



ENRICH in Brazil EU H2020 project

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Regional Centre for Information & Scientific Development

ENRICH in Brazil Roadshow

Sofia, 6 June - Plovdiv, 7 June 2019



ENRICH is an initiative of the European Union, executed in Brazil by the CEBRABIC project, that has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 733531. Responsibility for the information and views set out in this publication lies entirely with the authors.

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CEBRABIC Project establishes 'ENRICH in Brazil'



- **Horizon 2020: ENG-GLOBALLY-9-2016, Centres/Networks of European research and innovation:** Establish strategic Partnerships in Science, Technology and Innovation (STI) with selected key countries: China, USA, Brazil (Pilots)
- **CEBRABIC (Brazil):** 01/2017 – 12/2020
Centre for Europe-Brazil Business and Innovation Cooperation
- **Main Objectives of CEBRABIC:**
 - Encouraging cooperation among European and Brazilian Research, Innovation and Business (R&I&B) organizations
 - Establish and deploy a self sustainable Centre for Europe-Brazil Business & Innovation Cooperation within 48 month



Who
we are!

CEBRABIC Consortium: 12 Partner Organisations (Brazil & Europe)

BALANCED INSTITUTIONAL DIVERSITY

- Companies (SPI, RCISD)
- Universities (UNICAMP, SU)
- Funding agencies (FFG)
- R&I organizations (FHG, DLR)
- Not-for-profit organisations (ANPEI, CONFAP, CNI, EBN, IASP)



