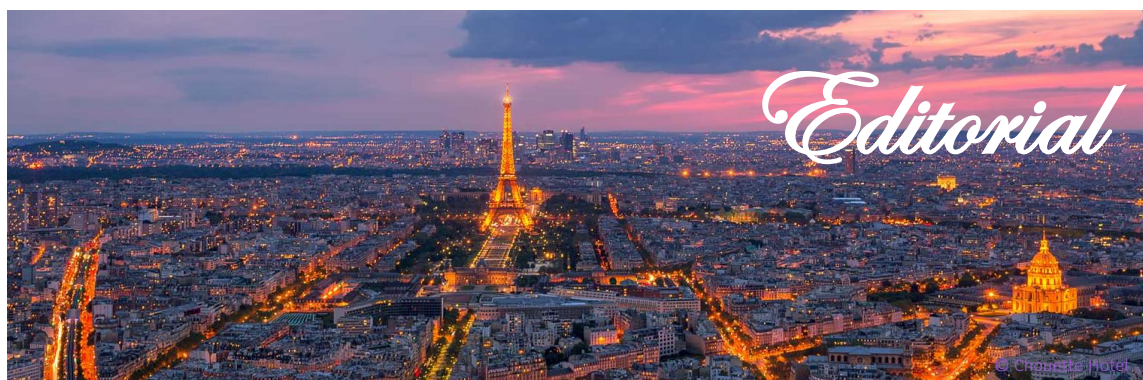


ENRICH MONTHLY

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 eighth edition of ENRICH Monthly.

We open this edition of our newsletter with articles on investments and expansion plans in Brazil of major European companies. Brazil is continuously making great effort in attracting foreign investors and firms by granting tax breaks in various forms and economic sectors but also systematically modifying and supporting new initiatives to ameliorate national laws and regulations to align with international standards.

Recently, for instance, the country has approved further import tax reductions on capital, IT and telecommunication goods. Speaking of IT, the Brazilian tech industry is showing signs that the sleeping giant is finally waking up and moving towards its tipping point. Besides well-known global investment companies like Temasek and Softbank, the country had grown its own venture capitalists that are much eager to boost and further develop the national tech startups scene.

Amid this initiations, the Brazilian government has proposed a bill to modify the IT law on fiscal subsidies for the electronics and ICT sectors and adjust it to requirements of the World Trade Organization. If approved, this will certainly contribute to condition of fair market competition, and promote research and information exchange among transnational firms and organisations. In our Success Story, you can read more about collaboration in research and the scientific and technological development from Mrs. Marilda Solon Teixeira Bottesi, who is a special advisor for research collaboration of the São Paulo Research Foundation (FAPESP).

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



Banco do Brasil and UBS are in advanced talks for investment banking joint venture

In its latest exclusive report Reuters says that Brazilian state-controlled lender Banco do Brasil SA and the world largest manager of private wealth, Zurich based UBS Group, are in advanced talks about an investment banking joint venture that could be signed as soon as next month.

The governance under discussion would combine Banco do Brasil investment banking unit, known as BB BI, with UBS's Brazil division. UBS would have a controlling stake to avoid operational hurdles that are common in state-controlled companies in Latin America's biggest economy, but governance would be shared, according to Reuters' sources.

No payment is expected in the deal, which Banco do Brasil hopes will allow it to offer a broader variety of options to its corporate clients, including distribution of share offerings with European and U.S. investors, the two sources said.

UBS, in turn, would benefit from Banco do Brasil's ample balance sheet, which could be drawn on to help finance acquisitions and other deals. One of the sources said potential credit would be booked by Banco do Brasil and not by the joint venture, which would receive the investment banking fees.

Read more at: [Reuters](#) & [The Rio Times](#)

Norway's Statkraft looks to expand in Brazil's renewables

Norway's power generator Statkraft AS plans to sharply increase its capacity to produce renewable energy in Brazil in the next four to five years, the head of the Brazilian unit, Fernando de Lapuerta, told Reuters.

The company is looking to acquire some Brazilian projects and also plans to take part in coming rounds where the government awards licenses for construction of new power plants, the executive said in an interview on Tuesday.

"Statkraft targets a certain scale and size in markets it considers as having potential. Brazil is one of them because it has world-class solar and wind resources, and it is a market being liberalized," Lapuerta said.



"Our aim is to increase the size of the Brazilian unit, which is still small. The target is to at least triple or quadruple it in four to five years," he said.

The Norwegian company plans to have only renewable assets in the portfolio, particularly wind farms and solar parks but also small hydroelectric plants.

It currently manages 22 power generation assets in Brazil, with capacity to produce 450 megawatts.

Lapuerta declined to give an estimate of how much the company could invest in coming years to reach the expected growth.

He said that an alternate way to grow would be working in the non-regulated power market in Brazil, where companies who are large consumers clinch long-term supply deals with power generators. Those contracts could justify investments in new projects.

