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MOBILIZAÇÃO EMPRESARIAL  
PELA INOVAÇÃO

## **III France-Brazil Entrepreneurial Summit**

**Panel 1: Innovation:  
France-Brazil Financing &  
Partnership**

# VIRTUOUS CYCLE OF INNOVATION

○ NEW CHALLENGES AND OPPORTUNITIES

**Legal Security**  
and predictable business environment

**Investment**  
on R&D

**Partnerships and  
Institutional Cooperation**

INNOVATION

NEW SOLUTIONS  
[products and services]

+ ENTREPREUNERSHIP +

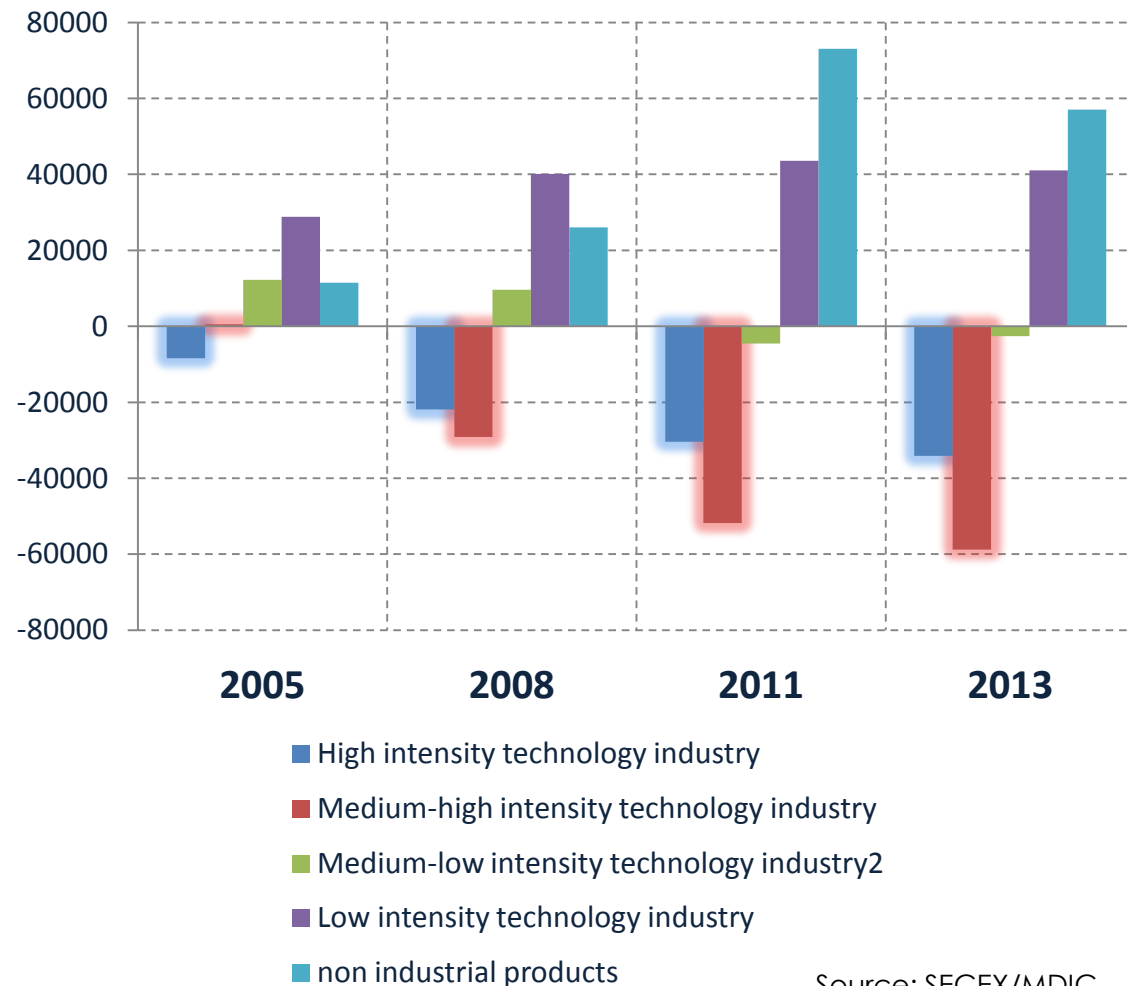
+ COMPETITIVENESS +



# Brazil: Innovate to compete



Brazil's Trade Balance (US\$ Bilhões)