'ENRICH in Brazil' Official Opening in Brasília – 29th November 2017



M1
Planning Phase

M13
Piloting Phase

M25
Full Implementation Phase

M48

**Post
Project**

CEBRABIC Project Phases

'ENRICH in Brazil' Official Opening in Brasília – 29th November 2017



ENRICH GOING GLOBAL – OPENING OF THE NEW RESEARCH & INNOVATION CENTRE IN BRAZIL

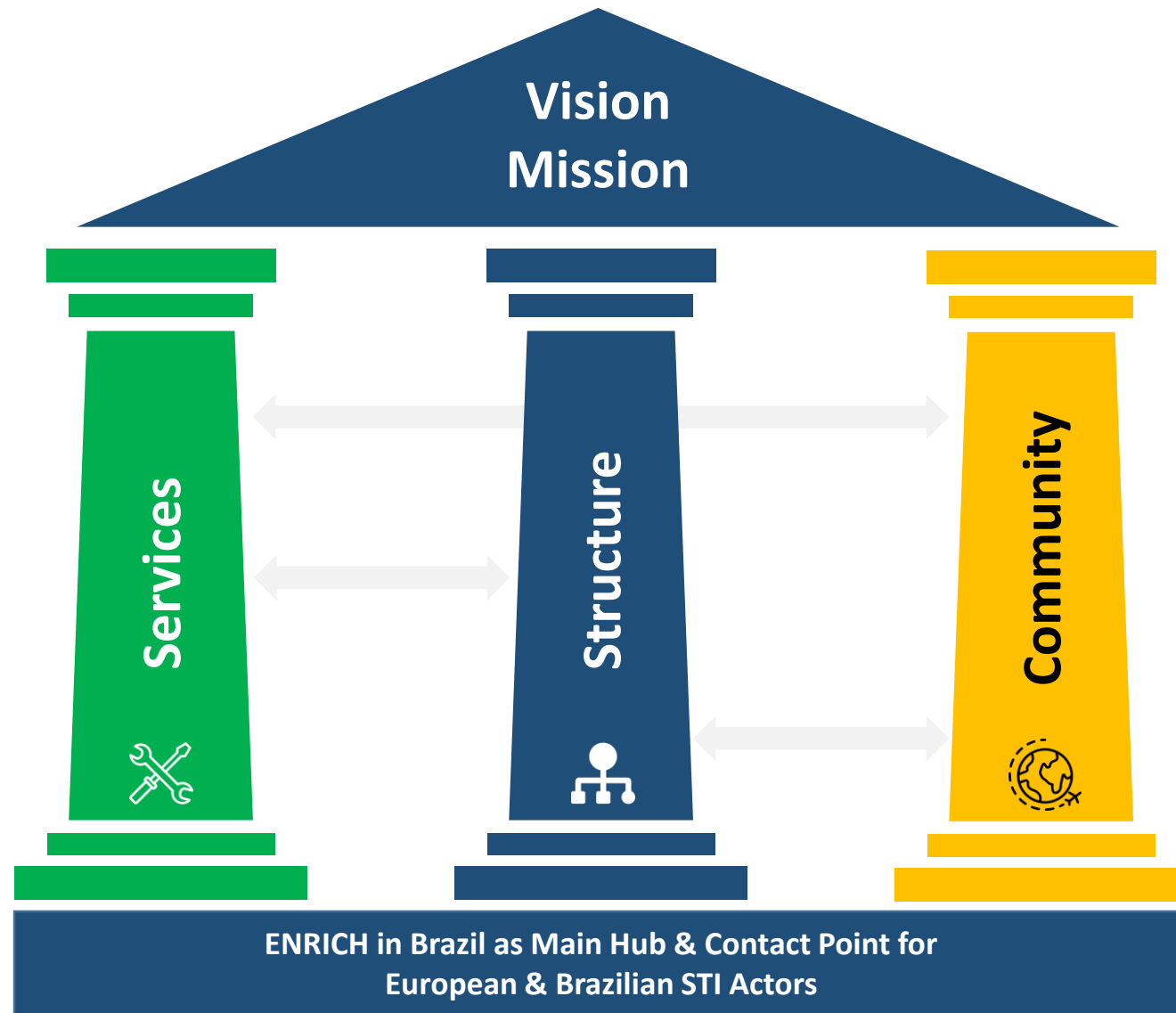


ENRICH in Brazil: Our Promise to the Market!

EUROPEAN NETWORK OF RESEARCH AND INNOVATION CENTRES AND HUBS, BRAZIL **BECOMING THE MAIN HUB & CONTACT POINT FOR EUROPEAN & BRAZILIAN SCIENCE, TECHNOLOGY & INNOVATION ACTORS**

MISSION	VISION	OBJECTIVES
<p>We encourage & facilitate the cooperation in research, technology and entrepreneurship between Europe and Brazil by supporting and empowering all innovation actors (public & private) along the innovation (value) chain</p>	<p>In 2021, 'ENRICH in Brazil' will be a main hub & contact point for European and Brazilian Science, Technology and Innovation (STI) actors aiming at bilateral cooperation</p>	<ul style="list-style-type: none">▪ Promotion of excellence in B&R&I▪ Financial sustainability of the Centre▪ Creation of a win-win situation for BR & EU in STI fields▪ Connect EU researchers & entrepreneurs in BR market▪ Connect BR researchers & entrepreneurs in EU market▪ Offer Services to BR & EU clients▪ Integrate existing EU & BR initiatives, projects and networks

ENRICH in Brazil: Main Pillars to put Vision/Mission into Practice



For
whom?!

Clients – Beneficiaries - Stakeholder

RESEARCH ACTORS

- ❖ Universities
- ❖ Research Institutes
- ❖ University Associations
- ❖ Research Networks

INNOVATION ACTORS

- ❖ Scientific Parks
- ❖ Incubators
- ❖ Accelerators
- ❖ Funding Agencies

BUSINESS ACTORS

- ❖ Companies
- ❖ Start-ups, SMEs
- ❖ Business Networks
- ❖ Clusters

Service Portfolio & Customer Value



Spotlight on Services (2018)

11 & 15 Oct 2018

ENRICH
EUROPEAN NETWORK OF
RESEARCH AND INNOVATION
CENTRES AND HUBS, BRAZIL

WEBINARS



Information Services

Innovation Landscape & Culture in Brazil

11 October 2018 (15-16 CET)

Showcasing the Applied Research Sector in Brazil (Part I): Electronics & Digital Technologies