Read more at: [Reuters](#)

Spain's Powertis develops 765 MW of PV projects in Brazil

Powertis SA, a Madrid-based developer of large-scale photovoltaic (PV) projects in Europe and Latin America, is working on a portfolio of 765 MW of solar power capacity to be installed in the Brazilian states of Minas Gerais and Sao Paulo.

With an investment reaching BRL 2.5 billion (\approx EUR 554), the projects will be capable of generating enough power to meet the needs of more than one million households. Brazilian development banks BNDES and Banco do Nordeste do Brasil SA (BNB) will provide the financing which Powertis expects to close in the fourth quarter of 2019 and the first quarter of 2020.

The portfolio consists of one 495-MW and three 90-MW solar farms. The company has secured power purchase agreements (PPAs) with two Brazilian off-takers thanks to which it will be able to operate the plants until the end of 2041.

Spain's Soltec Energias Renovables SL will supply solar trackers for all four projects and assist in the assembly and construction.

The solar farms are planned to start operations in January 2021 and January 2022.

Read more at: [Renewables](#)

EIB to support development of renewable energy in Brazil

The European Investment Bank will facilitate EUR 150 million (\approx BRL 676.5 million) to EDPR Brazil, the local subsidiary of EDP Renovaveis, a global leader in the renewable energy sector, to finance wind and solar power generation plants.

The credit will contribute to foster the company's business plan in Brazil, where its project pipeline will enable EDPR to produce nearly 1,8 TWh a year of clean energy by 2023. The construction of wind and solar plants will positively affect the country's economy, reducing energy and fuel import costs.

During the implementation phase of the project, the investments supported by the EIB will contribute to create 1.900 jobs.

In Latin America, the EIB has become a major promoter of renewable energy having signed projects worth over EUR 840 million (\approx BRL 3.79 billion) in the region between 2013 and 2018.

Read more at: [New Europe](#)



European Investment Bank

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Allianz strengthens its presence in Brazil

Allianz has agreed to acquire automobile and other property/casualty insurance operations from Brazil's SulAmérica for BRL 3 billion (≈ EUR 667 million).

Allianz said the acquisition will strengthen its competitive position in Brazil, making it one of the top three insurers with a market share of around 15 percent in motor and nine percent in property/casualty insurance, and establishing Allianz as the second largest motor insurer.

The total premium income from the acquired entity totaled approximately EUR 806 million (≈ BRL 3.6 billion) in 2018, with EUR 762 million (≈ EUR 3.4 billion) stemming from motor and EUR 45 million (≈ BRL 203 million) stemming from other property/casualty operations. Pro-forma premium income of the combined entity is EUR 1.5 billion (≈ BRL 6.8 billion) with EUR 1.2 billion (≈ BRL 5.4 billion)

related to motor business.

With the acquisition of SulAmérica's Property-Casualty operations, we have taken another major step in the strategic repositioning of our Latin American insurance businesses," said Oliver Bäte, chief executive officer of Allianz SE.

In addition to auto, SulAmérica's property/casualty lines include homeowners, small business and condominium insurance. SulAmérica also sells life, health and dental insurance and offers asset management, private pension and savings bonds products. In 2018, the company's operating revenues totaled BRL 20.5 billion (≈ EUR 4.5 billion).

The transaction is scheduled to be completed within the next 12 months, pending regulatory approvals.

Read more at: [Allianz](#) & [Insurance Journal](#)

Bosch inaugurates its first South American innovation centre

With 3.5 percent of its revenue in Latin America allocated to research and innovation, German engineering and technology company Bosch inaugurated in Curitiba its fifth global open space for innovation—the first in South America. The company hopes to foster the surge of new business models and technologies for products related to the Internet of Things. Bosch's other innovation centers are in Chicago, Guadalajara, London, Stuttgart, and Shanghai.

Bosch Brazil in partnership with the District Spark CWB inaugurated the first Connectivity location in South America on 13th August. The Curitiba Connectivity

opened its doors to develop new businesses in the areas of agribusiness, Digital transformation, IoT, Industry 4.0 and Artificial intelligence. It aims to foster the culture of innovation and entrepreneurial attitude in order to build a more connected world, promoting connections and partnerships that accelerate innovation and generate impact in the construction of innovative solutions between Bosch, Startups, companies, universities and communities.

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

Brazil and Norway study technical cooperation in the aquaculture sector

The Secretary of Aquaculture and Fisheries of the Brazilian Ministry of Agriculture, Livestock and Supply (Seif), Jorge Seif Júnior, attended the Aqua Nor 2019 fair, which took place in Trondheim, Norway. According to Seif, Brazil and Norway are studying the possibility of establishing a technical cooperation that facilitates and promotes the development of Brazilian fishery, aquaculture and fishery health.

