

AGENDA

Summit Day 1 – September 11, 2013

8:30 – 9:00am

Registration and Welcome Breakfast

Venue: BNDES

Avenida República do Chile, 330, Centro
Ventura Corporate Towers, 8th Floor

9:00 – 9:30am

Opening Remarks

Luciano Coutinho

President

Brazilian National Development Bank (BNDES)

Jorge Gerdau Johannpeter

Brazilian Competitiveness Movement (MBC)

Mauro Borges Lemos

President

Brazilian Agency for Industrial Development (ABDI)

Robson Andrade

President

National Confederation of Industry (CNI)

Samuel R. Allen

Chairman and CEO, Deere & Company

Chairman, Council on Competitiveness

Miriam Sapiro

Deputy US Trade Representative

Deborah Wince-Smith

President and CEO

Council on Competitiveness

The United States and Brazil, the two largest economies in the Western Hemisphere, are home to some of the world's most successful and

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innovative organizations, prestigious universities and cutting-edge laboratories.

These innovation stakeholders engage and act in an ecosystem characterized by an unceasing rhythm of technological change; by increasingly complex and deeper operations, crossing national frontiers; and, by the change in the nature of innovation itself (more interdisciplinary, collaborative, co-creative).

In this atmosphere, corporate and academic leaders, directors of technology and innovation, authorities and technicians from the U.S. and Brazilian governments, must create a “bridge” between research and development and the deployment and scaling up of innovative ventures to catalyze productivity, create value and ensure prosperity.

The 3rd US-Brazil Innovation Summit will explore some of the main challenges confronting Brazilian and US enterprises, and identify opportunities for joint initiatives to fuse national advantages from their respective innovation ecosystems, to attain better outcomes across both countries.

9:30 – 12:30pm

Innovation Partnerships on the Ground: Parallel Workshops

Venue: BNDES

Avenida Republica do Chile, 330, Centro
Ventura Corporate Towers, 8th and 9th Floors

Day 1 of the 3rd US-Brazil Innovation Summit will kick off with parallel workshops focused on six of the most innovative and promising sectors in the United States and Brazil: Life Sciences; Energy; Information & Communications Technologies; the nexus of Energy, Food & Water Resources; Mobility; and, Education and Innovation.

The objective of each parallel workshop is for participants to share current, on-the-ground innovation activities in which they are participating or leading; seek potential partners in these ongoing activities; and, identify new opportunities for bi-national innovation initiatives.

The outcomes-focused workshops will each have a similar organizational structure: co-moderators, along with US and Brazilian kick-off discussants. Participants in each workshop will include representatives from industry, academia, national laboratories, and the public sector.

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Workshop 1: Optimizing Innovation in the Life Sciences

Opening Remarks:

Julio César Maciel Ramundo

Director
BNDES

Moderators:

Carlos Augusto Gadelha

Secretary, Science, Technology and Strategic Inputs
Brazilian Ministry of Health

Jeffrey May

Vice President for Global Public Policy
Merck & Co.

Facilitator:

Pedro Lins Palmeira

Head of Department
BNDES

Leading Speakers:

Reginaldo Arcuri

President
FarmaBrasil Group

Renato Amorim

Executive Director, Public Policy – Latin America
Merck & Co.

Marcio Falci

Advisor to the Scientific President
Biolab

Odnir Finotti

President
Bionovis



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James Hogan
President, Latin America
Medtronic

Thomas Parks
Vice President for Research
University of Utah

José Fernando Perez
President
Recepta Biopharma

Norberto Rech
Advisor for the President
ANVISA

Lawrence Schook
Vice President for Research
University of Illinois

Workshop 2: Leveraging Opportunities across the Global Energy Matrix

Opening Remarks:

Rodrigo Matos Huet de Bacellar
Superintendent
BNDES

Otávio Camargo
Director
ABDI

Moderators:

Thomas Mason
Laboratory Director
Oak Ridge National Laboratory

Pedro Wongtschowski
Member of the Board of Directors
Grupo Ultra



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Facilitator:

Jorge Boeira
Coordinator of the Energy Area
ABDI

Leading Speakers:

Carlos Alberto Aragão
Director
LNLS/CNPEM

Fernando Vieira Castellões
R&D Manager for Oil, Gas & Gas Chemical
Petrobras/CENPES

Marcos Costa
President
Alstom Brasil

Claudia Villa Diniz
General Manager of Technology and Intellectual Property
Vale

Gene Eckhart
Senior Director, International Trade
National Electrical Manufacturers Association

Kenneth Herd
General Manager, Brazil Technology Center
GE Global Research

Donna Hrinak
President
Boeing Brazil

Rafael Navarro
Innovation & Technology Directory
Braskem

Miguel Rossetto
President
Petrobras Biofuels

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**Workshop 3: Developing and Deploying Information and
Communication Technologies**

Opening Remarks:

Maurício Neves

Superintendent
BNDES

Moderators:

Pradeep Khosla

Chancellor
University of California, San Diego

Maurício Neves

Superintendente
BNDES

Facilitator:

Irece Fraga Kauss Loureiro

Chefe de Dept/DETI
BNDES

Leading Speakers:

Laercio Albuquerque

President & General Manager Latin America & Caribbean
CA Technologies

Jorge Luís Nicolas Audy

Research Dean
PUC-RS

Katherine Banks

Vice Chancellor and Dean of Engineering
Texas A&M University



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Antonio Barretto

Investor Relations Director
Stefanini

William Bohnett

President
Whitecap Investments LLC

Al Bryant

Vice President and General Director
Boeing Research and Technology Brazil

Marcelo Eduardo Cosentino

Executive Director for International Market
TOTVS

Rodrigo Dienstmann

President
Cisco Brazil

Fabio Gandour

Chief Scientist
IBM Brazil

Alfredo Miguel Neto

Director of Corporate Affairs Latin America
Deere & Company

Robert McCooley, Jr.

Senior Vice President
NASDAQ OMX

Michael Nicklas

Managing Director
SocialSmart Ventures / NYC&SP

Jorge Salomão Pereira

President/CEO
Padtec

Andrea Werneck Richa

Associate Professor, Computer Science and Engineering



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Arizona State University

Gilberto Teixeira

Presidente

Elonet

Workshop 4: Innovating Sustainably in the Energy-Food-Water Nexus

Opening Remarks:

Guilherme Narciso de Lacerda

Director

BNDES

Moderators:

James B. Milliken

President

University of Nebraska

Lineu Neiva Rodrigues

International Partnerships Coordinator, Embrapa Cerrados

EMBRAPA

Facilitator:

José Guilherme da Rocha Cardoso

Head of Department

BNDES

Leading Speakers:

Tiago Maranhão Alves

CEO

CSEM Brasil

Carlos Eduardo Calmanovici

Director for Innovation

Odebrecht Agroindustrial

Alex Foessel

Director, Latin American Technology Innovation Center

Deere & Company

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Gilberto Girardi

Counselor for Agrobusiness Affairs
PRX/TOTVS

Victor W. Hwang

CEO, Co-Founder & Managing Director
T2 Venture Capital

Jack M. Payne

Senior Vice President of Agriculture and Natural Resources
University of Florida

Andre Krell Pedro

Head of R&D: Home & Personal Care
Oxyteno

Roberto Ventura Santos

Geology & Mineral Resources Director
CPRM

Workshop 5: Applying New Technologies for Greater Mobility

Opening Remarks:

Wagner Bittencourt de Oliveira

Vice President
BNDES

Moderators:

José Augusto Fernandes Coelho

Director
CNI

Jean-Claude Kihn

President of Goodyear Brasil and Senior Vice President
Goodyear Tire & Rubber Company

Facilitator:

Bruno Jorge



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Coordinator of the Automotive Area
ABDI