15 October 2018 (15-16 CET)

www.brazil.enrichcentres.eu

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29 & 30 Oct 2018

ENRICH
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CENTRES AND HUBS, BRAZIL

Services 2018

Training and Infrastructure



Dates & location
29-30 October
Malaga, Spain
Hotel TRYP Alameda

Innovation Bootcamp (EU)

A 1.5 day intensive programme which includes training and coaching sessions. There will be a particular focus of the bootcamp on developing global competences for the Brazilian market and setting up a business in Brazil. Participants will be provided the skills and knowledge in developing their ideas, sustainable business modelling, partner finding and legal advice.

Agenda overview

- Background to business environment - Brazilian context, markets and industry
- Business plan writing (sustainable business modelling)
- Business skills & legal advice (Brazil)
- Marketing your products/business (Brazil)
- Networking and teambuilding challenge
- How to pitch your product/idea
- Pitch session
- Premier search advice, making contacts
- ENRICH in Brazil innovation tour information

More information and registration:
www.brazil.enrichcentres.eu/postinnovationbootcamp.eu

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5 - 9 Nov 2018

ENRICH
EUROPEAN NETWORK OF
RESEARCH AND INNOVATION
CENTRES AND HUBS, BRAZIL

Services 2018



Matchmaking & Events

DATE & LOCATION
5 - 9 November 2018
São Paulo • Belo Horizonte • Rio de Janeiro • BRAZIL

INNOVATION TOUR TO BRAZIL

ENRICH in Brazil offers a unique networking opportunity for European Science, Technology and Innovation (STI) organisations in the areas of Biotechnology, Space Technology, Nanotechnology, Materials Science and Renewable Energy. Within the Innovation Tour, European organisations will get the opportunity to gain valuable insights into the state of Innovation in Brazil (São Paulo, Belo Horizonte, Rio de Janeiro), identify collaborative possibilities and meet up with potential future partner organisations and contacts in this hot target country in the world.

Highlights of the Tour

- Explore with in the day the Southeast of Brazil and the three most innovative Brazilian cities: São Paulo, Belo Horizonte and Rio de Janeiro
- Meet with leading companies, research and technology organisations and get high-class information at first hand about the Brazilian STI landscape
- Get ready to start business in Brazil with Brazil through various organisational visits and networking opportunities

More information & application:
www.brazil.enrichcentres.eu

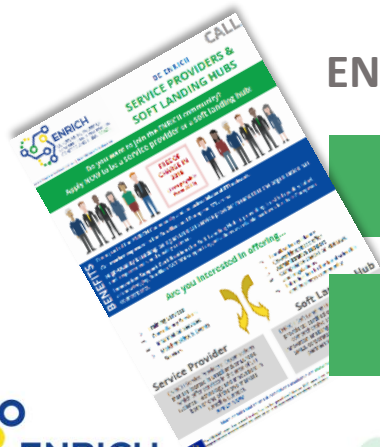
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ENRICH in Brazil: Community

Brazil
& Europe



ENRICH in Brazil Ecosystem



Service
Provider

Soft Landing
Hub

Headquarters
in Brasília & planned
Branches in SP & RJ

ENRICH
Supporters & Ambassadors

Individuals & Organisations
as Beneficiaries

‘ENRICH in Brazil’ – Video



How to involve?



- ✓ Become part of our Community: Application for Service Providers, SLH & Ambassadors via Website!
- ✓ Test our Services as ,free-of-charge' in 2018
- ✓ Stay tuned about our Activities via Social Channels & Newsletter Subscription



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<https://www.facebook.com/ENRICHinBrazil>



<https://www.linkedin.com/company/11125511>



ENRICH in Brazil is made possible with the support
of the CEBRABIC project and its partners



Fraunhofer

IPK

Fraunhofer Institute for Production
Systems and Design Technology (IPK)





THANK YOU FOR YOUR ATTENTION!

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