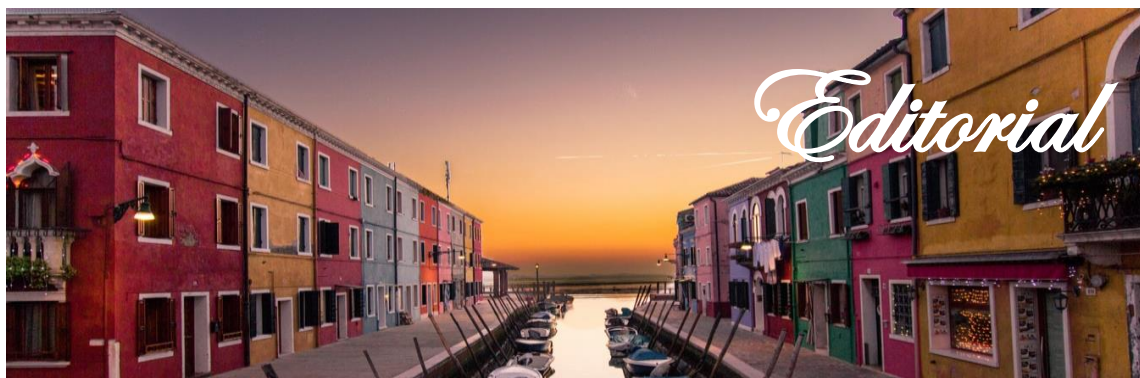


ENRICH MONTHLY

MONTHLY BUSINESS & INNOVATION NEWS COMPILED BY ENRICH IN BRAZIL



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Dear Reader,

a warm welcome and thank you for your time and interest in our first edition of ENRICH Monthly in 2020.

We are happy to greet you in 2020 and we hope that you had a great start into the new year. In the first edition of 2020, we have prepared for you interesting studies on the Brazilian tech industry and articles on startups and its environment.

The Oxford Insights' Artificial Intelligence Readiness Index Report of 2019 ranked Brazil 40 out of 192 countries. The report looks at how ready countries are to take advantage of the AI technologies. Aligned with this development, the marketing landscape of Brazil is increasingly using digital marketing channels. Find out what digital marketing strategies Brazilian companies will be using in 2020 in the survey conducted by the social media company mLabs.

As investment floods into the Southern Hemisphere's largest economy, emergence of innovative and highly tech-focused sectors, that are growing at a high rate, creates a demand for certain talents. Although Brazil is known for its quality education, in a recent academic ranking, Brazil topped itself. The Nature Index Young Universities 2019, ranks universities that demonstrate the strength of a type of world-class university that tends to be more flexible and interdisciplinary than the traditional model, with an impact on its ability to innovate. In this report, two Brazilian universities ranked in the 60th and 69th positions out of 175, respectively. In line with these developments, we have interviewed for the ENRICH Monthly Success Story, Ms. Erika Azevedo, a business development consultant at the Coventry University. Ms. Azevedo tells us how universities go global and seize the opportunity in educating talents for Industry 4.0.

We hope you enjoy reading the 'ENRICH Monthly' and we are happy to receive your feedback via [email!](#)

All the best for you,
ENRICH in Brazil Team



FAPESP Signs Collaboration Agreement with University in the Netherlands

In December 2019, FAPESP announced the signing of a Memorandum of Understanding (MoU) in order to foster scientific and technological cooperation between researchers from the State of São Paulo and Eindhoven University of Technology (TU / e), from the Netherlands, through the financing of joint research projects.

“This is the second collaboration agreement we have with FAPESP. The previous one, signed in 2013, was excellent. The results were very positive and, therefore, we extended the collaboration to all nine departments of the university in this second agreement”, said Laurent Nelissen, director of international scientific relations at TU / e.

The nine departments of TU / e are: Biomedical Engineering, Built Environment, Electrical Engineering, Industrial Design, Industrial Engineering and Innovation Sciences, Chemical and Chemical Engineering, Applied Physics, Mechanical Engineering, Mathematics and Computer Science.

Read more at: [Agência FAPESP](#)

French Innovation Centre Opens in São Paulo

Four renowned French companies, BNP Paribas, Carrefour, Edenred and Ingenico, have joined forces to open La Fabrique, a startup innovation centre. La Fabrique's aim is to foster the Brazilian innovation and startup ecosystem, in addition to encouraging the development of technology-oriented projects in the country.

The Centre will be based at the "[State](#)", an innovation hub located in Vila Leopoldina, in São Paulo. With opening scheduled for February 2020, the project is aimed at entrepreneurs and large companies. Located near CEAGESP, the hub is inspired by "[Station F](#)", an innovation centre based in Paris. State's proposal is to be an independent and innovative environment for the incubation of different companies.

The space dedicated to La Fabrique in the State will be at least 1 thousand m². In addition, the partnership was agreed for a minimum of three years.

