



ENRICH IN LAC 2023 INNOVATION TOUR TO SÃO PAULO

THE HEART OF THE BRAZILIAN RESEARCH AND INNOVATION LANDSCAPE

25-29 SEPTEMBER 2023

Image: Biancamonteiro



BACKGROUND

Funded by the European Union Horizon 2020 Programme, **ENRICH in LAC** is an initiative that aims to promote collaborative opportunities for business and innovation players of Europe and Latin America and the Caribbean regions. Working as a network-based initiative, ENRICH in LAC provides consulting, networking and training services that connects and supports companies, universities, research and technology organisations and other innovation actors from both continents.

The thematic focus of ENRICH in LAC areas are identified within the European Commission innovation guidelines for collaboration with LAC region as follows:

- Health
- Bioeconomy
- Renewable energy
- Sustainable Urbanization
- Digital transformation

ENRICH in LAC promotes the EU's Green Deal in Brazil and LAC and support partnerships between the two continents in the above-mentioned areas.

ENRICH in LAC, together with the JPI Urban Europe and Driving Urban Transitions European Partnership organized a mission to Brazil in 2022 to explore collaboration opportunities in the area of sustainable urbanization. Details of this mission can be accessed via: <https://lac.enrichcentres.eu/enrich-in-lac-activities-in-sao-paulo-brazil-november-and-december-2022/>

OBJECTIVES

The objective of the Innovation Tour 2023 is to provide an opportunity to European companies and applied research organizations to get to know the Brazilian STI landscape and the main stakeholders in the LAC region, explore the cutting-edge technology ecosystem in São Paulo within the defined priority fields. Participants will have the chance to meet the major technology players in these fields, present their idea/product /service and learn about the host organisations' technological standing as well as challenges. It is a unique educational and networking experience that connects European entrepreneurs with companies' agencies, funding organisations, and intermediaries in LAC.

The participants will have the opportunity

- ❖ to establish contacts & increase your network
- ❖ to internationalize their business and research ideas, products and services to Brazil

- ❖ to increase technological cooperation capacities towards Brazilian market
- ❖ to find research and technology collaboration partners from Brazil

PARTICIPATION

WHO CAN PARTICIPATE?

- start-ups
- research community (applied research)
- technoparks, clusters, cluster organizations
- innovative companies (SME) interested in internationalization towards LAC region
- representatives of other EU initiatives / projects

PRIORITY AREAS:



Eco-innovation (Bio-economy, renewable energy, green & digital transition)

APPLICATION:

Applications for the Innovation Tour is via Outreach Grant Application: [Apply HERE!](#)



TRAVEL SUPPORT

ENRICH in LAC will provide a travel support of EUR 2.000 for a limited number of participants on reimbursement basis. Invoices of relevant travel and accommodation expenses will be requested.



TOUR PROGRAMME HIGHLIGHTS

-  **Participation in the 10th International Industry Innovation Congress, incl.**



Being the largest innovation event in Latin America for two decades, International Industry Innovation Congress brings together, in person and virtually, people from all over the world in the search for solutions and the exchange of experiences on the latest in Eco-innovation, a trend that is setting new parameters of sustainability and competitiveness for the industrial and business sectors. It provides unique opportunity to connect with innovation experts, research organizations, companies, global delegations, share solutions and know the sector's good practices.

As of this edition, the SUMMIT **has become international**, mobilizing institutions and companies in partnership of several countries.

For more information please visit: <https://congressodeinovacao.com.br/en/>

Full information brochure to be downloaded [HERE](#)

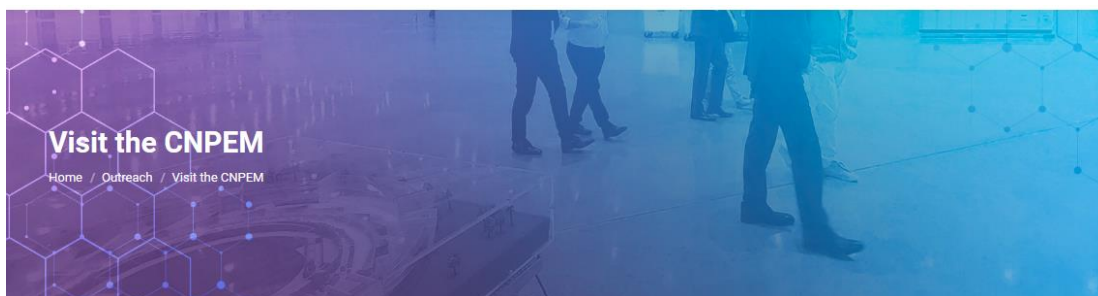
2023 Congress is dedicated to the following topics:

- ✓ Decarbonization
- ✓ Renewable energies
- ✓ Circular economy
- ✓ Bioeconomy

Innovation Tour participants will have :

- free access to the CNI International Congress
- matchmaking / networking possibility
- the opportunity to join the institutional visits to the CNI innovation centres and companies

Visit to the CNPEM R&I Center



[CNPEM](#) stands out in Brazil as an open, multi-user, and multidisciplinary center with activities directed toward different actors in the national science, technology, and innovation system.

The Center is overseen by the Ministry of Science, Technology, and Innovation (MCTI) and combines highly specialized teams, sophisticated laboratory structures open to the scientific community, research and development projects in strategic areas, partnerships with the productive sector, and training activities for young researchers.

CNPEM operates four national laboratories and is home to the most complex project in Brazilian science, Sirius. More recently, with support from the Ministry of Education (MEC), the CNPEM expanded its activities with the opening of the Ilum Superior School of Science, an innovative interdisciplinary undergraduate program in science, technology, and innovation.

Training session on the site: “Internationalize your Services to LAC countries”

Internationalization Session for SMEs and Soft Landing Hubs

The training will focus on how to internationalize services and business from Europe to Latin America. This exclusive training offers a unique opportunity for businesses and entrepreneurs to explore expansion possibilities into the Brazilian and Latin American markets. With a focus on cross-border trade and market penetration



strategies, attendees will gain valuable knowledge on navigating cultural nuances, regulatory frameworks, and business practices specific to Brazil and Latin America. Through a hybrid training session, participants will learn how to effectively adapt their products, services, and marketing strategies to seize the vast potential of these dynamic markets.

-  **Participation in the Roundtable Session** with selected EU MS representatives/chambers of commerce in Brazil and get first hand information on ***Understanding the Brazilian innovation ecosystem; recommendations for European companies and organizations on collaboration with Brazil.***

-  **Participate in the Networking cocktail with ENRICH in LAC Association members**

The ENRICH in LAC Association of innovation actors, committed to fostering innovation and business and connecting key actors in Latin America and Caribbean and

Europe. ENRICH members are from both public institutions and the private sector, counting on the expertise from reputable academic & research organisations, industry & services, international consultancies, government agencies, media and influencers.

The



Association is proud to count among its members renowned institutions such as Natura, Braskem, Fiocruz, Embrapa, Oxiteno and other important market players.

More information about the associates, partners, members and soft-landing hubs of the Association: <https://lac.enrichcentres.eu/about/>

 **Upon request, additional individual meetings can also be organized.**

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