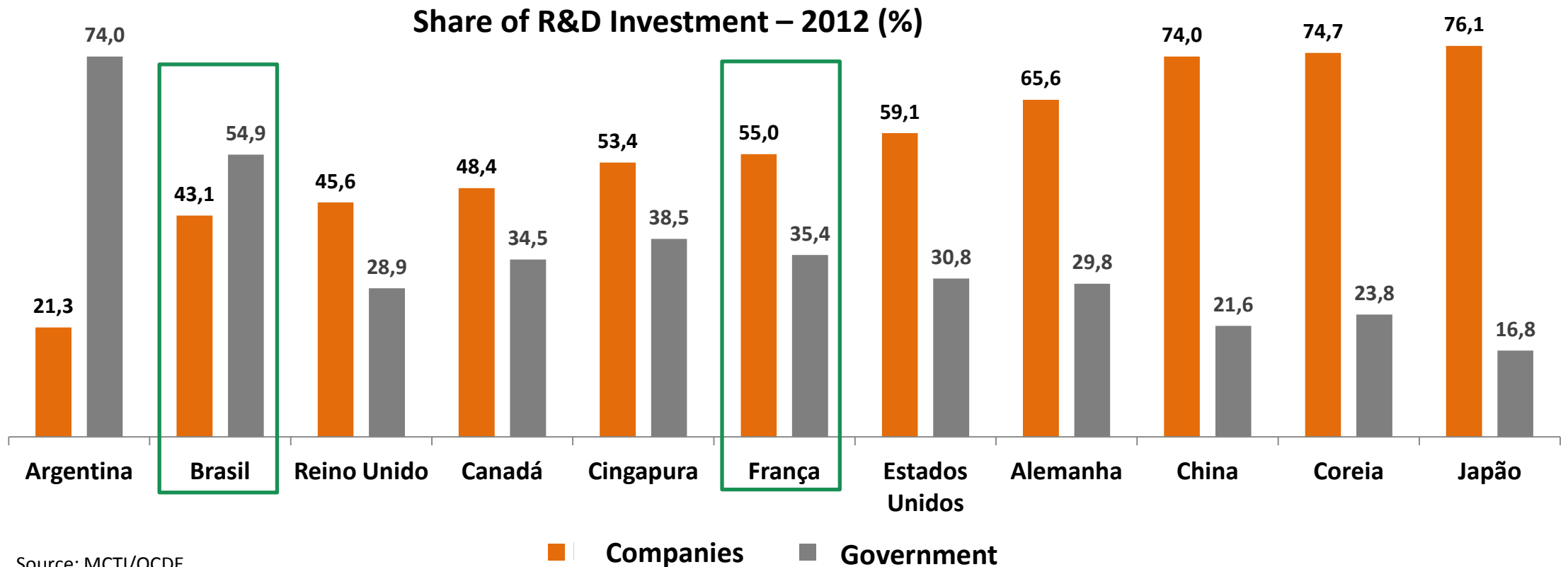
Source: SECEX/MDIC

- Enhance and build new technological & business competencies
- Enhance productivity & technology densit within value chains
- Build & strengthen critical competencies
- Strengthen the technological upgrading of the Brazilian manufacturing industry
- Improve education and promote professional qualification at technical and university level, particularly engineering and related areas



