

# Effective Global R&D

## Focus Group 2011 - 2012

### Learning Trip to Brazil Programme

5 - 10 February, 2012, Sao Paulo & Rio de Janeiro

#### Summary

The one-year Focus Group aims to boost understanding of how to manage R&D and innovation as global, increasingly "open" activities, specifically to address opportunities provided by an emerging economy like Brazil which is enjoying significant economic growth rates.

The Learning Trip to Brazil will take place in early 2012 (February 5th - February 10th) where all participants of the Focus Group will visit 11 organizations, including R&D centres, institutes and universities. The intention is not only to focus on classical multinational companies actively investing in R&D in Brazil, but also looking at that country's own multinational companies who are extending their R&D network into their respective international markets.

To make the learning trip a useful experience, the group will meet people on the spot and share the lessons they have learned in their current situation. Each evening a special session to evaluate the observations of the day is scheduled.

#### Issues addressed:

- < Identify the specificities of Brazilian R&D environment.
- < Explore the role of the Government and its programmes to enhance innovation and business expenditure on R&D in Brazil.
- < Highlight the good practices and explore the situations and the types of company for which such practices are most relevant.
- < Explore issues such as partnerships, intellectual property, management of the decentralised R&D facilities, connections between different R&D centres, etc.
- < Human factor in innovation and the global acquisition of top talents in research.

#### Target Audience

All Focus Group Participants

#### Chairman of the Focus Group

**Prof. Dr. Dietmar Theis**, formerly Siemens, honorary professor at Technical Univ. Munich

## PROGRAMME

### Sunday, 5 February 2012

20:00 **Get-together Dinner, Sao Paulo**

### Monday, 6 February 2012

09:30 – 12:30 Visit **Natura**, Jundiai

15:00 – 18:00 Visit **Siemens**, Jandira

20:00 – 22:00 Daily summary meeting

### Tuesday, 7 February 2012

09:30 – 12:30 Visit **UNICAMP** and **LNBio**, Campinas

15:00 – 18:00 Visit **CTBE**, Campinas

20:00 – 22:00 Daily summary meeting

### Wednesday, 8 February 2012

09:30 – 12:30 Visit **Embraer**, Sao Jose dos Campos

15:00 – 18:00 Visit **VALE**, Sao Jose dos Campos

20:00 – 22:00 Daily summary meeting

### Thursday, 9 February 2012

08:00 – 11:00 Visit **IBM**, Sao Paulo

**12:00 – 12:59** **Travel from Sao Paulo to Rio de Janeiro**

15:00 – 18:00 Visit **GE**, Rio de Janeiro

20:00 – 22:00 Daily summary meeting

### Friday, 10 February 2012

09:30 – 12:30 Visit **Petrobras CENPES**, Rio de Janeiro

15:00 – 18:00 Visit **FINEP**, Rio de Janeiro

20:00 – 22:00 Daily summary meeting