“It [Norway] is one of the largest fish producers in the world, with differentiated technology in both fishing and aquaculture. It has an excellent health defense system, including some of the best laboratories in the world,” said Seif.

The opening ceremony on 20th August at the Spektrum Convention Center was attended by Norwegian authorities such as Prince Haakon Magno and the Norwegian Fisheries Minister Harald Tom Nesvik.

Specializing in aquaculture, Aqua Nor has been held every two years since 1979 and is a meeting point for the international industry, which meets to learn about the news and innovations of world aquaculture. In this edition, the fair celebrates 30 years and sustainability was the main theme. The fair had 690 exhibitors from 26 countries.

In Norway, Jorge Seif Júnior also attended a biosafety seminar. According to Seif, Norwegian and Chilean authorities have raised concerns about marine trout and salmon farms, as well as diseases and pest spread. In the town of Ålesund, the secretary met cod producers and salmon farms.

A meeting of the Brazilian Secretary of Aquaculture and Fisheries with the Norwegian Minister of Fisheries was scheduled to continue, among other topics, to continue the implementation of the memorandum of understanding, which established two priority axes: scientific and technological development of aquaculture and aquaculture and fisheries planning.

Read more at (Portuguese): [Agro News Brasil](#)



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Episkin, world leader in tissue engineering, opens a subsidiary in Brazil

The world's largest cosmetics company L'Oréal S.A., headquartered in Clichy near Paris, France, has inaugurated its first Latin American tissue bioengineering laboratory, earlier than the deadline (September 24th) set by the resolution of the National Council for Animal Experimentation Control (CONCEA), which will ban the use of animals for safety testing whenever there is a validated alternative.

The plant, located in Rio de Janeiro, is the third in the world to use reconstructed skin in products. The other two are in Lyon (France) and Shanghai (China). The laboratory is owned by Episkin, a subsidiary of the French multinational cosmetics firm L'Oréal.

With the launch of EPISKIN in Brazil, these reconstructed human skin models and all associated safety methods will be made available to the Brazilian and Latin American scientific community for product testing purposes. Several laboratories and other sectors, such as cosmetics, sanitizers, toys, teaching materials, pharmaceuticals, medical and agrochemical devices, among others, may have access to this alternative method.

Read more at: [Episkin](#)

What's behind Brazil's proposed new ICT subsidies

Brazil's congress started discussing a bill to modify the country's 1991 IT law on fiscal subsidies for the electronics and ICT sectors and adjust it to requirements of the World Trade Organization (WTO).

"The objective of this bill is to fix items deemed irregular by the WTO and to modernize incentive mechanisms that are so necessary for technological development of the ICT sector," said lawmaker Marcos Pereira, one of the authors of the bill and a former minister of industry development and foreign trade, during the bill's presentation.

The IT law grants tax breaks to local and foreign companies with Brazilian manufacturing operations that employ a certain amount of locally sourced components.

Humberto Barbato, president of the electric-electronics industry association Abinee, said in addition to adjusting to WTO requirements, the bill will ensure the continuation of the industrial park in Brazil, enable job creation and attract R&D investments.

At the end of 2016, a WTO panel ruled that seven Brazilian stimulus programs, including the IT law and three others directly related to electronics and ITC, contained items considered illegal on protectionist grounds and should be modified or discontinued.

The WTO decision followed a challenge filed by the European Union in 2013, which was joined later by 12 other parties, including Brazil's Mercosur partner Argentina, fellow BRICS member Russia and the US. The full ruling can be seen [here](#).

Among the items deemed irregular in the IT law was the definition of basic productive processes (PPBs) for the effect of tax benefits. PPBs consist of the minimum necessary manufacturing steps that companies must undertake so a product can be considered as "made in Brazil" and therefore entitled to benefits.

The WTO also criticized Brazil for scrapping and reducing the IPI industrialized product tax on locally manufactured IT products.

The new ICT law would preserve the spirit of the tax benefits for R&D, but changes how they are granted. It establishes tax credits that will be applied to the net revenue of companies investing in ICT R&D.

Brazil's commitment to the WTO is to have a new set of measures in place by January 2020.

Read more at: [BNamericas](#)

Brazil clears import tax on further 532 capital, IT and telecommunications goods

The Ministry of Economy has cleared the import duties of 498 capital goods and 34 computer and telecommunications goods, as Ex-Tariffs. The measure takes effect on Wednesday, 18 September, according to Ordinances No. 2,023 and No. 2,024 of the Special Secretariat of Foreign Trade and International Affairs (Secint), published in the Official Gazette on 16th September. The ordinance includes tariff reductions for machines for the production of medicines and medical equipment for exams and surgeries, cranes and tractors for infrastructure projects, industrial robots, among other items.

To Secint's Under-Secretary for Commercial Strategy, Fernando Coppe Alcaraz "With these two new ordinances, there are already more than 2300 products that have had the import tax zeroed since the beginning of the year, as a way to encourage investment and the modernization of Brazilian factories.", remembers Alcaraz. "This is yet another measure to reduce investment costs for companies based in Brazil," added the undersecretary.