# Brazil's Innovation Challenge

Increase Business Investment on Innovation through public expenditure



Source: MCTI/OCDE

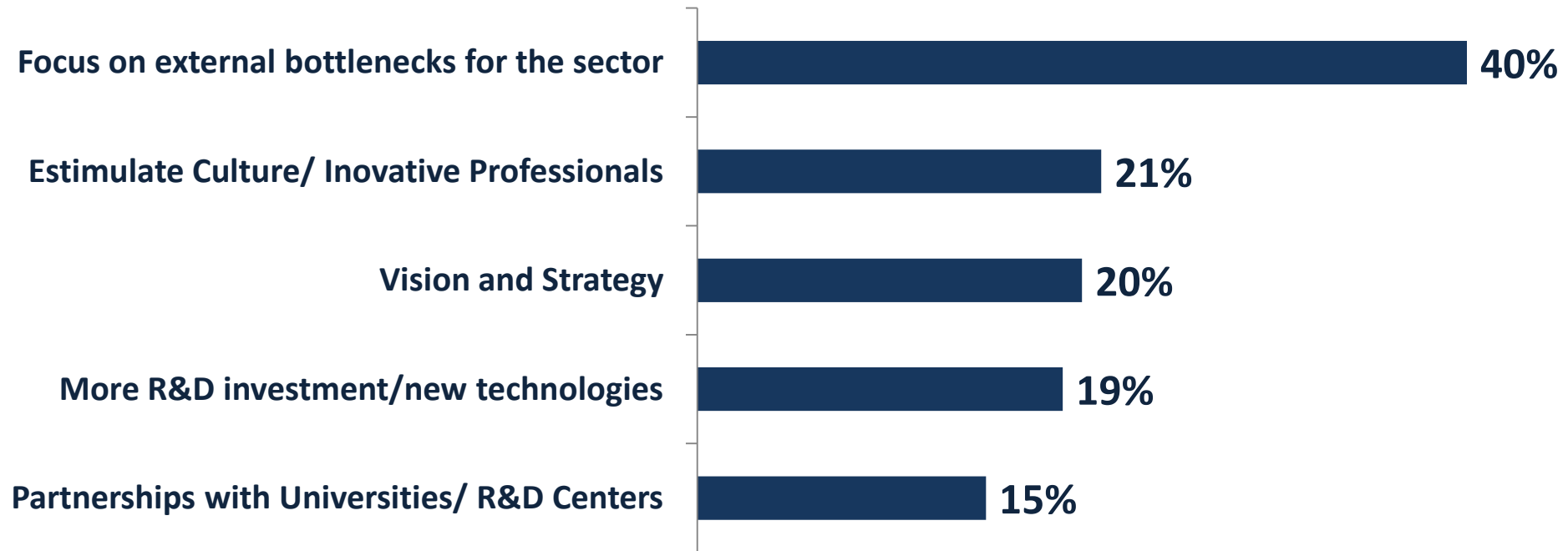


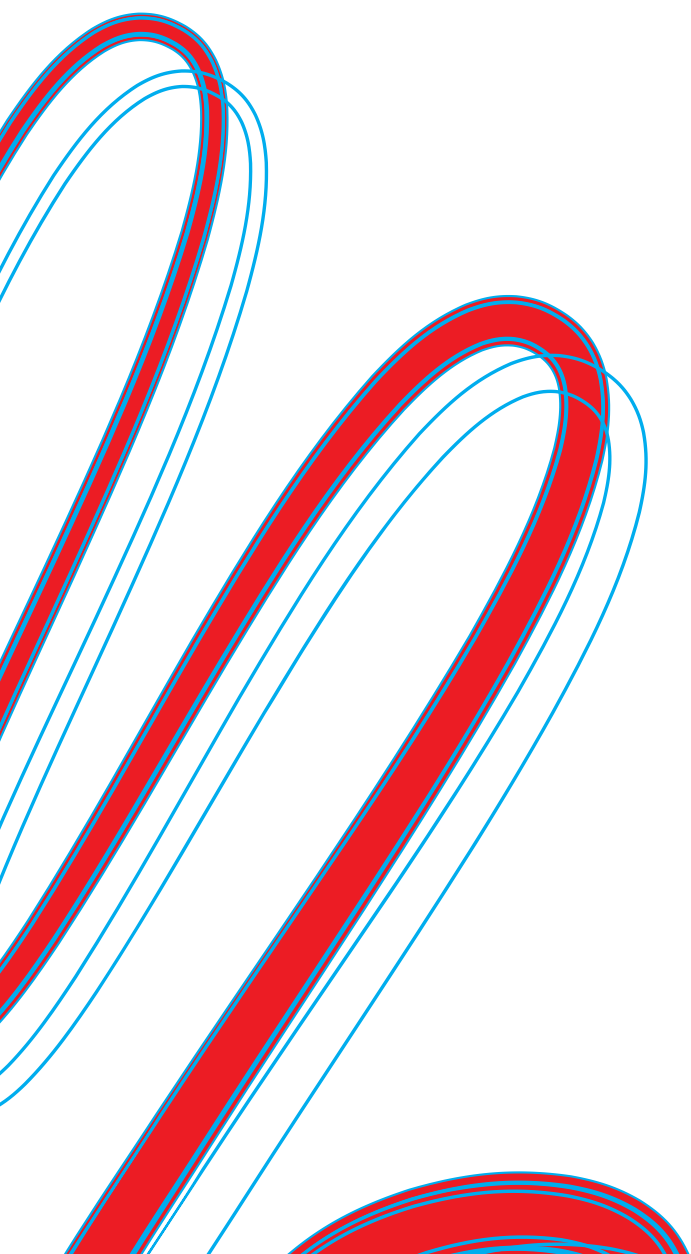