Read more at: [French-Brazil Chamber of Commerce](#)

BNDES and Agency of Export of Denmark Sign Agreement

The National Bank for Economic and Social Development (BNDES) and the Danish Export Credit Agency (EKF) signed, on January 15th, a memorandum of understanding to promote cooperation between the two parties. With a term of 2 years, the term may be renewed for an equal period. The president of BNDES, Gustavo Montezano, and the vice-president of EKF, Jan Vassard, participated in the signing ceremony of the agreement, held at the Bank's headquarters in Rio.

Through the memorandum, BNDES and EKF are committed to cooperating with the development of economic, financial, industrial and commercial relations between Brazil and Denmark. The agreement provides the exchange of information on possible joint operations, identifying aspects that may be considered obstacles in future co-financing or guarantee operations.

BNDES and EKF have already carried out co-financing operations, with emphasis on supporting the Companhia de Mineração margin. The approach signed this January represents a new business opportunity, considering the insertion, in the national market, of companies incorporated or operating in Denmark, especially in the wind energy sector, such as Vestas and Siemens Gamesa, both including wind turbine factories installed in the country. Brazil. In addition, the cooperation also opens up possibilities for exports from Brazil to Denmark. The discussion of the possibility of new financial structures involving the BNDES and EKF partner may make it possible to carry out operations that promote investments in the interests of both countries.

Read more at: [BNDES News Agency](#)



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German Hospital Oswaldo Cruz Signs Partnership with MedRoom for Innovations in Virtual Reality

Traditional segments - such as health - turn to the universe of startups to create products that impact the lives of patients and professionals. Always at the forefront, Oswaldo Cruz German Hospital (Hospital Alemão Oswaldo Cruz) has just entered into a promising partnership through its Center for Innovation and Health Education with MedRoom, Brazilian startup that uses virtual reality (VR) and gamification concepts in the training of university students.

The Hospital had incorporated the startup's virtual reality as another educational resource in the teaching and learning process of students in technical and technological courses, undergraduate and graduate courses in the medical and multidisciplinary areas of health.

The tool starts to be used for the exploration of the human body in 3D in anatomy and physiology classes at the Faculty and Technical School of Hospital Alemão Oswaldo Cruz. With MedRoom, all parts of the human being are visualized with great realism without the need for the use of corpses. In addition, the internal structure of each organ can be expanded, systems and organs can be isolated and examined from any angle.

“Innovation is one of the pillars of the Hospital, and the partnership and the incorporation of technology exemplify the Institution's quest to bring a range of possibilities to enrich the student's experience,

combined with technology, and now through such an active methodology, dynamic and immersive. In addition to developing medical and healthcare professionals' practice, MedRoom's virtual reality will be used for both education and content and training,” explains Dr. Gustavo Faibischew Prado, manager of Innovation and Medical Education at the German Hospital Oswaldo Cruz.

The Hospital also aims to increase access to MedRoom's virtual reality through the joint production of an escape game - a game in which the participant is immersed in a space and needs to solve riddles to get out - with a health theme.

“Virtual reality helps with concentration, visualization and understanding of the human body. Therefore, we are very excited to be in a reference centre such as the Hospital Alemão Oswaldo Cruz and with the products that we will develop in the future with the Institution. We even thought about integrating our solution with video game consoles to increase the access of teachers, students and health professionals to the product”, says Vinícius Gusmão, cofounder and CEO of MedRoom.

The startup is also present in seven other Brazilian colleges, in addition to two in Mexico and one in Paraguay.

Read more at: [Brazil – German Chamber](#)

New Franchising Law Opens the Door to More Foreign Investments

In the newest development of Brazil's wave of reforms, an update of the country's franchising legislation has just been signed into law. Representatives of the sector say that the new rules for franchisees and franchisors—which will come into effect from March onward—are clearer and more effective, increasing legal security and opening the door to more foreign investment.

According to Marcelo Maia, the executive director of the Brazilian Franchising Association (ABF), the update was a necessary addition to fulfil the sector's needs 25 years after the first legal framework came into place.

"It is a very positive law, it brings a series of innovations for both franchisees and franchisors, adding legal security for their business relations. For instance, it establishes quite clearly that there is no employment or consumer relationship between them, and it sets punishments for companies that fail to provide the correct information on contracts," he told The Brazilian Report.

While Mr. Maia foresees a positive impact on the entire sector, these additions may be even more interesting for foreign players considering a foray into the Brazilian market. Among the changes especially targeted at foreign players is the possibility of choosing an international court to settle disputes related to the contract, providing one of the parties involved is headquartered there and the companies have locally based proxies able to represent them legally. From now on, contracts must also be written in Portuguese.

What's new in the franchising law?

Among the main changes, the new franchising law establishes that the document explains all the details about the business—known in Brazil as the franchise offering circular—must be presented at least ten days prior to signing the contract. It must contain details about the business, a description of its activities, what is expected of the franchisee, and a list of every service provided by the franchisor, such as support and training for the franchisee and its employees. If those are incorrect or missing, the contract may be broken and the franchisee may request compensation.