In the computer field, various types of printers traditionally used by small and medium-sized companies are included, including inkjet models, color-coded printers with LED printing system and photolithographic inkjet printing machines. The list also has automatic data processing machines designed for surveillance radar and long-range airspace control, with military and civilian functions.

Read more at: [Invest Export Brasil](#)

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Brazil simplifies procedures for deployment of EPZs

The Executive Secretariat of the National Council for Export Processing Zones, the Special Secretariat of Productivity, Employment and Competitiveness of the Ministry of Economy (CZPE / Sepec / ME) published Decree No. 9 on 30th August, 2019. The text simplifies the procedures for the implementation of Export Processing Zones (EPZs), streamlining the process of customs clearance of such enterprises in the areas of movement and dispatch of goods, without prejudice to the customs control of their operations.

In addition to facilitating the operation of these industrial districts, the measure represents an important reduction in the volume of investments for the implementation of EPZs, which will help attract new investments, promote the competitiveness of Brazilian exports and generate jobs.

In the case of the Pecém EPZ, in the state of Ceará, whose expansion process is ongoing, the administrators estimate a 40% reduction in the total investment required to implement the new stage of the EPZ.

Read more at (Portuguese): [The Brazilian Ministry of Development, Industry and Foreign Trade](#)

Brazil to speed up privatizations with billions on the line

Brazilian government announced on 21st August a plan to privatize 17 state-controlled companies. Brazil's plan is to accelerate the sale of state-controlled assets as well as partnerships with private companies, as part of President Jair Bolsonaro's push to shrink the public sector and spark investments.

Dozens of ports, airports, railroads and other companies already have been put in private hands since President Jair Bolsonaro took office on 1st January.

Brazil expects to raise BRL 1.3 trillion (≈ EUR 2.88 billion) over the next several years through auctions of licenses to operate infrastructure including airports, oil wells, and ports, and also through the privatization of state-owned companies such as the postal service and the mint. Those sales represent a centrepiece of both Bolsonaro's economic policy and efforts to boost the private sector, and local media has reported that he's demanding faster results in this area.

The official list includes following companies:

- Emgea (an asset management company)
- ABGF (Brazilian Agency for Guarantee Funds and Guarantees Management)

- Ceagesp (Company of Warehouses and General Warehouses of the State of São Paulo)
- Ceitec (Centre of Excellence in Advanced Electronic Technology)
- Telebras (the Brazilian telecommunications company)
- Correios
- Codesp (CDock Company of the State of Sao Paulo)
- Serpro (Federal Data Processing Service)
- Dataprev (Social Security Information and Technology Company)
- Eletrobras (the company that controls great part of the electric power generation and transmission systems in Brazil through subsidiaries)
- Casa da Moeda (the Brazilian mint, responsible for producing coinage and other official titles for the country)
- Ceasaminas (Minas Gerais Supply Central)
- CBTU (Brazilian Company of Urban Trains)
- Trensurb (Urban Train Company of the city of Porto Alegre S.A.)
- Codesa (Dock Company of the State of Espírito Santo)
- Sao Sebastiao Port

Read more at: [Bloomberg](#) & [LABS](#)

Why Brazil's tech scene is one to watch

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Brazil is the country of the future” was a familiar phrase for many years - or as in Portuguese - “Brasil, país do futuro”. For tech startups, that future is now. The country is showing signs that the sleeping giant is finally waking up and moving towards its tipping point.

The world is catching on to the minds and the potential of the Brazilian tech ecosystem. Capital is starting to flow. One of the latest developments in the venture world is a new Latin America tech fund created by SoftBank – set at a USD 5 billion (≈ EUR 4.5 billion). This means that there is a downstream capital coming in as others start to invest well after the seed round.

Looking at Brazil today, there are three main factors pointing to the permanent awakening of this dormant market:

1. High quality stakeholders in the market

There are a few key stakeholders who've achieved success through their previous companies and are now looking to reinvest in the market.

One of these figures is Julio Vasconcellos who launched Facebook in Brazil, “This is such a unique time for Brazil and I see huge potential ahead. There is no better time than now to invest. This is the first time that we are seeing the perfect storm of quality founders and such a high volume of deal flow”. After his work at Facebook, he was an Entrepreneur-in-Residence at Benchmark,

had an exit from Peixe Urbano - where he was a founder - and he is currently investing in startups in Brazil.