# CNI's Research of Innovation

100 Business Leaders Interviewed



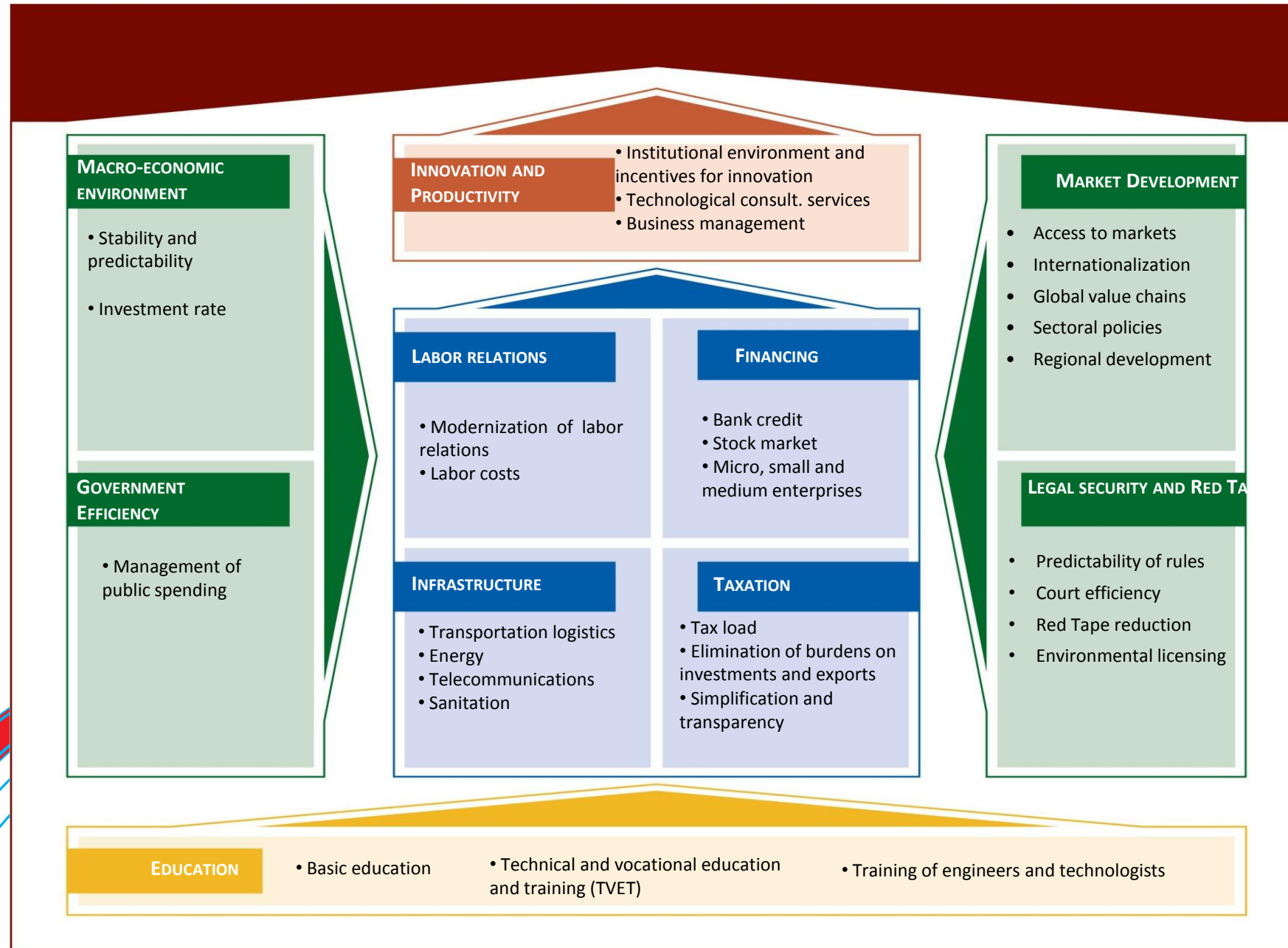
On the Productive Sector, what actions should be taken to increase innovation in Brazilian Industry?  
(N=100)