As explained by the House of Representatives' official news website, the new law also presents "more details regarding transfer and succession rules, penalties and fines, the existence of minimum purchasing quotas and the possibility and conditions for the franchisee to refuse products and services offered by the franchisor." Other topics include the regulation of competition between franchisees of the same brand and the need for franchisors to present data about stores' designs and technical standards.

Now, franchisors will be allowed to sublet properties to franchisees for a bigger price than the rent paid to the property owner, as long as it is foreseen in the contract and does not bring an "excessive burden" to the franchisee. However, according to Mr. Maia, this was a demand from the sector itself, as sometimes companies get better deals when the franchisor negotiates the deal with property owners.

In spite of the updates, there is one aspect that remains pending. While state-owned companies are allowed to have franchises—a model already adopted by the national postal service Correios—president Jair Bolsonaro vetoed one article regarding public bidding rules for this model, claiming that it breached the State-Owned Companies Law. Congress is still to analyse the veto.

Read more at: [The Brazilian Report](#)

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Brazil is Emerging as a World-Class AI Innovation Hub

©Christopher Burns – Unsplash

Brazil's government has big plans for artificial intelligence (AI), despite having come late to the party. In [Oxford Insights' AI Readiness Index 2019](#), Brazil was ranked 40 out of 192 countries, a sign that the South American powerhouse is moving up in the AI world. The report looks at how ready countries are to take advantage of the AI technologies. According to PwC, AI will add USD 15 trillion (≈ EUR 13.5 trillion; ≈ BRL 62.7 trillion) to the global economy by 2030.

The 2019 report also cautions that the “Global South could be left behind by the so-called fourth industrial revolution.” But even as some of the planet's richest nations, including Canada, China, Germany, Japan, Singapore, and the U.S, have become recognized AI innovation hubs, according to studies by Deloitte and others, South America — led by Brazil — is rapidly emerging as a leader in AI-enabled businesses.

Brazil's future economy is banking on a big contribution from AI technologies, and the country is leading the rest of Latin America, based on a proprietary AI Global Vibrancy Tool used to compile the recent 2019 AI Index report from Stanford University. The study found that during the last four years Brazil has shifted into high gear as one of the top five countries in the world with the fastest growth in AI hiring.

Accenture forecast that by 2035 AI will boost annual growth rates across South America by about one full percentage point of GDP. For Brazil, already the largest Latin American economy, that prediction would “boost the 2035 GVA of the Brazilian economy by USD 432 billion (≈ EUR 388 billion; ≈ BRL 1.8 billion), which

represents an increase of 0.9 percentage points in comparison with the baseline scenario.” Other Latin American countries stand to gain AI-driven boosts in annual GVA in that same time frame — notably USD 78 billion (≈ EUR 70 billion; ≈ BRL 326 billion) in Colombia, USD 63 billion (≈ EUR 57 billion; ≈ BRL 264 billion) in Chile, and USD 59 billion (≈ EUR 53 billion; ≈ BRL 247 billion) in Argentina.

“Artificial intelligence offers South America a long-awaited opportunity to leapfrog toward greater levels of innovation, productivity, and socio-economic progress,” wrote Armen Ovanessoff, principal director of Accenture Research, in the report.

Where opportunity lies

One area that's particularly ripe for AI innovation is the financial services sector that was hit hard, and then heavily regulated, after major bank crashes in the 1980s and 1990s. Brazilian financial tech companies creating workarounds to the many bureaucratic hurdles and old ways of doing things are now booming in Brazil, according to CB Insights, LAVCA, and other organizations tracking hot investment sectors there. Other fast-growth sectors that AI is redefining in Brazil include ecommerce, on-demand delivery, logistics, and digital media and entertainment.

Fortunately, the Brazilian population is tech savvy and already uses a lot of online services, which means AI technologies have a greater chance of impacting industries on a scale that matters. Mary Meeker's Internet Trends 2019 report ranks Brazil's population as

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the fifth largest group of internet consumers in the world. A global consumer insights survey by PwC in 2018 found that 59 percent of Brazilians plan to purchase an AI device, the highest score amongst the top 10 countries in the poll.

After the U.S., Brazil has the largest number of social media users on Facebook, Twitter, and YouTube, per Kwintessential. Mobile devices outnumber people, and a majority of Brazil's more than 211 million citizens are avid online shoppers and consumers of internet entertainment, according to PagBrasil. Of the 149 million internet users in Brazil, 139 million are mobile, and Brazilians downloaded more than 7.3 billion apps in 2018, ranking it top four in the world, according to Forbes.

Two important applications for AI are tackling the traffic congestion issues created by Brazil's massive cities and reaching people across a land mass of 3.28 million square miles. AI has an opportunity to make local and cross-country delivery of products quicker and more efficient, which would mean reduced pollution, lower costs, and less traffic.

New R&D labs

Brazil and other large Latin American countries are catching up with their counterparts when it comes to funding AI innovation. The Brazilian government recently announced the creation of an AI R&D network of eight labs.

