of foreign investment in the Brazilian health care system, such as hospitals and clinics. This improved access to the Brazilian health care market is expected to further increase German investments in the sector.</i></p>		
	<ol style="list-style-type: none"> 1. <i>During the last DBWT 2014 in Hamburg, there have been intensive discussions regarding the administrative and bureaucratic hurdles in Brazil for foreign investments and the access of German companies to the market. The Brazilian government has changed some policies since then. How do you see the development?</i> 2. <i>What are the real chances for cooperation between German and Brazilian companies?</i> 3. <i>Where do you see the best potential for private investments in the health care sector in Brazil?</i> 4. <i>How do you see the potential for Brazilian companies to establish their health care products and services in Germany? Which sectors are most promising?</i> 5. <i>Brazil is currently undergoing an important demographic transition with considerable impact on the health sector: different patterns of diseases (shift from infectious diseases to lifestyle diseases such as diabetes and hypertension also in the lower income groups), increased need for rehabilitation, creation of employers' liability insurance associations based on lack of skilled workers, health insurances etc. Is the private health sector in Brazil prepared for that? What are the opportunities for German companies in this context?</i> 6. <i>Establishing new healthcare facilities requires several stages and different disciplines from concept design, contractual planning, construction to operations management. How worthy would it be for a manufacturer of medical devices /pharmaceuticals or a hospital operator to be part of an association that offers all of the demanded expertise? Would you consider a German syndicate to be feasible?</i> 		
<p>Moderator</p>	<p>Jörg Heukelbach</p>	<p>GHP, Professor University of Ceará</p>	<p>C</p>
<p>Kick-off</p>	<p>Wilson Zampini</p>	<p>President, Ottobock Regional President LA</p>	<p>C</p>
<p>Discussion</p>	<p>Bodo Kress</p>	<p>Chief of Neuroradiology Krankenhaus Nordwest</p>	<p>c</p>

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	Roberto Liesegang	Motta, Fernandes Rocha Advogados	c
	Eduardo Jorge Valadares	Director, Ministry of Health Brazil	c
	Marcio Falci	Biolab, Advisor Scientific Committee	c
10h30 – 12h00 Room: Bromélia	<p>Forum VII: Energy and Infrastructure</p> <p><i>Brazil and Germany are rethinking their strategies on energy use and improvement of infra-structure focusing growth and more competitiveness for the industry. Sustainable and safe projects in order to overcome logistic bottlenecks and the current needs of efficient energy use is a priority issue for both. Innovation and high technology-intensive investments are necessary for all stages, from exploration to consumer products. Both countries have different experiences with these challenges, but their expertise could work complementary.</i></p> <p><i>German business can offer high technologies and innovative solutions in many areas, and cooperate with Brazilian entities. 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. Water became in the meantime a very sensitive issue for Brazil. 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. Investment in these areas open opportunity windows for foreign investors. Brazil can transform its infrastructure needs into investments for the private initiative.</i></p>		
	<ol style="list-style-type: none"> 1. <i>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?</i> 2. <i>What is the status of the Brazilian infrastructure program? What are the main projects in which Germany and Brazil should increase cooperation? How should German and Brazilian companies cooperate on these projects? Which business model has worked and which not?</i> 3. <i>In the last G7 Summit the “decarbonisation of the economy” concerning climate goals was also part of the discussions. How can Brazil and Germany cooperate on this matter?</i> 4. <i>How can Brazil make use of German experiences with promotion of renewable energy?</i> 5. <i>What is the expected role for renewable energies in the context of progressive withdraw from nuclear energy?</i> 6. <i>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?</i> 		
Moderator	Wagner Cardoso	Executive Manager Infrastructure, CNI	C

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Kick-off	Andre Clark Juliano	Vice President International Business, Camargo Correa and Coordinator of Committee on the Export of Services, ABDIB, Brazilian Association of Infrastructure and Base Industries	C
Discussion	Cleverson Aroeira	Head of the Department of Transportation and Logistics/ Infrastructure Area, BNDES	C
	Julian Thomas	General Manager Hamburg Süd and Alianca	C
	Ciro Gomes	CEO, Transnordestina Logística	C
	Hans-Dieter Beuthan	Lawyer, Beuthan & Associates	C
	Mauro Ribeiro Viegas Neto	Executive President, Concremat	C
10h30- 12h00	Workshop "Safety at the Workplace- Consequences from Regulation NR 12"		
Room: Tulipa/ Tulip	<p><i>In modern economics the physical integrity of the employees becomes more and more important. Governmental agencies are enacting rules and regulations. Brazil has implemented NR 12 and Germany has adapted in national regulations EU Directive 2006/42/EC for the machinery and Directive 2009/104/EC for minimum safety and health requirements for the use of work equipment. Brazil and Germany pursue the same intention in slightly different ways.</i></p> <p><i>According to the experiences of the last years in both countries especially in the machinery industry a review and a prospect to the future will be important for an increasing economic growth. In the current situation Brazil and Germany can strengthen their economies by teaming up in this important matter of safety at the Workplace in order to gain global competitiveness. The following issues will be an important part of the discussion:</i></p> <ol style="list-style-type: none"> 1. <i>What is the current situation and how do the companies deal with it?</i> 2. <i>How do other countries control safety at the workplace?</i> 3. <i>How is market surveillance organised in these countries?</i> 4. <i>What can be done auxiliarily to enhance the acceptance of governmental regulations?</i> 5. <i>How can the cooperation be improved between Brazil and Germany in regard of machine safety and occupational safety as well as health?</i> 6. <i>What are the next steps to be taken by companies and governmental organizations?</i> 		
Moderator	Thomas Junqueira Ayres Ulbrich	Executive Director, VDMA Brasil Liaison Office	C
Discussion	Lourenço Righetti	ABIMAQ representative in the Thematic National Tripartite Commission of NR 12	C
	Hermann Wegner	VDMA, Abteilung Umwelt & Technik	C
	Michael Teschner	Managing Director, Multivac	C

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	Martin Kunze	Director General, TÜV Rheinland Brasilien	tbc
	Aida Becker	Ministry of Labour and Employment of Brazil	c
	Alexandre Furlan	CNI, Chairman of the Board, Labor Relations	C
12h00 - 12h30	Closing Session and Invitation to EEBA 2016 in Thuringia, Germany		
Room: Plenary "Orquidea" / Orchid	Carlos Eduardo Abijaodi	Director of Industrial Development, CNI	c
	Andreas Renschler	Chairman, Latin America Committee of German Business (LADW) Member of the Group Board of Management of Volkswagen AG and CEO of Volkswagen Truck & Bus GmbH	c
	Ambassador Sérgio Danese	Secretary General, Ministry of External Relations	c
	Matthias Machnig	Vice Minister of Economy and Energy	c
	Wolfgang Tiefensee	Minister for Economy, Science and Digital Society Thuringia	c
	12h30 - 13h45	Luncheon for participants by invitation of the state of Thuringia	
14h00	Company visits: <ol style="list-style-type: none"> 1. Itapoá Port 2. Senai 3. Siemens and Perini Business Park 4. BMW 		

Apoio:



Iniciativa da CNI - Confederação
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