**And what CNI has been  
doing?**

# Strategic Map of Industry 2013 - 2022





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## Entrepreneurial Mobilization for Innovation - MEI

- Increase the competitiveness of enterprises through innovation
- Develop proposals to expand private and public funding for innovation and the legal framework
- Develop the environment and the "culture of innovation"

**Initiative of senior executives** with the challenge of strengthening entrepreneurial innovation in Brazil

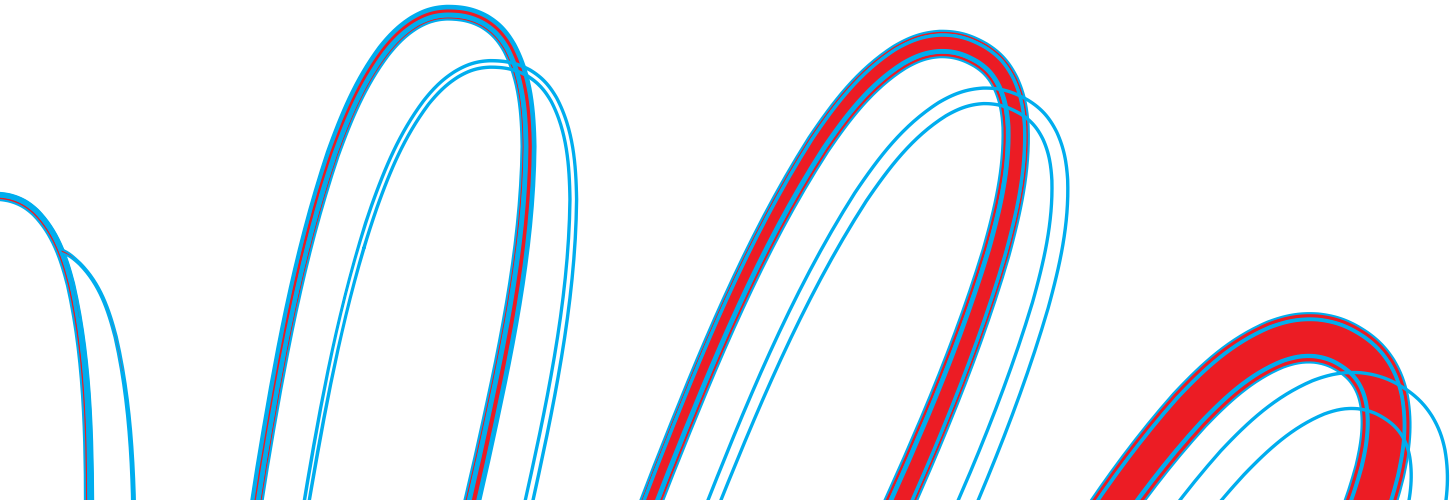




# VISION



**Be the catalyst mobilization of private and public initiatives to strengthen innovation in Brazil**



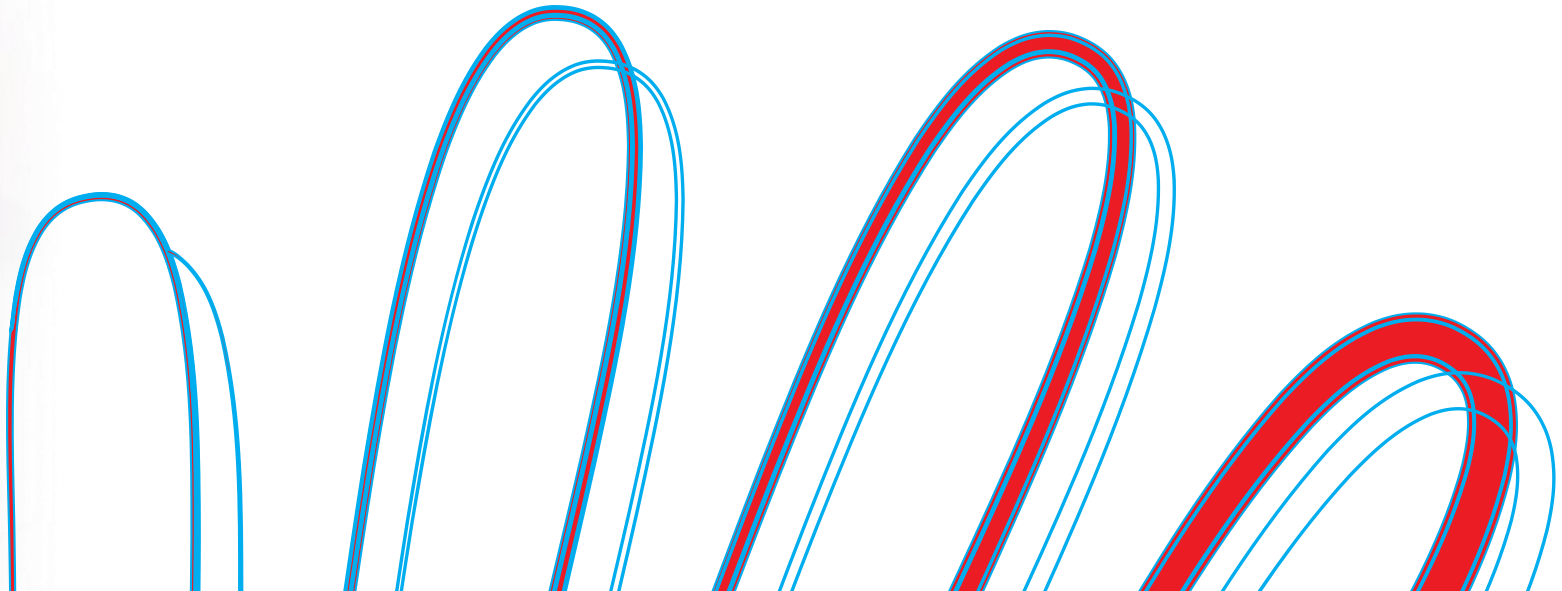
A green rounded square containing the word "Mission" in white text.