During the launch announcement in November, Marcos Pontes, Brazil's minister of science, technology, innovation, and communications, said the eight R&D labs will boost "the ability to reason, plan, and think about Brazil's future and our ability to create tools to solve problems and improve the quality of life."

One of the new labs will involve the Brazilian Army and will focus on edge AI technology in areas like cybersecurity. The other seven R&D centres will work on breakthroughs tied to the country's national IoT plan, which is focused on its four main verticals: agribusiness, health care, manufacturing, and smart cities.

Brazil understands that to keep up in the international AI race, it needs to nurture and retain strong domestic talent. Beyond the lure of bigger pay checks, the best of the best are drawn to opportunities where they can solve the most important challenges of our time.

To keep talent in the country, IBM is set to launch an AI lab in São Paulo in 2020. It will be the first Latin

American-based institute from IBM's AI Horizons Network, created by the company in 2016 for collaboration between universities, students, and IBM researchers. It will be run in conjunction with the São Paulo Research Foundation (FAPESP) and focus on solving real problems in Brazil, such as the best use of natural resources and innovation in agribusiness and health care.

Addressing the AI skills gap

According to an IBM study released in September, "the skills gap is not a myth, but can be addressed with real solutions." The researchers — who polled 5,670 global executives in 48 countries — found that as many as 120 million workers in the world's 12 largest economies may need to be retrained or reskilled to succeed in an age of AI and intelligent automation.

A Gartner study released at the beginning of 2019 found that 37 percent of organizations have implemented AI in some form but struggle with acute talent shortages. Despite a current AI skills gap, Gartner found that the number of enterprises employing AI grew 270 percent over a four-year period.

Google's Peter Norvig, a legendary AI expert, spoke about the skills gap and competition for top AI talent at the recent BayBrazil conference in Silicon Valley. He said he meets with many startups that complain they can't hire the top AI experts from MIT or Stanford because the big tech companies get to them first.

When he hears this concern, Norvig offers sage advice via an analogy. "If a new restaurant owner told me, 'What the business needs most now is a PhD in stove design from MIT,' that's really a faulty way of thinking. In reality, what that restaurant owner really needs is a chef who knows how to cook tasty food who will tell the owner what stove to buy. You don't need to design a new stove from scratch."

The issue now is training more people to understand not only how to use AI tools but also how to implement them at every level of business. With both the Brazilian government and the private sector boosting investment in AI research, that skills gap will begin to close.

Going forward, AI will play an essential role in how people, not machines, make decisions. For Latin America — led by Brazil — the technology promises to create a significant competitive advantage in the commercial sector, faster GDP growth, broader societal benefits, and more socio-economic progress for all.

Read more at: [Venture Beat](#)

What Digital Marketing in Brazil Looks Like in 2020

A survey by social media company mLABs mapped the major emerging trends for the digital marketing strategies Brazilian companies will seek to employ in 2020. The survey involved 337 decision-makers and C-level executives.

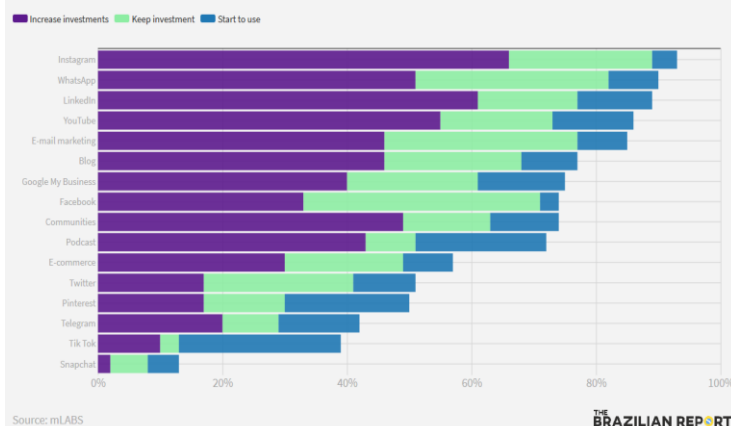
Why it matters. Brazilians rank second in time spent on the internet, surfing for about 9 and a half hours per day. They are also second worldwide in time spent on social media—over 3 hours—and third in times spent using apps—3 hours and 45 minutes. It should go without saying in 2020, but having a strong digital presence is a must for companies who want to gain market share.

The study shows companies as more willing to invest in strategies of branded content—that is, producing content to add value to the brand—and search engine optimization, consisting of making your company easier to find on Google. LinkedIn has also emerged as a social network where people go to find high-quality content, and has been considered by companies as the main lead-generating platform.