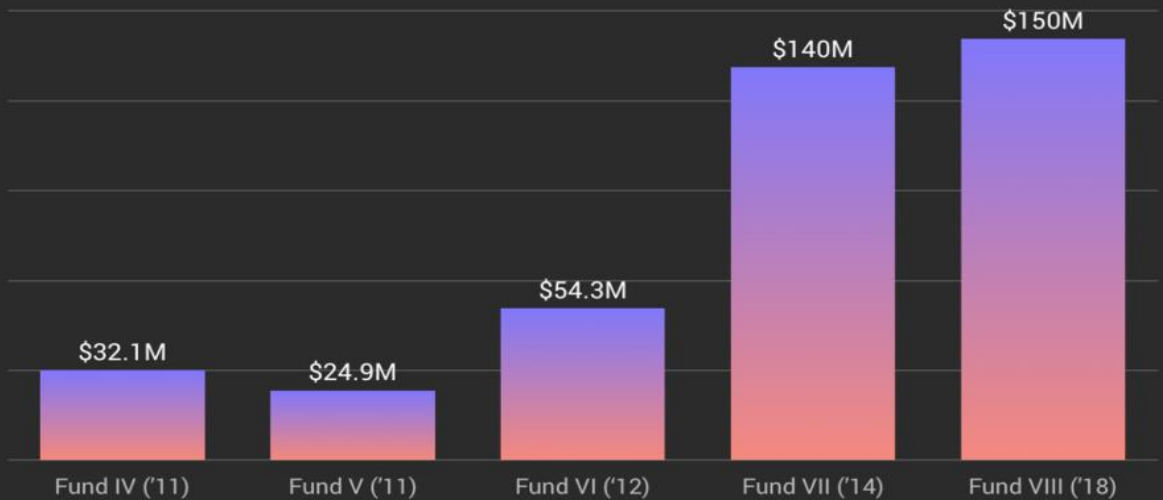
Another example is David Velez, previously at Sequoia and now CEO of Nubank (a startup he co-founded with Cristina Junqueira and Edward Wible) valued at \$10 billion. They recently announced they raised \$400 million. David is equally as excited about the future of the market: “While the economy still hasn't met its potential, the sheer size of the market is something to consider. There is such a high number of legacy companies across all sectors that haven't yet evolved with technology. This provides great opportunities for entrepreneurs that want to help reinvent entire industries with their technology”.

A third example is the case of Mario Letelier, Rodrigo Borges and Romero Rodrigues, the founders of one of the most well-known Brazilian startups, Buscape, that was acquired by the Naspers Group. The former founders are now using their operating experience to empower the next generation of entrepreneurs. Mario and Rodrigo are investing through Domo Ventures, and Romero through Redpoint Ventures. From Mario's vantage point, “The talent is not exclusive to the larger cities such as São Paulo. I am planning to travel to 14 cities throughout Brazil by the end of the year in search of talent in remote markets such as Belém, a town in the Amazon region.”

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Monashees Capital's Recent Fund Sizes

Based on SEC filings and cross-checked with media reports, where possible.



crunchbase news

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These are just a few among the many notable figures who are building the future of the Brazilian tech ecosystem.

2. Maturity of the venture community

After many years of infrequent and immature investment, today's local venture capital market reflects sophisticated institutional capital. Healthy and great funds/investors are no longer first time managers and there is more follow on capital. Brazilian home-grown Monashees have raised their VIII fund and announced they will raise their next fund at USD 250 million (≈ EUR 227 million). It is fascinating to see the jump from fund VI to VII, which is three times bigger, and it can be now expected another big leap on their fund IX.

And the Monashees aren't alone. Redpoint ventures, Valor Capital and Kaszek—who just closed their USD 600 million (≈ EUR 545.6 million) funds—are a few more examples of funds that are no longer first-time funds. And outside of the great early-stage investors, there is also now downstream capital from GCI, Riverwood Capital, Temasek, Tiger Global and the latest player SoftBank, all investing in the Latin American market.

3. Liquidity in the market

Startups are not only getting to unicorn status (USD 1 billion ≈ EUR 909.27 billion or more valuation in the private market), but many have also gone public on the New York Stock Exchange to raise funds in the global capital market - and have succeeded. PagSeguro was the first one of the recent waves to be successful in its IPO, followed by Stone, Arco, and most recently Afya. They all join Mercado Libre, which was listed in 2007 and is now valued at more than USD 30 billion (≈ EUR 27.28 billion).

As the Brazil's current tech ecosystem is deconstructed, all the ingredients that point to success can be seen: expertise (talent), capital and market. The country is fostering a community of high-quality entrepreneurs that are now more sophisticated than ever, and who, upon exiting from their companies, are looking to reinvest in the local ecosystem. There is a maturity in the institutionalization of investors, and an untapped market with a clear exit and liquidity path.

The economic giant of Brazil is forging a path towards growth and without a doubt, Latin America will follow suit. The giant is finally waking up and it is for good.

Read more at: [Forbes](#)

How Florianópolis became one of the most important Tech Hubs in Brazil

The island city of Florianópolis, in Brazil's South, is known for its idyllic beaches and marvellous seafood. But in recent years, the city has also crafted its image as a major innovation hub, with 4,000 startups popping up since 2015. Now, Floripa (as the city is affectionately known) is home to 20 percent of Brazil's startups—São Paulo leads the way on 28 percent.