Mission

# MISSION

A horizontal dotted line with solid black circles at each end.

Increase innovation of industry in Brazil





# MEI'S STRATEGIC MAP





## Business Innovation strengthening

Foster the creation of new technology-based companies

Increase the competitiveness of enterprises through innovation

Expand private investment on innovation

Strengthen innovation in corporate strategy



## Contributions to the improvement of policies for Innovation

Develop proposals to expand public funding for innovation

Develop proposals for the improvement of Innovation's Legal Framework

Develop proposals to promote the use of Biodiversity

Develop proposals to strengthen the Intellectual Property



## Coordination and Innovation Management

Internalize best practices in innovation management in companies

Search overcoming solutions of "barriers to innovation" in business

Improve mechanisms of coordination of innovation and consolidation of partnerships

Develop communication strategy (internal and external)



## Environment and Skills for Innovation

Increase the engagement of business leaders in promoting innovation

Share and manage knowledge on innovation

Develop the environment and the "culture of innovation" in business

Ensure the availability of skills that promote innovation



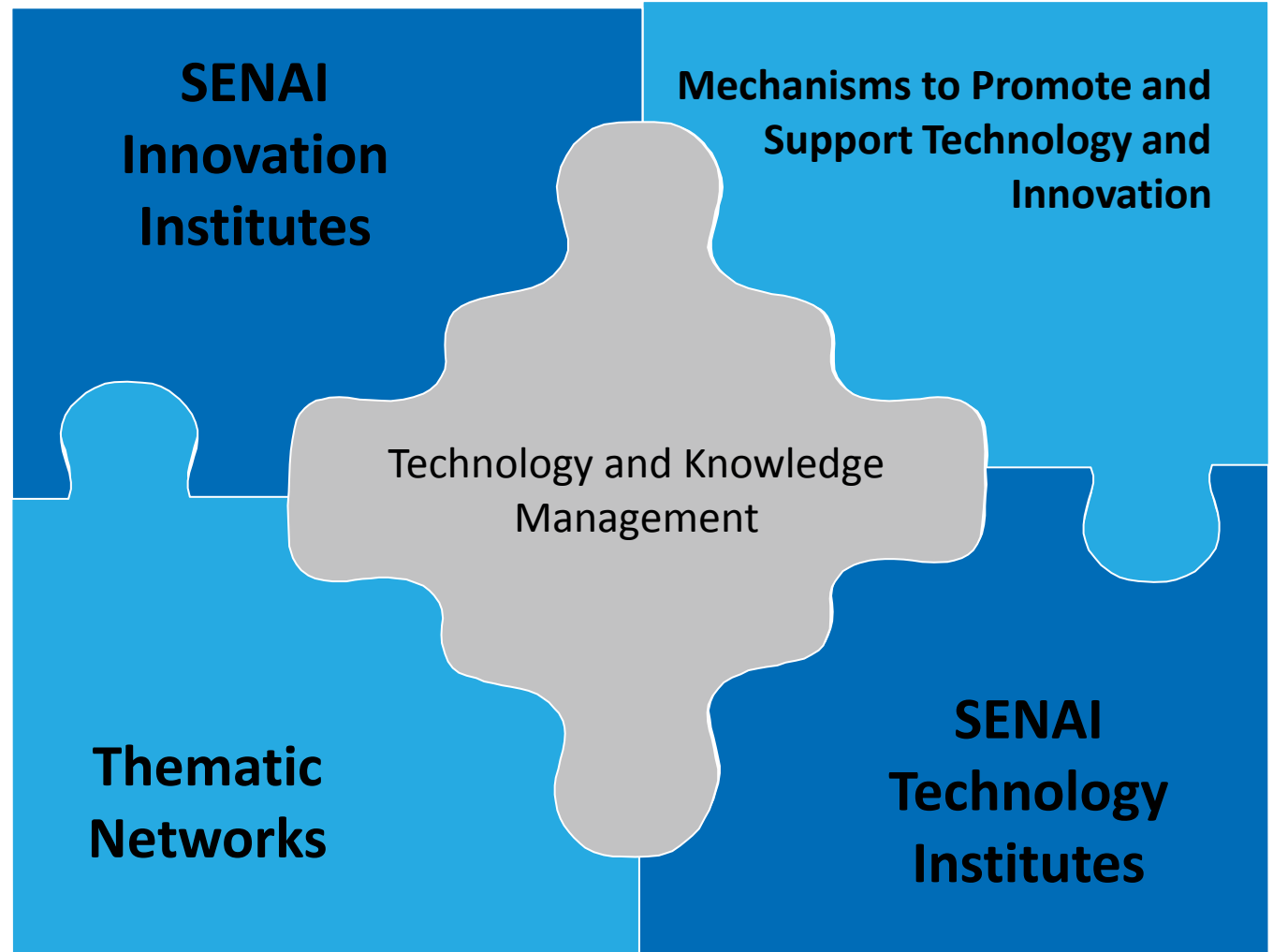
# PRIORITIES OF MEI'S 2015 AGENDA

1. Modernization of Legal Framework
2. Improvement of Financing System
3. Structuring Projects on R&D
4. Pre Competitive R&D Projects
5. Internationalization of Enterprises
6. Atraction, Development and Retention of R&D Centers
7. Human Resources for Innovation (engineering)
8. Intellectual Property
9. Bioeconomy
10. R&D for Startups and SMEs



**Policy proposals  
to foster  
INNOVATION**

# SENAI - Supporting Industrial Competitiveness





SENAI INSTITUTE OF  
**TECHNOLOGY**

Specialization in relevant industrial sectors

Physical structure aimed at the provision of technical and technological services

Situated in regions of high industrial density





# SENAI INSTITUTE OF INNOVATION

Specialization in transversal knowledge areas