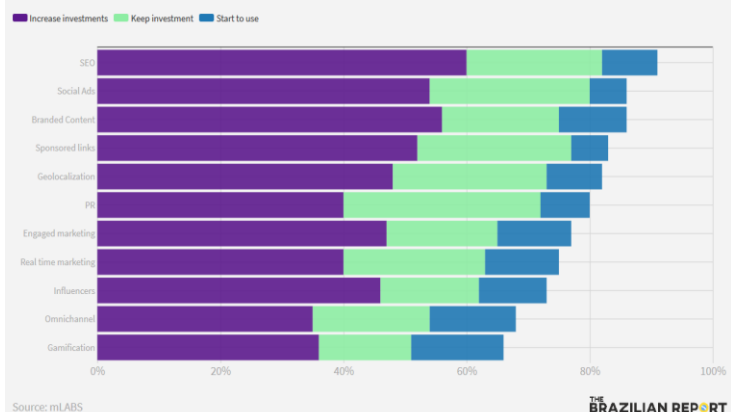
YouTube is also key to reaching Brazilian consumers. No less than 95 percent of Brazilians watch YouTube videos at least once a month—and 60 percent of them say they have already bought products after seeing them on the video-sharing website.

Read more at: [The Brazilian Report](#)

Channels to be used in 2020



Main digital marketing strategies in 2020



Latin America's Startup Ecosystem

Brazil saw five unicorns being born in 2019, which took the Latin American ecosystem to a new level. From September 2017—when Argentina's Despegar debuted at Nasdaq becoming the first Latin American startup to be valued at over USD 1 billion (≈ EUR 902 million; ≈ BRL 4.2 billion) —to the end of 2019, the region gave birth to a record number of 17 unicorns.

Only in 2019's first six months, Latin America have raised USD 2.6 billion (≈ EUR 2.3 billion; ≈ EUR 10.9 billion) in venture capital, according to the Latin American Private Capital Investment Association (LAVCA). The Brazilian innovation platform Distrito estimates that, based on LAVCA data, Latin American startup investment in 2019 will likely reach USD 3.5 billion (≈ EUR 3.2 billion; ≈ BRL 14.7 billion).

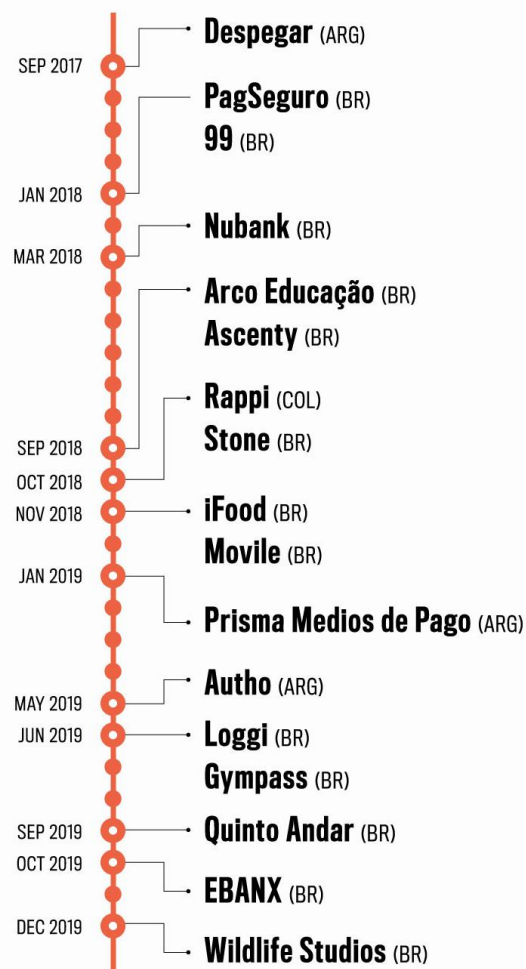
Recently the major economies in Latin America have made regulatory advances in terms of legal registration and bureaucracy for creating startups as well as key areas of the financial system for accommodating the segment that most attracts investment in the region: fintechs.

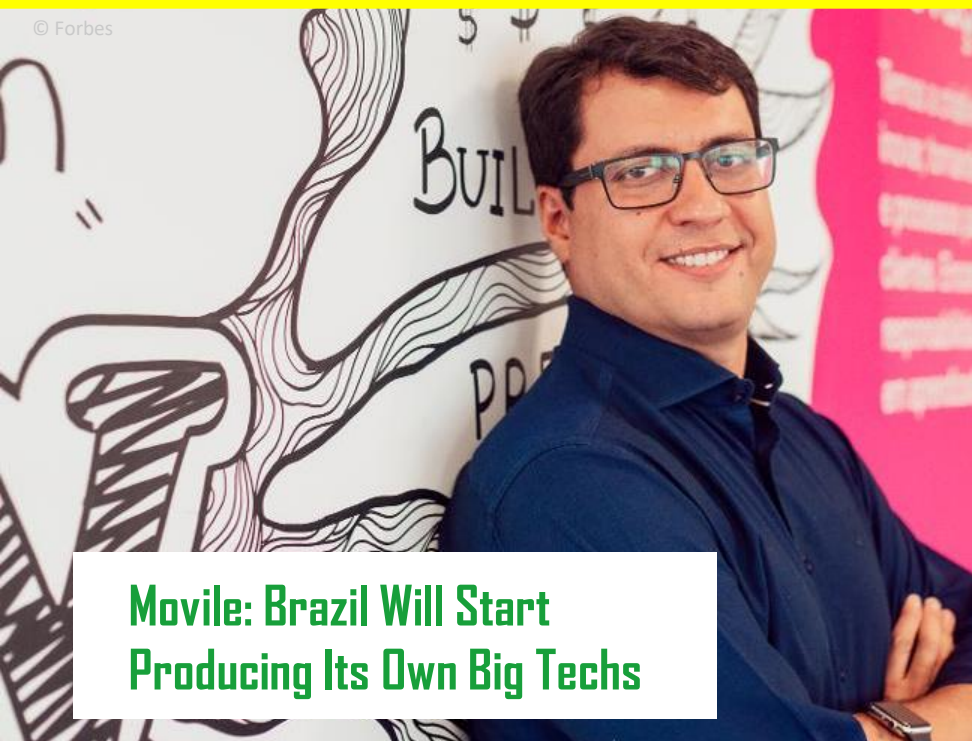
In Argentina, a legal landmark named Ley PyME was built. Although not specifically designed for startups, this new law has modernized some bureaucratic issues related to small and medium businesses in the country. The Mexican monetary authority recently launched a regulation for the standardization of QR codes as a way to accelerate inclusion in the financial system.

