

DRAFT

Innovation Forum – Agenda 2016 V11 (SEH)

This agenda is an internal working paper to be used by the parts involved in the organization of the Forum and shall be managed as confidential. Any alteration shall be shared among the group.

Sunday, October 16th 2016

Venue: Hotel Elephant, Markt 19, 99423 Weimar, Thuringia – Germany

Moderation by
Wilson Bricio & Norbert Lütke-Entrup

1. Opening 13:30

Welcome remarks and a brief report about last editions results as well as an introduction to the agenda

Norbert Lütke-Entrup	Board Member of the BDI/BDA Committee for Research, Innovation and Technology Policy, Head of Technology and Innovation Management at Siemens AG	(c)	5'
Wilson Bricio	President-VDI Brazil, Leader MEI/CNI, Director AHK Brazil, President ZF South America	(c)	5'
Frithjof Maennel	Deputy Director General of the Ministry of Education and Research (BMBF)	(c)	10'
<i>Álvaro Toubes Prata</i>	<i>Secretary at MCTI</i>	<i>(tbc)</i>	10'

2. Intellectual Property 14:00

Both sides present the status of the cooperation agreement, main achieved results and the perspectives for the future.

What are the priorities and main goals in the short and long terms? How can companies benefit from this partnership? What are the main obstacles as well as opportunities for the two countries in this area?

Cornelia Rudloff-Schäffer	President, German Patent and Trade Mark Office (DPMA)	(c)	15'
Luiz Otávio Pimentel	President, INPI	(c)	15'

3. Industry 4.0 / Advanced Manufacturing 14:30

Short introduction by BDI and CNI (general aspects about the environment and cooperation opportunities, as well as report of MEI Immersion on Innovation and Advanced Manufacturing to Germany) followed by round-table with experts of both countries, representing companies and institutions related to the theme. Joint moderation by BDI and CNI.

What are German & Brazilian trends, main players and Policies to promote Advanced Manufacturing?



Deutsch-Brasilianische Wirtschaftstage
Encontro Econômico Brasil-Alemanha



German Brazilian Innovation Forum

What are the existent public instruments to support the bilateral cooperation in this field?

What is the current status of Industry 4.0 and digitization in Brazilian industry

How could Brazil and Germany cooperate to spread and develop I 4.0 technologies in Brazil?

What are the main challenges related to education and workforce training for Industry 4.0 and how is the German educational system dealing with them?

How and in which fields can Brazil and Germany cooperate more, in order to gain competitiveness and strengthen the bilateral relationship?

Dr. Reinhold Festge	President, VDMA	(c)	10'
Joao Emílio Padovani G.	Executive Manager, CNI	(c)	10'
Dr Nils Macke	President Bitkom's Industry 4.0 work group	(c)	10'
Leone Peter Andrade	General Manager, SENAI BA / CIMATEC	(c)	10'
Alexander Werbig	Acatech	(c)	10'
Round-Table			
Joao Fernando G. Oliveira	Professor, EESC	(c)	30'
Paulo Stark, SIEMENS		(tbc)	

4. Financing Innovation: Comparing National Systems 15:50

State of the art on finance policies, tools, risk management and regulation

Best Practices and successful experiences

Direct Support to Innovation: grants, scholarships, government procurement

Indirect Support to Innovation: tax benefits

Credit and Financing

Venture Funds

Anja Ruhland	Head of Federal Funding Advisory Service "Research and Innovation", The German Federal Funding Advisory Service on Research and Innovation	(c)	15'
Gianna Sagazio	Director Innovation, CNI	(c)	
Ana Cristina R. da Costa	BNDES	(c)	15'

5. Biotechnology 16:20

This module present the great potential of cooperation on this area, where the most advanced German and Brazilian technologies allied with the Brazilian wealth of materials and processes shall thrive in gain of competitiveness for both countries.

What are German & Brazilian trends, main players and Policies to promote Biotechnology in both countries?

What are the existent public instruments to support the bilateral cooperation in this field?

How should companies and professionals prepare and/or adjust themselves?

How Brazil and Germany could cooperate more, in order to gain competitiveness and strengthen the bilateral relationship?

What are highest priorities e opportunities for the joint development of high quality products and processes?

Dr. Peter Nagler	Head of International Innovation, Evonik Industries SE	(c)	10'
	Executive Director, German Association of Biotechnology Industries		10'



Deutsch-Brasilianische Wirtschaftstage
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Bernardo Silva	Executive President, Brazilian Industrial Biotechnology Association	(c)	
Round-Table			
Gerd Unkelbach	Managing Director, Fraunhofer Center for Chemical-Biotechnological Processes	(c)	
José Luis Gordon	Director of Planning and Management, Embrapii	(c)	30'
Dr. Ricardo Gent		(c)	

6. Wrap-up and Closing Remarks 17:10

Wrap-up, recommendation for the German-Brazilian Joint Commission and discussion of future steps of the Innovation Forum.

Norbert Lütke-Entrup	Board Member of the BDI/BDA Committee for Research, Innovation and Technology Policy, Head of Technology and Innovation Management at Siemens AG	(c)	10'
Wilson Bricio	President-VDI Brazil, Leader MEI/CNI, Director AHK Brazil, President ZF South America	(c)	10'