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
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.
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
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
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
Workshop 3: Developing and Deploying Information and Communication Technologies

Opening Remarks:

Mauricio Neves
Superintendent
BNDES

Moderators:

Pradeep Khosla
Chancellor
University of California, San Diego

Mauricio Neves
Superintendent
BNDES

Facilitator:

Irece Fraga Kauss Loureiro
Chefe de Dept/DETIC
BNDES

Leading Speakers:

Laercio Albuquerque
President & General Manager Latin America & Caribbean
CA Technologies

Jorge Luis Nicolas Audy
Research Dean
PUC-RS

Katherine Banks
Vice Chancellor and Dean of Engineering
Texas A&M University
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 McCooey, 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
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
Gilberto Girardi  
Counselor for Agrobusiness Affairs  
PRX/TOTVS

Victor W. Hwang  
CEO, Co-Founder & Managing Director  
T2 Venture Capita

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
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 Puppin-Macedo
Director for Operations and Research
Boeing Research and Technology Brazil

Ronan Maia
Chief Technology Officer
PC Systems /TOTVS

Heloisa 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:
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
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

Organizers

Strategic Partners
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
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
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
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
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
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, Ambasador**  
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