In Brazil, the region's most mature ecosystem, the Startups Legal Framework should finally be sent to Congress by February. For more than two years under discussion, the milestone proposes a series of legal changes in favour of Brazilian startups, including a review of the Brazilian Corporate Law, which includes a new Simplified Company regime in the country. This scheme is more appropriate for startups because it protects the investor, who becomes a shareholder and not a partner in the company.

Also in Brazil, the rules for the early stages of deployment of open banking and instant payment systems are expected to come out in 2020.

Read more at: [LABS](#)





Mobile: Brazil Will Start Producing Its Own Big Techs

“Brazilians need to be less pessimistic and drop the discourse that the economy is not growing and that things are not improving,”

~ Fabricio Bloisi

The emergence of big techs is likely in Brazil this year as investment floods into the Southern Hemisphere's largest economy, prompting a major shake-up for leading businesses scrambling to reinvent themselves.

This is the prediction of Fabricio Bloisi, founder of São Paulo-based Movile, a conglomerate that includes delivery app iFood, which has UK food delivery firm JustEat as one of its investors. Movile is part of the select club of Brazilian unicorns, which has 11 companies to date - a number that, according to Bloisi, will substantially increase in the months to come.

The 41 year old entrepreneur is "hopelessly optimistic" about the evolution of the Brazilian innovation landscape and predicts that the largest companies in Brazil will soon be replaced by technology companies, as is the case in the United States, where Amazon and Apple are among the ten largest companies by revenue.

Bloisi reckons the largest companies in Brazil ("traditional" businesses, from sectors such as mining and banking) will not necessarily perish, but will see a major slowdown: "These organizations see annual growth of about 5 percent, while technology businesses like ours grow at about 130 percent in a segment that is worth billions of dollars," he notes. "Besides, we create a lot of transformation and value for society."

The current tech startup boom and the availability of capital in Brazil is not excessive in Brazil's case, the entrepreneur points out: "A global technology bubble would not affect the country at all. We still need to create hundreds of Brazilian tech companies worth several billion dollars."

The creation and maintenance of a culture with less hierarchy and more sense of ownership is, according to Bloisi, a fundamental trait of companies that seek to respond to the imperatives of the digital world.

When it comes to tackling the gap between the nearly 12 million unemployed Brazilians and the hundreds of tech-focused jobs Movile seeks to recruit, Bloisi says one of his key motivations as a leader is to reverse the shortage of skilled labor in Brazil.

To address the problem, the company created the 1Bi Foundation, which aims to train one billion young professionals aged 16 to 24 with training programs developed by Movile as well as materials created in partnership with educational institutions and NGOs.

On the advancement of artificial intelligence - one of the main focus areas for Movile, which invests over BRL 1.5 billion (≈ EUR 323 million) through iFood alone in research and development for AI - and the resulting disappearance of jobs, the founder argues that a more sophisticated debate needs to be had.

"Some people say AI is evil because it kills jobs: it really does that, but it also creates millions of other jobs. If you spend all the energy at the Congress debating this, people won't be educated for the jobs of the future," he says. In 2020, Bloisi wants to position his companies, particularly iFood, as a global reference case in terms of positive impact on society in areas including education, diversity and food security.

Read more at: [Forbes](#)

Brazilian AI Diagnoses Skin Cancer Cases Missed by Doctors

Around the world, researchers have studied how to use artificial intelligence to help diagnose and treat several types of diseases. Scientists from the University of Campinas have used machine-learning techniques to perform melanoma diagnoses. Melanoma is the deadliest, most aggressive kind of skin cancer.

How it works. Through a sophisticated technique using artificial neural networks, the researchers developed an algorithm with an 86-percent accuracy rate in melanoma diagnosis. Doctors had a rate of 67 percent. Even when substantial parts of the lesions were removed from the image, the software was spot on in 71 percent of cases.

