



Marc Weiss, who worked with Bill Clinton, heads the Global Urban Development in the State
Photo: ANTONIO PAZ / JC

RS: most innovative place in Latin America

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The American Marc Weiss, 48, of Chicago, has a stuffed curriculum in the area of economic development strategies. Among the main references, he worked for the Clinton administration. "Bill Clinton is one of the most brilliant politicians, charming and capable I have ever met. It was a pleasure to help you get elected in 1992, reelected in 1996 and work as one of the main architects of their urban and housing policies," he says .

Currently, Weiss, who was also a professor at Columbia University, lives in front of the Redemption Park, in Porto Alegre, where it touches the Global Urban Development (GUD) and participates in the creation of the Sustainable Innovation Zone in the city in the 4th District (neighborhoods Forest and Independence).

GeraçãoE - How was your work with Bill Clinton?

Marc Weiss - As a professor at Columbia University from 1991 to 1992 worked as a Policy Advisor and was the spokesman of urban issues and housing for the campaign then governor of Arkansas, Bill Clinton. When he won, I moved to Washington to work as a special assistant to the Secretary of the US Department of Housing and Urban Development (HUD in English), the Sustainable Development Council and as Coordinator of the Economic Development Strategy Plan for Washington.

GE - Talk about your work in Porto Alegre.

Weiss - Global Urban Development has been played in Porto Alegre and Rio Grande do Sul since 2011, when we were invited by the Brazilian Agency for Industrial Development (ABDI) and the Federation of Indústriasdo Rio Grande do Sul (FIERGS) to assist in strategy development for the city and the state. In early 2013, GUD was hired by AGDI and Unisinos with World Bank investments, to develop a state economic growth strategy. We started working in September 2015 also with the Pulsar during the Entrepreneur of Ufrgs Challenge, which ended up causing us we combined to organize the first Sustainable Innovation Zone in Latin America. This combines six elements: innovation and technology, entrepreneurship and startups, sustainability and resource efficiency, creativity and collaboration, community participation management and a friendly environment for business. In March, GUD and Pulsar will offer a course on Sustainable Innovation Zone in Parallel Vivo.

GE - As Porto Alegre stands out in entrepreneurship?

Weiss - worked in Brazil since 2001 - in Sao Paulo, Rio de Janeiro, Curitiba and Belo Horizonte. We started in Porto Alegre in 2011 and still here because we really believe that, of all the cities and states of Brazil, Porto Alegre - and Rio Grande do Sul - has the best opportunities to become the most sustainable and innovative place in Latin America to 2030.

To see video clips of the interview and the online article, go to

http://jcrs.uol.com.br/_conteudo/2016/02/ge/entrevistas/482474-rs-lugar-mais-inovador-da-america-latina.html