



The Bioeconomy emerges as a “new industrial era” based on products, technologies and biological services in the fields of health, biotechnology and agribusiness. This knowledge based frontier has the potential to generate new solutions for the planet’s most important challenges regarding energy, health, food, water, and climate change delivering social, environmental and economic benefits. This niche represents an opportunity for Brazil to consolidate itself as a competitive power in the sector.

In 2012, the National Confederation of Industry in Brazil (CNI) in partnership with Harvard Business Review-Brazil (HBR-BR) promoted the 1st. Forum on Bioeconomy in order to develop Brazil’s Bioeconomy agenda. The event was the first multisectoral and international discussion in the country about the subject which translated the interest of the Brazilian industry in taking part in the discussion from the economic, social and environmental perspectives.

In 2013, CNI has promoted three rounds of debates with business, academia and government representatives fostering the discussion to allow the construction of a positive agenda for Brazil on Bioeconomy. As a result, CNI and HBR-BR will promote in October the 2nd Forum on Bioeconomy when we will launch the Brazilian agenda. Be part of this event!

DATE	Thursday, 10th of October, 2013
TIME	From 08h30min till 17h30min.
PLACE	Hotel Grand Hyatt São Paulo - Brazil Avenida das Nações Unidas 13.301, São Paulo, SP - CEP 04578-000.
LANGUAGE	Portuguese ↔ English simultaneous translations will be provided.

2nd Bioeconomy Forum - Programme

08:30 – 09:00	Credentials, welcome coffee and network
09:00 – 09:15	Opening Carlos Eduardo Abijaodi , Industrial Development Director, CNI.
09:15 – 10:00	Keynote – 1 Bioeconomy Main Challenges: An OECD Perspective James C. Philp , Science and Technology Policy Division, Directorate for Science, Technology and Industry, OECD.
10:00 – 10:45	Keynote – 2 Global Context of Bioeconomy Evolution Juan Enriquez , CEO of Biotechnology, MD of Excel Venture Management and Founder of the Life Sciences Project at Harvard Business School, USA.
10:45 – 11:15	Keynote – 3 Bioeconomy: An Agenda for Brazil Bernardo Gradin , GranBio President and Representative of MEI-CNI.
11:15 – 11:30	Coffee break and network
11:30 – 12:30	Talk Show I The Bioeconomy Value Chain James C. Philp , Science and Technology Policy Division, Directorate for Science, Technology, and Industry, OECD. Juan Enriquez , CEO da Biotechnology, MD da Excel Venture Management e Founder of the Life Sciences Project at Harvard Business School, USA. Bernardo Gradin , GranBio President and Representative of MEI-CNI. <u>Mediator:</u> William Waack , Journalist



12:30 – 14:00	Lunch and network
14:00 – 15:00	<i>Talk Show II</i> Industrial Biotechnology: New Materials and New Manufactures <i>Fernando Reinach, Managing Director, Pitanga Investment Fund.</i> <i>João Roberto Moschang, R&D Manager, Petrobrás-Bio.</i> <i>Joaquim Machado, Researcher, University of Campinas (UNICAMP), São Paulo.</i> <i>Artur Yabe Milanez, Biofuel Department Manager, Brazilian Development Bank (BNDES).</i> <u>Mediator:</u> <i>William Waack, Journalist</i>
15:00 – 16:00	<i>Talk Show III</i> Bioeconomy Contribution to the Agrobusiness <i>Pedro Luiz Fernandes, Regional President, Novozyme Latin America .</i> <i>Maurício Lopes, President, Brazilian Agricultural Research Corporation (EMBRAPA).</i> <i>Decio Zylbersztajn, Lecturer and Researcher, University of São Paulo (USP).</i> <u>Mediator:</u> <i>William Waack, Journalist</i>
16:00 – 16:15	Coffee break and network
16:15 – 17:15	<i>Talk Show IV</i> Bioeconomy to Promote Human Health: Opportunities and Treats <i>Reginaldo Arcuri, President, Grupo Farma Brasil.</i> <i>João Sanches, Senior External Affairs Director, MSD.</i> <i>Benni Olej, MD and Researcher, Fluminense Federal University (UFF), Rio.</i> <i>Paulo Gadelha, President, Osvaldo Cruz Foundation (FIOCRUZ).</i> <u>Mediator:</u> <i>William Waack, Journalist</i>
17:15 – 17:30	Next Steps and Closing Remarks <i>José Augusto Fernandes, Policies and Strategy Director, CNI.</i>