In 2018 alone, the island's startups raised BRL 6.7 billion in revenue—earning it the nickname “Brazil's Silicon Valley.”

Recently, many major players, such as online-discount company Peixe Urbano, have decided to move their headquarters to Florianópolis. American firms are following the trend, such as app developer ArcTouch—whose clients include Audi, Yahoo!, Salesforce, and Adidas.

What made Floripa Brazil's Silicon Valley?

Education. Florianópolis is home to the Federal University of Santa Catarina (UFSC), a highly-rated institution which has developed numerous research partnerships with companies. However, the city also benefits from the

overall high education levels of the state. Santa Catarina also has the highest levels of productivity in the country: companies earn, on average, BRL 100,000 per worker, way above the national average of BRL 72,000.

Synergy. In places such as São Paulo, the startup ecosystem can quickly become a cut-throat environment. Not in Florianópolis, as digital marketing specialist Marta Buyolo writes. “Entrepreneurs in Floripa are willing to share and exchange knowledge with anyone who asks for it. In that sense, cooperation among professionals has created a network that has mostly helped the ecosystem grow, becoming an example to follow for many other hubs. A new mind-set that in the end benefits everyone, but especially people on the island.”

Investment. Founded in 1986, the Santa Catarina Tech Association (Acate) is one of Brazil's main entities to foster entrepreneurship. It runs several projects to boost investment, including MIDITEC, considered by the 2018 UBI Global ranking as the world's fifth-best incubator (and the best in Brazil).

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

IT market going up

A study by the Brazilian Software Companies' Association (Abes) shows that the country's IT market improved in all segments last year. In 2018, the sector grew 9.8 percent—against a previous average of 6.7 percent—amassing USD 47.7 billion in investments. For the association, the numbers signal a recovery of the technology market in Brazil. For the future, Abes projects a 46-percent annual growth rate for the artificial intelligence sector between now and 2021. And, in 2024, AI and automation are expected to account for one-third of apps' interfaces.

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



Volkswagen do Brasil develops its first vehicle for the international market

© Caranddriver

The New Urban Coupe was 100% designed and developed in Brazil. Its world premiere is planned for spring 2020. Until now, Volkswagen do Brasil has modified European vehicle designs and engines for local sale but not developed a model from scratch.

Production will commence at the Anchieta plant that year and the model will also be built in Europe from 2021. The automaker is spending BRL 7 billion (≈ EUR 1.56 billion) in Brazil between 2016 and 2020 in the development of new products, digitalization and technological innovations. With these investments the company is strengthening the development of local products for customers in South America in particular, but also worldwide.

This is based on a restructuring program introduced by Volkswagen to support business opportunities in the South American market. Under its regionalization strategy, the company launched a product offensive with 20 new models for Brazil as the key market in the region.

In the late August after the visit to the automaker's Headquarters in Germany, Sao Paulo's State Governor Joao Doria said that Volkswagen would create 1,000 jobs and invest in its Sao Bernardo do Campo plant, in a city that is the historic centre of Brazil's auto industry. How much of the BRL 7 billion will the city receive, however, has not been mentioned.

Sao Paulo state is the heart of Brazil's auto industry,

although its relevance has been in decline in recent years as other states have offered more generous tax incentives. Doria's governorship, however, has been marked by a strong push to attract and retain manufacturing plants in Sao Paulo. Earlier this year, he introduced a tax plan for automakers granting them a 25% reduction in value added taxes as long as they invested at least BRL 1 billion (≈ EUR 222 million) and created 400 new jobs.

Ralf Brandstaetter, chief operating officer of the VW passenger cars brand, said: "The internationalization of Volkswagen began 60 years ago with construction of the plant in Anchieta, Brazil. South America has been an important market for us ever since. We are strengthening our regionalization strategy with these investments."

Pablo Di Si, president and CEO of Volkswagen Latin America, said: "For the first time in our history we will be offering our very own vehicle concept on the international market, and sharing design, technology and know-how from Brazil with the world."

The vehicle based on the MQB will be designed and developed in Brazil. Known as the "New Urban Coupé" it combines sportiness with a high driving position. The world premiere is planned for spring 2020. Production will commence at the Anchieta plant in the same year and the vehicle will also be built in Europe from 2021.

Read more at: [Reuters](#) & [Volkswagen](#)

Brazilian National Innovation Award winners visit Switzerland and Germany

The National Industry Confederation (CNI) and the Brazilian Service of Assistance to Micro and Small Enterprises (Sebrae) held the 18th edition of the Innovation Ecosystem Immersion Program in Switzerland and Germany. This was a special version of the program intended for companies that won the 2019 National Innovation Award. Company representatives, local innovation agents, and managers from Sebrae and CNI got in touch with the most innovative in the world.

