

# Congress Overview



## Congress Objectives:

How can industry raise its competitiveness by introducing new technologies and innovative solutions? How can the barriers between the "scientific world" and the "practical world" be overcome? What helps innovative companies to grow and ensure their business success?

The Brazilian-German Innovation Congress will answer these questions by bringing together high-level representatives of industry and applied research, entrepreneurs and innovation facilitators from both countries.

## Your Benefits:

- Learn about new ways of industry-science cooperation and 25 new research institutes in Brazil!
- Discuss how international collaboration in applied research can be supported by private and public innovation facilitators!
- Experience how Brazilian and German innovation culture create synergies and best practices for the industry!
- Watch how interdisciplinary teams find quick solutions for industry challenges in real time!
- Get in touch with your future innovation partners!

## Contact:

### Fraunhofer IPK Germany

Division Corporate Management  
Director Prof. Dr.-Ing. Holger Kohl  
Phone: +49 30 39006 168  
holger.kohl@ipk.fraunhofer.de

Fraunhofer IPK Project Office Brazil  
Dr.-Ing. Markus Will  
Phone: + 55 61 3317 8918  
markus.will@ipk.fraunhofer.de

# Congress Organization

## Organized by:



## In Cooperation with:



## Supported by:



2013 - 2014  
**DEUTSCHLAND + BRASILIEN**  
Wo Ideen sich verbinden  
**ALEMANHA + BRASIL**  
Quando ideias se encontram



German Houses of Research  
and Innovation  
  
Germany  
Land of Ideas

### Location

World Trade Center São Paulo  
Avenida das Nações Unidas,  
12551,  
Brooklin Novo - São Paulo  
Brazil

### Registration

The number of conference participants is limited. You are requested to register early at [www.bg-innocong.com](http://www.bg-innocong.com).

### Publisher

Fraunhofer IPK  
Pascalstr. 8-9  
10587 Berlin, Germany  
[www.ipk.fraunhofer.de](http://www.ipk.fraunhofer.de)

### Picture Credits

Fraunhofer IPK, Berlin  
chanpipat - Fotolia  
Neliana Kostadinova - Fotolia

**BRAZILIAN  
GERMAN  
INNOVATION  
CONGRESS**



## Brazilian-German Innovation Congress

How to turn Intellectual  
Capital into Business Success

01.12. - 03.12.2014

World Trade Center São Paulo  
[www.bg-innocong.com](http://www.bg-innocong.com)



Reference number:  
01DN13038

# Innovation Congress - integral part of the Open Innovation Week

## Concept of the Innovation Week

### Brazilian-German Innovation Congress

#### Key Note Speeches

of leading international experts in the fields of technological development and innovation management

#### Panel Discussions

with high-level representatives from industry, applied research, entrepreneurs and innovation facilitators

#### Success Cases & Best Practices

from collaborative applied research projects of Brazilian and German innovation institutes

#### Management Methods & Workshops

e.g. Intellectual Capital Statements

#### Innovation Fair

to show practical examples of applied research projects