Artificial neural networks are computer models inspired by how human neurons work. They are able to identify patterns and self-adjust their algorithm to improve their abilities. The main hurdle for the skin cancer diagnosis system is that international image banks of melanomas remain limited.

Why it matters. If melanoma is detected at early stages, chances of a cure are of over 90 percent—but when the cancer is spotted late, those chances drop to just 14 percent. While melanomas make up only 3.6 percent of all skin cancer cases—with 6,260 new reports each year—they account for 43-percent of skin cancer deaths.

Limits. Experts have welcomed the new technologies—but say they won't replace doctors. Some also warn to the fact that algorithms must be trained with image banks as diverse as the Brazilian population—as melanomas may present varying characteristics in patients with different skin tones.

Award. The project was one of the winners of Google's 7th Latin America Research Awards, which gives grants to projects tackling everyday problems. It was one of the few to be picked up for two straight years.

Read more at: [The Brazilian Report](#)

Brazilian Government Wants to Allow Taxes and Utilities to be Paid also via Fintechs

Brazil's federal revenue service agency, Central Bank, and National Treasury Secretariat are considering measures to expand tax and utility payments through fintechs, small banks, and card companies. The information was disclosed by Talita Moreira and Flávia Furlan, staff reporters at the Brazilian newspaper Valor Econômico.

According to the publication, today the collection of these services and taxes is concentrated in the large banks—in the first nine months of 2019 this service combined revenues of BRL 8.9 billion (≈ EUR 1.9 billion) for Itaú Unibanco, Banco do Brasil, Bradesco, Caixa Econômica Federal and Santander.

Today, when a Brazilian customer wants to pay an electricity, telephone, or tax bill electronically, the government (federal, state, or municipal) or service provider must have an agreement with the customer's bank.

For now, according to Valor, the market itself is expected to find a solution to make this process more flexible, and the issue has also been discussed with the federation of banks, Febraban, and the Brazilian Association of Banks (ABBC).

Read more at: [LABS](#)

Ranking of the Best Young Universities Includes Unesp and UFABC

The results of a new academic ranking demonstrate the strength of a type of world-class university that tends to be more flexible and interdisciplinary than the traditional model, with an impact on its ability to innovate. Published in October, the Nature Index Young Universities 2019 named the 175 best universities in the world created less than 50 years ago, using as a parameter the scientific production published in 82 high impact journals in four fields of knowledge: physics, chemistry, life sciences and environmental and earth sciences.

Among the top 10, there are no institutions from the United States, the country that usually dominates the rankings, but three Chinese universities, three South Korean universities, one from Singapore, one from Switzerland, one from Saudi Arabia and one from France. Brazil has two representatives: the Paulista State (Unesp), in the 60th position, and the Federal do ABC (UFABC), in the 69th. "Many of these young universities are proud to promote creative thinking and offer leadership opportunities for young researchers," said biologist David Swinbanks, responsible for the ranking, when announcing the results. "This attracts a diverse student



population and encourages the search for unconventional research."

According to Renato Pedrosa, from the Department of Scientific and Technological Policy at the State University of Campinas (Unicamp), young institutions with a focus on technology have been increasingly competitive in rankings. "Those in South Korea have ties with companies and are fundamental to foster innovation", explains Pedrosa, who is a member of the coordination of the FAPESP Program for Indicators of Science, Technology and Innovation in São Paulo.

The Nature Index methodology is based on scientific production, without considering other established parameters, such as reputation research, patents or the employability of graduates. Articles published in journals in four areas of knowledge are counted and the relative participation of each institution in the papers is considered. With the choice of high impact journals in nature and life sciences, the results act as a thermometer of the universities' ability to generate knowledge with the potential to produce applications with economic impact.

Read more at: [Agência FAPESP](#)

Brazil Inaugurates its Antarctic Research Base

Brazil officially inaugurates its rebuilt scientific outpost in Antarctica this week, 8 years after a fire destroyed its original base there. The new, USD 100 million (≈ EUR 90.2 million; ≈ BRL 416.6 million) station is nearly twice the size of the old one and stands out for its sleek architectural design and hotel-style accommodations for up to 64 people, including scientists and military personnel. Seventeen laboratories will support research in a range of fields, from environmental microbiology to human physiology, paleontology, and climate change.

"It's a first-class facility, really spectacular in many ways," says Wim Degraeve, a molecular biologist and biotechnology specialist at the Oswaldo Cruz Foundation who visited the station in November 2019.

The 2012 fire, which started during a fuel transfer operation, killed two navy officers. The new base was commissioned 1 year later, shortly before public funding for science in Brazil reached a historical peak. Construction started in 2015 and is now nearly complete. Safety and operational systems must still go through a commissioning phase before the base can be occupied and become fully operational in the next austral summer.

Brazilian researchers have continued to do research in Antarctica the past 8 years with the support of two Brazilian navy oceanographic research vessels and a series of container modules on land that will be gradually deactivated.

