

# Brazilian-German Innovation Congress 2014

## Agenda

Status: 28.11.2014

**Location:** World Trade Center São Paulo

**Address:** Nações Unidas Avenue, 12551 - Brooklin Novo - São Paulo - Brazil

This agenda displays the program of the Brazilian-German Innovation Congress as part of the Open Innovation Week. For additional program see [www.openinnovationweek.com.br](http://www.openinnovationweek.com.br).

1 <sup>st</sup> December 2014			
Type	When?	What?	Where?
Open Talk	09:50-10:10	<b>"Technological Innovation by Collaborative Applied Research - Brazilian Success Cases"</b> Prof. Jefferson Gomes, Executive Manager Technology & Innovation, SENAI	Open Innovation Seminar
Open Talk	10:10-10:30	<b>"Strategic Brazilian-German Cooperation in the field of Applied Research to Foster Mutual Innovations"</b> Prof. Holger Kohl, Director Corporate Management, Fraunhofer IPK	Open Innovation Seminar
	10:10-10:50	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	Open Innovation Seminar
Innovation Pitches	10:50-11:20	<b>Examples of Brazilian-German Innovation Projects</b> Fraunhofer Institutes and SENAI Institutes of Innovation	Speakers Corner at Innovation Fair
	11:20-12:40	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	Open Innovation Seminar
Innovation Pitches	12:40-13:40	<b>Examples of Brazilian-German Innovation Projects</b> Fraunhofer Institutes and SENAI Institutes of Innovation	Speakers Corner at Innovation Fair
	13:40-14:20	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	Open Innovation Seminar
Open Talk	14:20-14:40	<b>SEBRAE's Strategy to Integrate Micro and Small Businesses into the Innovation Scenario</b> Dr. Carlos Alberto dos Santos, Technical Director, SEBRAE	Open Innovation Seminar
Innovation Pitches	15:40-16:00	<b>Examples of Brazilian-German Innovation Projects</b> Fraunhofer Institutes and SENAI Institutes of Innovation	Speakers Corner at Innovation Fair
Keynote Speech	16:00-16:30	<b>"Open Innovation as the Way for Future Competitiveness"</b> Luís César Verdi, SAP Senior Vice-President, Global Head of OEM & Cloud Services	Open Innovation Seminar
Panel Discussion	16:30-17:30	<b>"Open Innovation Discussion"</b> All Speakers of "Open Innovation Seminar"	Open Innovation Seminar



2 <sup>nd</sup> December 2014			
Type	When?	What?	Where?
Open Talk	09:30-09:50	<b>"The significance of international collaboration for innovation"</b> Dr. Matthias Frattini, German Aerospace Centre, Responsible for Collaboration with Brazil	Innovation Ecosystems Seminar
Open Talk	09:50-10:10	<b>"Win-win: Experiences of a German Entrepreneur in Brazil"</b> Alexander Schmitz-Kohlitz, Entrepreneur and Business Angel AKIT Partners	Entrepreneurship Seminar
	10:10-10:50	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	
Innovation Pitches	10:50-11:20	<b>Examples of Brazilian-German Innovation Projects</b> Fraunhofer Institutes and SENAI Institutes of Innovation	Speakers Corner at Innovation Fair
	11:20-13:00	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	
Innovation Pitches	13:00-14:00	<b>Examples of Brazilian-German Innovation Projects</b> Fraunhofer Institutes and SENAI Institutes of Innovation	Speakers Corner at Innovation Fair
Success Case	14:00-14:20	<b>"International Technology Transfer in the Field of Selective Laser Melting for the Aerospace Industry"</b> <ul style="list-style-type: none"> <li>• Marcio Fernando Cruz, EMBRAER</li> <li>• David Domingos, Senior Project Manager Fraunhofer IPK</li> </ul>	Innovation Ecosystems Seminar
Success Case	14:20-14:40	<b>"Managing Intellectual Capital to Develop the Innovation Capability in Brazilian Organizations"</b> <ul style="list-style-type: none"> <li>• Dr.-Ing. Alberto Xavier Pavim, Innovation and Technology Unit of SENAI</li> <li>• Dr.-Ing. Markus Will, Head of Fraunhofer IPK Project Office Brazil</li> </ul>	Innovation Ecosystems Seminar
Success Case	14:40-15:00	<b>"International Technology Transfer in Micro Production Engineering for the Fabrication of Micro Molds"</b> <ul style="list-style-type: none"> <li>• Luis Eduardo Albano, Director Brazilian Association for Die and Mold Making ABINFER</li> <li>• Dr. André Marcon Zanatta, Director SENAI Innovation Institute Manufacturing Systems</li> <li>• Vitor Camargo Nardelli, SENAI National Department</li> </ul>	Innovation Ecosystems Seminar
	15:00-15:40	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	
Innovation Pitches	15:40-16:00	<b>Examples of Brazilian-German Innovation Projects</b> Fraunhofer Institutes and SENAI Institutes of Innovation	Speakers Corner at Innovation Fair
	16:00-16:30	for further details see <a href="http://www.openinnovationweek.com.br">www.openinnovationweek.com.br</a>	
Panel Discussion	16:30-17:30	<b>"How to Facilitate Industry-Research Cooperation in Brazil"</b> All Speakers of "Innovation Ecosystems and Public Politics Seminar"	Innovation Ecosystems Seminar





**3<sup>rd</sup> December 2014**

Type	When?	What?	Where?
Management Workshop*	9:00-13:00	<p><b>"Intellectual Capital Statement: Evaluate and optimize your innovation capability"</b></p> <p>Workshop Content:</p> <ul style="list-style-type: none"> <li>• Intellectual Capital Statement as a practical tool for organizational development</li> <li>• Presentation of practical results of Brazilian applicants</li> <li>• Factors for a successful implementation</li> <li>• Interactive discussion with all speakers and participants</li> </ul> <p>Moderation:</p> <ul style="list-style-type: none"> <li>• Dr.-Ing. Markus Will, Fraunhofer IPK</li> </ul> <p>Brazilian Application Cases:</p> <ul style="list-style-type: none"> <li>• Rainer Hasse, Director ASCA Equipamentos Industriais Ltda.</li> <li>• Márcia Christina Borges Fernandes, PUC-Rio</li> <li>• Dr.-Ing. Alberto Xavier Pavim, Innovation and Technology Unit of SENAI</li> </ul>	Seminar Room

\* Please note: Due to a restricted number of participants, the participation in this Management Workshop requires a separate registration. To sign up for this workshop please send an email to:

[bg-innocong@ipk.fraunhofer.de](mailto:bg-innocong@ipk.fraunhofer.de)

For further information about the Brazilian-German Innovation Congress and updated versions of this agenda, please visit:

[www.bg-innocong.com](http://www.bg-innocong.com)

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[www.openinnovationweek.com.br](http://www.openinnovationweek.com.br)