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Physical structure aimed at advanced services

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Pre-competitive applied research

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National coverage:  
partnerships and innovation network



# OPERATION AREAS

Creation of **26 SENAI Institutes of Innovation**

Division into 8 knowledge areas

Production

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Materials and components

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Surface engineering and  
photonics

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Micro-Electronics

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Communication and information  
technology

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Constructive Technologies

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Energy

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Defense

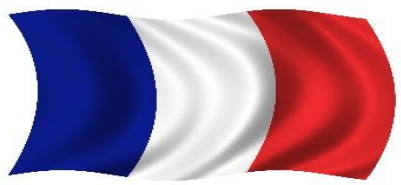


# Financing Model for Technological Innovation Projects

## Brazilian Company for Industrial Research and Innovation – EMBRAPII



- Private Company
- Concept by MCTI, CNI, FINEP
- To foster projects between Companies and S&T Institutions
- Focus on Technology Innovation, pre-competitive development phase
- Pre-approved credit for qualified S&T institutes
- Pilot Project: SENAI-CIMATEC, IPT, INT
- New Qualified Institutes
  - SENAI Innovation Institute in Polimers
  - CEEI/UFCG, CNPEM, LAMEF/UFRGS, CERTI, CPqD, POLO/UFSC, Coppe/UFRJ, LACTEC, ITA



# Opportunities for cooperation on R,D&I



- ✓ Similar institutional arrangements
- ✓ Techno parks, incubators
- ✓ “Pôles de Competitivités” and “APLs”
- ✓ Traditional Partnerships in S&T (France is second Brazilian scientific partner)
- ✓ Programs for researchers & students mobility (Ciência Sem Fronteiras, CIFRE, BRAFITEC...)
- ✓ Possibilities under the Horizon 2020
- ✓ Strong Partnership and investment flows between Brazilian and French Companies
- ✓ The networks of 34 **Carnot** and 26 **SENAI** Institutes for applied research





**Thank You!**