The program started in Switzerland, which leads the main international rankings of innovation and competitiveness. Participants were introduced to the research and development (R&D) investment models and the CSEM public-private partnership, an institution that adapts its activities to the needs of the industry. They also visited Switzerland Innovation Park Biel / Bienne (SIP BB), which offers a unique mix of machines, equipment and services from different research centres.

During the visit to the European Centre for Nuclear Research (CERN) - the world's largest particle physics laboratory - participants had the unique opportunity to meet the large hadron collider. Also known as the LHC, the collider is undergoing maintenance and is therefore open for visitors. The particle accelerator operates in a 27-kilometer underground tunnel on the French-Swiss border.

With high investment figures in R&D, top universities and national science, technology and innovation (CT&I)

policy, Switzerland has a favourable environment for the development of new technologies and this is what the participants experienced. The country is ranked first in the Global Innovation Index (IGI) ranking, published annually by Cornell University, INSEAD Business School and the World Intellectual Property Organization (WIPO). CNI and Sebrae are IGI partners.

In the second part of the immersion, the highlight was Germany's innovation ecosystem, the cradle of industry 4.0. In Stuttgart, the program included visits to Mercedes-Benz, Arena2036, Trumpf and Bosch factories. In Frankfurt, the delegation met Basf and Techquartier

Throughout the five days of immersion, the group learned the latest in technology, infrastructure and business models. He also became familiar with topics such as research, development and innovation (RD&I), entrepreneurship, IoT, artificial intelligence, and research centres.

According to CNI's Director of Innovation, Gianna Sagazio, immersions in innovation ecosystems aim to create opportunities for Brazilian entrepreneurs to update on the most relevant topics for their business competitiveness, as well as stimulate cooperation and bilateral business. "Immersion allows players in the Brazilian innovation environment to have access to the latest technology, infrastructure, business models and management," he said.

Read more at (Portuguese): [CNI](#)



**SWITZERLAND
INNOVATION**

csem centre suisse d'électronique
et de microtechnique



Mercedes-Benz

ARENA2036

TRUMPF



BOSCH

BASF
The Chemical Company

TechQuartier

InovAtiva Brasil is in 1st place in the 100 Open Startups ranking

The Ministry of Economy's startup acceleration program, InovAtiva Brazil, ranked first in the Top 10 Ecosystem ranking of 100 Open Startups, used as a reference by large corporations and investors to identify Brazil's leading innovation actors.

It was the first time that the publication has analysed funding institutions and InovAtiva - considered the largest startup acceleration program in Latin America - topped the ranking with 40 points, followed by Sebrae (25 points), Endeavor, AHK and Fapesp (16 points) each).

In the evaluation of the Undersecretary of Innovation of the Ministry of Economy, Igor Nazareth, the award reinforces the commitment of the Special Secretariat of Productivity, Employment and Competitiveness (Sepec) with entrepreneurship and support for innovative businesses. "Small businesses get special attention from the government. Startups, in particular, in addition to generating innovation and technology, can help Brazil increasingly have better productivity and competitiveness rates," he says.

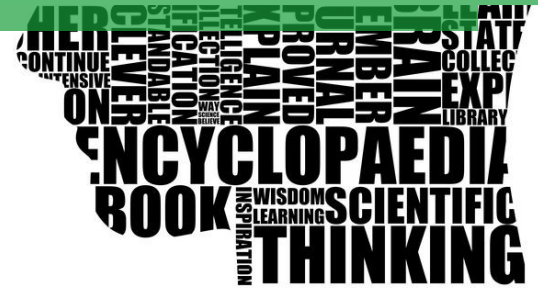
The 100 Open Startups rankings sought to recognize innovative companies open to implementing solutions in conjunction with large companies. According to executives in the publication, InovAtiva was the program most cited by startups listed in the 2019 edition. "The mentoring we offer at InovAtiva helps companies grow and connect with other entrepreneurs, mentors, investors and large companies. In addition, in the program's Bootcamps and Demodays, entrepreneurs have the opportunity to present their ideas to the largest investor bank in the country," explains Nazareth.

The Undersecretary of Innovation recalls that, in 2017, the program was chosen by the OECD as an international benchmark for public sector innovation and, in the previous year, InovAtiva was elected the Best Accelerator in the country by the Brazilian Startups Association (Abstartups).

Conducted by the Ministry of Economy, Sebrae and the Certi Foundation, InovAtiva Brasil accelerates startups in the validation, operation and traction stage for free. More than 700 volunteer mentors, representatives of major companies such as Google, Microsoft, Samsung, Siemens and Embraer, participate in the program.

