INNOVATION AND TECHNOLOGY
IN RIO GRANDE DO SUL
OPPORTUNITIES TO INCREASE COOPERATION BETWEEN RIO GRANDE DO SUL AND JAPAN

17th Japan-Brazil Joint Economic Meeting
Tokyo, September 2014
RIO GRANDE DO SUL’S STRATEGIC POSITION

• LATIN AMERICA’S BIGGEST POPULATIONAL CONCENTRATION

• INTEGRATION WITH MERCOSUL THROUGH HIGHWAYS, RAILWAYS, WATERWAYS AND INTERNATIONAL FLIGHTS
HIGHEST GDP GROWTH IN BRAZIL (2013) +6.3% (Brazil +2.5%)

GLOBALIZED INDUSTRY

HIGHEST INDUSTRIAL GROWTH (2013) +7.4% (Brazil +1.7%)

RECORD ON EXPORTS (2013) +44.3% (Brazil -1%)

Sources: IBGE; FEE.
For unemployment rate, consider the Metropolitan Region of Porto Alegre
HIGH LEVEL EDUCATION

- 23 UNIVERSITIES
- 113 TECHNICAL EDUCATION INSTITUTIONS

Source: General Course Index, MEC, 2012
HIGH QUALITY TALENT POOL

MSc and PhD scholarships for every 100 thousand inhabitants - 2010

<table>
<thead>
<tr>
<th>State</th>
<th>MSc Scholarships</th>
<th>PhD Scholarships</th>
</tr>
</thead>
<tbody>
<tr>
<td>RS</td>
<td>32.3</td>
<td>21.27</td>
</tr>
<tr>
<td>SP</td>
<td>17.4</td>
<td>15.77</td>
</tr>
<tr>
<td>SC</td>
<td>21.0</td>
<td>11.97</td>
</tr>
<tr>
<td>RJ</td>
<td>22.8</td>
<td>15.90</td>
</tr>
<tr>
<td>PR</td>
<td>27.2</td>
<td>12.13</td>
</tr>
<tr>
<td>MG</td>
<td>15.7</td>
<td>9.55</td>
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</tbody>
</table>


Weighed General Courses Index (GCI)

<table>
<thead>
<tr>
<th>State</th>
<th>GCI</th>
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</thead>
<tbody>
<tr>
<td>Rio Grande do Sul</td>
<td>3.14</td>
</tr>
<tr>
<td>Minas Gerais</td>
<td>2.98</td>
</tr>
<tr>
<td>Paraná</td>
<td>2.92</td>
</tr>
<tr>
<td>São Paulo</td>
<td>2.68</td>
</tr>
<tr>
<td>Rio de Janeiro</td>
<td>2.67</td>
</tr>
</tbody>
</table>


Number of SENAI* schools per 100 thousand inhabitants

<table>
<thead>
<tr>
<th>State</th>
<th>SENAI Schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rio Grande do Sul</td>
<td>0.58</td>
</tr>
<tr>
<td>Minas Gerais</td>
<td>0.44</td>
</tr>
<tr>
<td>Paraná</td>
<td>0.32</td>
</tr>
<tr>
<td>São Paulo</td>
<td>0.22</td>
</tr>
<tr>
<td>Rio de Janeiro</td>
<td>0.18</td>
</tr>
</tbody>
</table>

Sources: MEC; GEOCAPES (2010); INEP; IBGE and SENAI sites (RS, RJ, MG, PR, SP, SC).
SEVERAL TECH PARKS

15,000 EMPLOYEES IN THE THREE MAIN TECH PARKS

TECNOPUC (120 companies)
TECNOSINOS (75 companies)
VALETEC (35 companies)

11 NEW PARKS ARE BEING BUILT
DIVERSIFIED
GLOBALIZED
COMPETITIVE
INDUSTRY

STRATEGIC SECTORS FOR PARTNERSHIP
BETWEEN JAPAN AND RIO GRANDE DO SUL:
- Automotive
- Offshore and Shipbuilding
- Life Sciences
- Agribusiness (wine, meat, fruits, juice and cachaça)
- Industrial Equipment
- Energy
- Coal Chemical
- Defense and microsatellites

Monthly Wage in the Industrial and Mining Sector R$ (South and Southeast Regions)

Number of Strikes in the metallurgy, metal-mechanics and electrical materials industries (2001-2010)

Source: DIEESE
Methodology: Data collected at the main media vehicles.
23 STRATEGIC SECTORS

A PERMANENT AND COLLABORATIVE DEVELOPMENT AGENDA
OFFSHORE INDUSTRY AND SHIPBUILDING
OFFSHORE INDUSTRY: BIG OPPORTUNITY

PETROBRAS

Up to 2018:

US$220.6 Bi
45% production development

55% to 65%
Local content policy

Rio Grande do Sul State Government
NEW RS ENDEAVOURS
WITH JAPANESE COMPANIES
ERG – RIO GRANDE
SHIPTYARD / ECOVIX

JAPANESE PARTNERS:

[Logos of Imabari Shipbuilding, Mitsubishi Heavy Industries, and others]
NEW RS ENDEAVOURS WITH JAPANESE COMPANIES
EBR – BRASIL SHIPYARD

JAPANESE PARTNERS:

TOYO ENGINEERING

MITSUI & CO., LTD.
AUTOMOTIVE
AUTOMOTIVE INDUSTRY
AUTOMOTIVE INDUSTRY

MORE THAN
500 COMPANIES

MORE THAN
77,000 EMPLOYEES

63% NATIONAL PRODUCTION
BUS BODIES

50% DOMESTIC MARKET SHARE
ROAD IMPLEMENTS

48% NATIONAL PRODUCTION
AGRICULTURAL MACHINERY

12% NATIONAL PRODUCTION
BUS CHASSIS
RECENT RS ENDEAVOURS 
WITH JAPANESE COMPANIES

GUAÍBA-RS 
DISTRIBUTION CENTER

AUTOPARTS ASSEMBLING

PRODUCTION: 63 CARS/HOUR AND 380,000 / YEAR
ENERGY
WIND POWER

RS 11%

BRAZILIAN WIND POTENTIAL

GROWING INDUSTRY: 22 FARMS GENERATING 610 MW

US$2.6 Bi

2018 PROJECTED INVESTMENT ON WIND POWER

INVESTMENT OPPORTUNITIES:

SUPPLY CHAIN (TURBINES, BLADES, SMALL WIND TURBINES) AND WIND POWER AUCTIONS
NEW RS ENDEAVOURS WITH JAPANESE COMPANIES

HONDA WIND FARM IN XANGRI-LÁ/RS
NATURAL GAS PROJECT

FEASIBILITY STUDY:
MITSUI & CO., LTD.

PETROBRAS

GOVERNO DO ESTADO RIO GRANDE DO SUL

Rio Grande do Sul State Government
89.2% Brazilian coal reserves are in Rio Grande do Sul (28 BI tons).
2013
POLITICAL DIRECTIVE TO ATTRACT INVESTMENTS IN COAL CHEMICAL AND CLEAN TECHNOLOGIES

2014
CREATION OF A COAL CHEMICAL WORKING GROUP Focused on Feasibility Studies
ELETROELETTRONIC AND INDUSTRIAL EQUIPMENT
RECENT RS ENDEAVOURS WITH JAPANESE COMPANIES

2nd CLUSTER ELETROELETTRONIC

Fujikura (JV)

2nd CLUSTER INDUSTRIAL EQUIPMENT

MITSUBISHI ELECTRIC, melco (Acquisition)
HEALTHCARE AND MEDICINE
LIFE SCIENCE CLUSTER

Rio Grande do Sul State Government
RS INDUSTRIAL POLICY

INNOVATION SUPPORT:
ENTREPRENEURS / COMPANIES
INVESTMENT PROJECTS
PARTNERSHIPS
ONE STEP ONLY

KEY PERSON
(PROJECT MANAGER)

- INFRASTRUCTURE
- LAND
- ENVIRONMENT
- TAXES
- FINANCING
- INTERFACE WITH IMPORTANT PLAYERS

FEDERAL GOVERNMENT
MUNICIPALITIES
PRIVATE SECTOR
POTENTIAL PARTNERS
SUPPLIERS
P&D PARTNERS
UNIVERSITIES AND TRAINING INSTITUTES
INNOVATION SUPPORT INSTRUMENTS

FINANCIAL SYSTEM
- BRDE
- BADESUL
- Banrisul
- BNDES
- FINEP

SCIENCE, INNOVATION AND TECHNOLOGY STATE DEPARTMENT
- TECHNOLOGY MODERNIZATION CLUSTERS
- PRO INOVAÇÃO
- RS TECNOPOLIS

RESEARCH SUPPORT FOUNDATION
- FAPERGS

DEVELOPMENT STATE DEPARTMENT AND AGENCY
- FUNDOPEM R&D
- SEED CAPITAL PROGRAM
- QUALITY, PRODUCTIVITY, INNOVATION AND MANAGEMENT TRAINING PROGRAM
UPCOMING EVENTS
**CELEBRATION IN 2015**

**120 YEARS: DIPLOMATIC RELATIONS JAPAN – BRAZIL**

**35 YEARS: SISTER PROVINCE RELATION SHIGA – RS**

**48 YEARS: SISTER CITY RELATION KANAZAWA – PORTO ALEGRE**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARCH</td>
<td>Official Celebration Opening in Rio Grande do Sul</td>
</tr>
<tr>
<td>APRIL</td>
<td>State Government Mission to Japan</td>
</tr>
<tr>
<td>MAY</td>
<td>Business Seminar</td>
</tr>
<tr>
<td>JUNE</td>
<td>Traditional June Festival at Japan School</td>
</tr>
<tr>
<td>AUGUST</td>
<td>4º Japan Festival</td>
</tr>
<tr>
<td>OCTOBER</td>
<td>Flower Festival in Ivoti</td>
</tr>
<tr>
<td>NOVEMBER</td>
<td>Porto Alegre Municipality and State Government Mission to Japan</td>
</tr>
</tbody>
</table>