Leading Speakers:

Carlos Conti

Director for Latin America
Intermec

P. K. Imbrie

Director, Undergraduate Academic Programs, Dwight Look College of
Engineering
Texas A&M University

Roberto Cruz

Coordinator, Technological Program of Offshore Logistics
Petrobras/CENPES

Antonini Puppim-Macedo

Director for Operations and Research
Boeing Research and Technology Brazil

Ronan Maia

Chief Technology Officer
PC Systems /TOTVS

Heloísa Menezes

Secretary for Development and Production
Brazilian Ministry of Development, Industry and Foreign Trade

Marc Weiss

Chairman & CEO
Global Urban Development (GUD)

Workshop 6: Rethinking the Future of Education Innovation

Opening Remarks:

João Carlos Ferraz

Director
BNDES

Moderators:



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Rafael Lucchesi

Education & Technology Director
CNI – Brazilian Industry Confederation

Julia Rosen

Associate Vice Provost, ASU Online and Extended Campus
Arizona State University

Facilitator:

Paulo Mol

Director of Innovation
CNI/IEL

Leading Speakers:

Jorge Ávila

President
National Institute of Industrial Property (INPI)

Thomas Farrell

Vice Provost for Global Engagement
University of Nebraska

Gustavo Leal Sales Filho

Director of Operations
SENAI

Nelson Fujimoto

Innovation Secretary
Brazilian Ministry of Development, Industry and Foreign Trade

Mary Gershwin

President
US-Brazil Connect

Jorge Guimarães

President
CAPES

Octavio Heredia

Associate Director, Global Outreach and Extended Education
Ira A. Fulton School of Engineering



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Arizona State University

Kent Hopkins

Vice Provost, Enrollment Management
Arizona State University

Mariano Laplane

President
CGEE

Carlos Americo Pacheco

President
Aeronautics Technological Institute

Eduardo Padrón

President
Miami Dade College

Terri Reed

Assistant Dean for Engineering Academic Affairs
Texas A&M University

Andrew Simpson

President
Orygen

12:30 – 2:00pm

Networking Lunch

Venue: BNDES, *Ventura Corporate Towers*, 9th Floor

3:30 – 6:00pm

Brazil-US Business, Innovation and Investment Opportunities

Venue: Copacabana Palace Hotel, Rio de Janeiro Room
Av. Atlântica, 1702 - Copacabana

This exclusive, VIP dialogue will engage leaders both from Brazil and the United States, focusing squarely on the challenges to and opportunities for bilateral business development, investment and Brazil-US innovation initiatives.

Moderators:

Mauro Borges Lemos

President
ABDI

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Deborah Wince-Smith
President and CEO
Council on Competitiveness

Key Note Speakers:

Samuel R. Allen
Chairman and CEO, Deere & Company
Chairman, Council on Competitiveness

Luciano Coutinho
President
BNDES

Robson Andrade
President
National Confederation of Industry (CNI)

Kenneth Herd
General Manager, Brazil Technology Center
GE Global Research, GE

Adriana Machado
President
GE Brazil

Miriam Sapiro
Deputy US Trade Representative

7:00 – 10:00pm

3rd US-Brazil Innovation Summit Reception and Gala Dinner
Venue: Copacabana Palace Hotel, Crystal Gallery Ball

Summit Day 2 – September 12, 2013

9:00 – 9:20am

Registration and Continental Breakfast

Venue: BNDES
Avenida Republica do Chile, 330, Centro
Ventura Corporate Towers, 8th Floor

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9:20 – 9:30am Opening Remarks

Luciano Coutinho

President

Brazilian National Development Bank (BNDES)

Mauro Borges Lemos

President

Brazilian Agency for Industrial Development (ABDI)

Deborah Wince-Smith

President and CEO

Council on Competitiveness

9:30 – 11:00am

The State of Play in the Brazilian and the US Innovation Ecosystem

Moderator:

João Carlos Ferraz

Director

BNDES

Discussants:

Glauco Arbix

President

FINEP

William Colglazier

Science and Technology Adviser to the Secretary of State

US Department of State

Spiros Dimolitsas

Senior Vice President for Research and Chief Technology Officer

Georgetown University

Luiz Antonio Rodrigues Elias

Executive Secretary

Brazilian Ministry of Science, Technology and Innovation

Thomas Mason

Laboratory Director

Oak Ridge National Laboratory



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Deborah Wince-Smith
President and CEO
Council on Competitiveness

11:00 – 11:30am

Networking Coffee

11:30 – 11:45am

The Brazil-US Innovation Initiative: an Overview of Opportunities

Roberto Alvarez
International Affairs Manager
ABDI

Chad Evans
Executive Vice President
Council on Competitiveness

Gianna Sagazio
Advisor to the President
BNDES

11:45am – 12:45pm

Leveraging Energy, Food and Water Innovation Opportunities

Moderator:

James B. Milliken
President
University of Nebraska

Kick-off Discussants:

Samuel R. Allen
Chairman and CEO, Deere & Company
Chairman, Council on Competitiveness

Katherine Banks
Vice Chancellor and Dean of Engineering
Texas A&M University

Al Bryant
Vice President and General Director
Boeing Research and Technology Brazil

José Fernandez



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Assistant Secretary for Economic and Business Affairs
United States Department of State

Gilberto Girardi
Counselor for Agrobusiness Affairs
TOTVS

João Alziro Jornada
President
INMETRO

1:00 – 2:15pm

Networking Lunch

2:15 – 3:15pm

Exploring the Frontiers of Life Sciences Innovation

Moderator:

Jeffrey May
Vice President for Global Public Policy
Merck & Co

Kick-off Discussants:

Márcia Martini Bueno
Director
Libbs Biotechnology

William Goldstein
Deputy Director for Science and Technology
Lawrence Livermore National Laboratory

James Hogan
President, Latin America
Medtronic

Miguel Mateus
Business Development Director
Recepta Biopharma

Sundar Ramanan
Director, Global R&D Policy
Amgen



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Norberto Rech

Advisor for the President
ANVISA

Lawrence B. Schook

Vice President for Research
University of Illinois

Samuel Eber Machado Silva

Director for Research and innovation
Cristalia

3:15 – 4:15pm

**Exploring the Frontiers of Information and Communication
Technologies Innovation**

Moderator:

Ray Johnson

Senior Vice President and Chief Technology Officer
Lockheed Martin Corporation

Kick-off Discussants:

Jorge Luís Nicolas Audy

Research Dean
PUC-RS

Alvaro Cysneiros

Director of Operations for International Market
TOTVS

Rodrigo Dienstmann

President
Cisco Brazil

Rodrigo Kede

President
IBM Brasil

Pradeep K. Khosla

Chancellor
University of California, San Diego



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Robert McCooey, Jr.
Senior Vice President
NASDAQ-OMX

Daniel Sepulveda
Deputy Assistant Secretary, Bureau of Economic and Business Affairs
United States Department of State

4:15 – 4:30pm

Paving the Path to the Upcoming State Visit

José Fernandez
Assistant Secretary for Economic and Business Affairs
United States Department of State

Carlos Henrique Moojen de Abreu e Silva, Ambassador
Director for the United States, Canada and Inter-american Affairs
Brazilian Ministry of Foreign Affairs

4:30 – 5:00pm

Next Steps and Closing Remarks

Luciano Coutinho
President
Brazilian National Development Bank

Mauro Borges Lemos
President
Brazilian Agency for Industrial Development (ABDI)

Jorge Gerdau Johannpeter
Brazilian Competitiveness Movement (MBC)

Samuel R. Allen
Chairman and CEO, Deere & Company
Chairman, Council on Competitiveness

Deborah Wince-Smith
President and CEO
Council on Competitiveness



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