Read more at (Portuguese): [The Brazilian Ministry of Development, Industry and Foreign Trade](#)

Brazil joins an international patent and trademark purchasing platform



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The Brazilian National Institute of Industrial Property (INPI) signed on 3rd September with the Danish Patent and Trademark Office Brazil's accession to an international platform - the IP Marketplace - which allows trade and sales of trademarks or patents and trademarks.

IP Marketplace is also a collaborative platform for inventors around the world, by learning about innovations in their fields of knowledge, can find researchers and cooperate in the development of new intellectual properties, even as partners and co-owners. It currently has 6,000 users from 157 countries. Participation is free and open to companies, universities and individuals.

"It's a breakthrough. It is like transforming a real estate registry into a major broker of these properties, where business is done", said the President of the INPI, Claudio Furtado.

The president of INPI concluded as well the final terms of an agreement with the Embassy of Denmark that will allow the two countries to work together in various areas of economic activity, such as the healthcare industry, clinical health testing, the energy industry, and even the agribusiness food industry, which are considered important areas for Brazil.

Entities that work with scientific and technological research and innovation from both countries, including companies, research institutes, will be put in contact. The deal is due to be signed in the second week of October, during a visit by the president of INPI to Denmark.

Read more at (Portuguese): [Portugal Digital](#)

Brazil International Cooperation to Support Research and Innovation: the FAPESP Experience

Success Story

by Luciana Lenhari and Sérgio Queiroz, Unicamp

São Paulo. Based on an interview with Mrs. Marilda Solon Teixeira Bottesi for ENRICH in Brazil.

The ENRICH in Brazil interview series for ENRICH Monthly continues with Mrs. Marilda Solon Teixeira Bottesi, special advisor for research collaboration of the São Paulo Research Foundation (FAPESP) based in São Paulo state, Brazil. 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.

FAPESP is an independent public foundation with the mission to foster research and the scientific and technological development of the State of São Paulo. All proposals submitted to FAPESP are peer reviewed and the foundation receives about 26 thousand proposals per year. The collaboration with the European institutions increased from 2005 and involves several

funding agencies, universities and companies. Since 2015 under the collaboration encouraged by FAPESP and the Horizon 2020, researchers have the opportunity to collaborate with European researchers and be part of consortium agreements such as ERA.net (European Research Area), TAP (Trans Adriatic Pipeline) and JPI (Joint Programming Initiatives). Recently the Foundation started collaboration with the ERC (European Research Council) to outline the calls since the inception of the ideas. These joint calls are part of an administrative arrangement signed among the European Commission and the Brazilian National Council of State Funding Agencies, the Brazilian Funding Agency for Studies and Projects and the Brazilian National Council for Scientific and Technological Development on mechanisms to support EU-Brazil cooperation activities in research and innovation. This initiative allows the necessary operational steps for launching coordinated calls and developing projects in areas of common interest.





Mrs. Marilda Bottesi is a Biomedical and Clinical Engineer with more than 30 years of experience as a director and consultant to develop administrative process improving research environment at Unicamp and other public institutions. In 2005 she was invited to manage the scientific directorate at FAPESP with the challenge to develop international partnerships worldwide. "At that point the main goal was to build strategies through international agreements and nowadays the collaboration with European countries becomes very strong and based on FAPESP mission and goals. The Foundation has more than 100 collaboration agreements with European institutions".

FAPESP encourages researchers in São Paulo to develop collaborations with colleagues in other countries. The Foundation has a larger number of international agreements to co-select and co-fund collaborative research projects to promote a large number of research projects and secondments to attract foreign researchers. According to Mrs. Bottesi "the key of a successful collaboration is to guarantee an effective and speedy result for the stakeholders involved in the partnership". The grant agreement is just one of the tools to encourage the international collaboration. For those interested in going abroad in collaborative funding in science, technology and innovation, the recommendation based on her experience is to perform the partnership as

an effective tool for national and international counterparts to co-funding major projects; to be proactive in identifying international partners with common interests in order to bring benefits to the scientific community of the region or country; and to have flexibility to understand the needs and specific demands from partners to reach a successful agreement.

In the long term experience of Mrs. Bottesi the most valuable aspects in stimulate the international collaboration are in the contribution to the advance of scientific knowledge in São Paulo State and Brazil, emphasizing the quality of research with the purpose to increase the social and economic impact of science; add effort by producing more results with less financial resources, a crucial strategy in time of crises; and finally to use the international collaboration to increase the key role of the Brazilian researchers in relevant phases of the international experiments, and to improve the access to better equipment. Last, but not least, to use these partnerships to promote the internationalization of Brazilian startups.

We thank Mrs. Marilda Bottesi very much for sharing her valuable experience and being an "Ambassador" for increasing scientific and technological cooperation between Europe-Brazil

Top tips from Marilda Bottesi for a successful international collaboration:

- *Guarantee an effective and speedy result for the involved stakeholders*
- *Perform the partnership as an effective tool for national and international counterparts to co-funding major projects*
- *Be proactive in identifying international partners with common interests*