Credits: Kais Ismail Musa
# UPcomings Events


### Agrifood

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Description</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expointer</td>
<td>International Exhibition of Animals, Machinery, Implements and Agricultural Products</td>
<td>August 30th to September 7th, 2014</td>
<td>Esteio</td>
</tr>
<tr>
<td>Fenilact</td>
<td>5th National Dairy Products Exhibition</td>
<td>October 10th – 19th, 2014</td>
<td>Ijuí</td>
</tr>
<tr>
<td>Expodireto Cotrijal</td>
<td></td>
<td>March 9th – 13th, 2015</td>
<td>Não-Me-Toque</td>
</tr>
<tr>
<td>EXPOARROZ</td>
<td>4th International Rice Exhibition</td>
<td>May 5th – 8th, 2015</td>
<td>Pelotas</td>
</tr>
</tbody>
</table>

### Food and Beverage

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Description</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>FENADOCE</td>
<td>22nd Candy National Fair</td>
<td>May 27th – June 14th, 2015</td>
<td>Pelotas</td>
</tr>
<tr>
<td>Bionat Expo</td>
<td>Organic, Sustainable and Agro-ecological Products Fair</td>
<td>December 27th – 29th, 2015</td>
<td>Porto Alegre</td>
</tr>
<tr>
<td>BITS</td>
<td>Business IT South America 2015</td>
<td>August 8th – 13th, 2015</td>
<td>Porto Alegre</td>
</tr>
</tbody>
</table>

### Rubber and Plastic

<table>
<thead>
<tr>
<th>Event Name</th>
<th>Description</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Renex South America</td>
<td>2014</td>
<td>November 26th – 28th, 2014</td>
<td>Porto Alegre</td>
</tr>
<tr>
<td>Naval Cluster Fair</td>
<td></td>
<td>March 17th - 20th, 2015</td>
<td>Rio Grande</td>
</tr>
<tr>
<td>AUTOPARTS</td>
<td>7th Autoparts, Equipment and Services Fair</td>
<td>October 14th – 17th, 2015</td>
<td>Porto Alegre</td>
</tr>
</tbody>
</table>
## RIO GRANDE DO SUL (2014-2015)

### MULTI-SECTOR

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>MERCOPAR Fair (Industrial Outsourcing and Innovation Fair)</td>
<td>September 30th – October 3rd, 2014</td>
<td>Caxias do Sul</td>
</tr>
<tr>
<td>6th International Innovation Congress</td>
<td>October 22nd – 23rd, 2014</td>
<td>Porto Alegre</td>
</tr>
<tr>
<td>HITACHI Social Innovation Seminar</td>
<td>November 5th, 2014</td>
<td>Porto Alegre</td>
</tr>
</tbody>
</table>

### TURISMO AND ARTS

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>FESTURIS - 27th Gramado Tourism Festival</td>
<td>November 5th - 8th, 2014</td>
<td>Gramado</td>
</tr>
<tr>
<td>Natal Luz – Christmas Festival</td>
<td>October 30th 2014 – January 11th 2015</td>
<td>Gramado</td>
</tr>
<tr>
<td>Gramado Cinema Festival</td>
<td>June 2015</td>
<td>Gramado</td>
</tr>
</tbody>
</table>

### HEALTHCARE AND MEDICINE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>XIII Physical Medicine and Rehabilitation Congress</td>
<td>September 11th – 13th, 2014</td>
<td>Gramado</td>
</tr>
<tr>
<td>I Hospital Medicine Brazilian Congress and XII Gaucho Medical Clinic Congress</td>
<td>September 18th – 20th, 2014</td>
<td>Porto Alegre</td>
</tr>
<tr>
<td>VI Gaucho Intensive Care Congress</td>
<td>September 18th – 20th, 2014</td>
<td>Caxias do Sul</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>CISQ² - Second International Conference on Quantum Health</td>
<td>September 27th – 28th, 2014</td>
<td>Gramado</td>
</tr>
<tr>
<td>XXXVI Brazilian Pneumology Congress and XIII Brazilian Respiratory Endoscopy Congress</td>
<td>October 7th – 11th, 2014</td>
<td>Gramado</td>
</tr>
<tr>
<td>VII National Congress Auditing and Health Management</td>
<td>October 9th – 10th, 2014</td>
<td>Porto Alegre</td>
</tr>
<tr>
<td>18th Brazilian Pediatric Infectious Diseases Congress</td>
<td>October 15th – 18th, 2014</td>
<td>Gramado</td>
</tr>
</tbody>
</table>
“Grow Together, Inspire Together, Lead Together”

Prime-Minister Shinzo Abe
Brazil-Japan Economic Forum, 02/08/2014
THANK YOU!

Ivan De Pellegrin
CEO, Rio Grande do Sul Development Agency
ivan-pellegrin@agdi.rs.gov.br

For more information visit
www.saladoinvestidor.rs.gov.br