Read more at: [Science Mag](#)

EMBRAPII and Innosuisse will Select Proposals for Innovation Projects in 2020

The Brazilian Company for Industrial Research and Innovation (EMBRAPII) and the Swiss Innovation Agency (Innosuisse) will publish, in February 2020, a call for the selection of proposals for joint innovation projects between Brazilian and Swiss companies.

Field:

- Biotechnology and Medical Technology
- Agriculture and Food Production
- Industry 4.0
- Information and Communication Technologies
- Energy & Water
- Sustainable Cities
- Social and Cultural Innovation and Digitization

Deadline: April 20, 2020

Read more at: [Swiss-Brazilian Chamber of Commerce - Swisscam](#)

29th CORNET Call for Proposals OPEN

The biannual CORNET Call is open now! CORNET issues Calls for Proposals for international Collective Research projects involving at least two different countries/regions. The calls follow a bottom-up approach: every topic that supports SMEs in their innovation efforts is welcome.

A CORNET project consortium consists of three pillars in each participating country/region:

- SME organisation, association or cluster (depending on national structures),
- Research performer and
- SME user committee with a minimum of 5 SMEs per country/region (the required number might differ depending on national rules).

Deadline: March 25, 2020

Read more at: [CORNET](#)

INNOWWIDE 2nd VAP Call is Open

INNOWWIDE has launched its 2nd call for proposals that will focus on supporting innovative European SMEs and start-ups in targeting markets of developing countries, large emerging economies (Brazil, Russia, India, China, Mexico etc.) and developed countries. The Viability Assessment Projects (VAPs) needs to have a maximum duration of 6 months. The INNOWWIDE financial support rate is fixed at 70% of eligible costs with a fixed grant of €60,000 Euros for each assessment project.

Who can apply: Innovative SMEs, including young companies and start-ups from any sector that are:

- Established in an EU Member State or a Horizon 2020 Associated Country
- Looking to compete and start business in new and emerging markets around the world
- Engaged in an economic activity (selling products or providing services on the market at a given price).
- Meeting financial viability and ethical criteria specified in the INNOWWIDE Call 2 guidelines

Deadline: March 31, 2020

Read more at: [INNOWWIDE](#)

University Goes Global

Success Story

by Chiara Davalli, EBN

Brussels. Based on an interview with Ms Erika Azevedo for ENRICH in Brazil.

The ENRICH in Brazil interview series for ENRICH Monthly continues with Ms. Erika Azevedo, a business development consultant at the Coventry University, Coventry, United Kingdom. The purpose of this interview series is to share the stories of people and organizations that have established successful scientific and technological cooperation between Europe and Brazil.

Ms. Azevedo has a long history working for organizations with a focus on Brazil. Before joining the Coventry University, she spent 18 years working as a Sector Manager for Advanced Engineering at the British Consulate General in São Paulo. Her role was to support trade and investment between Brazilian and British companies by delivering market research, trade missions, trade shows, conferences and account management. During this period, Ms. Azevedo established a solid network in the business community and the public sector, identifying and promoting business co-operation between Brazil and the UK. She has an interest in Corporate Social Responsibility and was responsible for a partnership between Brazilian and British NGOs focused on Olympic Legacy. In 2016, she joined Coventry University in as a Business

Development Consultant for Latin America.

Coventry University is focused on developing links with industry, business & academia in Brazil as well as with key strategic stakeholders to help support these areas' long-term development. Its priority sectors are: engineering, automotive, aerospace, health and life sciences and business and law.

Coventry in Brazil has initiated activities in November 2016 and it is also a hub for Latin America. At the beginning the focus was on engineering sector, however, Coventry has also identified the sectors above as high potential as well. Establishing a presence in the region was a strategy to expand Coventry's internationalisation agenda.

The opportunity to partner with local institutions (academia, industry, businesses and stakeholders) and contribute to the generation of innovative solutions for the market, especially when it has an impact to the community is the most valuable aspect of Coventry's collaboration.

Brazil is a complex market, offering a lot of potential opportunities in a number of sectors, but also bureaucratic. Economic and political aspects can interfere in private sector decisions, for example, change of regulations, change on funding models from government bodies, taxation, etc.



TOP TIPS FOR A SUCCESSFUL INTERNATIONAL COLLABORATION

Doing business in Brazil requires a long-term strategy, and therefore it is essential to have a local presence in order to pursue the opportunities closely and build firm relationships. Cultural aspects should be taken into consideration, Brazilians are very friendly and face-to-face meetings usually start after a few minutes of 'break-the-ice' informal conversation. It is very frequent that high level decisions are taken over a meeting lunch, for example. Exchange rate can be also a barrier sometimes, hence the need to offer the most innovative and unique solution, where the differential will be highly considered for a partnership decision.

We thank Ms. Erika Azevedo very much for sharing her valuable experience and being an "Ambassador" for increasing scientific and technological cooperation between Europe-Brazil