



**ELAN**

European and Latin American  
Technology based Business Network

**ELAN Network event  
in Brazil 2017**

*Health and biotechnology: generating new  
business opportunities in Brazil*

[www.elannetwork.org](http://www.elannetwork.org)

São Paulo, 5-6 October 2017

#ELANnetworkBR

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## ELAN Network: European and Latin American Technology Based Business Network

ELAN Network is a collaborative space, cogeneration and development of business opportunities based on technology between Europe and Latin America as well as strategic alliances multiplier generator between different actors in the innovation ecosystem of both continents. ELAN Network is composed by a proactive and participatory organizations network:

- **Business Support Organizations:** chambers of commerce, clusters, support entities for entrepreneurship.
- **Entities based on Knowledge and Technology:** universities, technology and innovation centers.
- **Public Sector Agents:** agencies supporting internalization and / or boosting technological innovation, regional development agencies.

ELAN Network is focused on the following sectors:

- Renewable energy
- Biotechnology & Bioeconomics
- Environmental Technologies
- Health
- New Materials
- Information and Communication Technologies (ICT)
- Nanotechnology

### 2017 ELAN Network EVENT CALENDAR

APRIL						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY						
Mo	Tu	We	Th	Fr	Sa	Su
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE						
Mo	Tu	We	Th	Fr	Sa	Su
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY						
Mo	Tu	We	Th	Fr	Sa	Su
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30/31

OCTOBER						
Mo	Tu	We	Th	Fr	Sa	Su
1/2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

NOVEMBER						
Mo	Tu	We	Th	Fr	Sa	Su
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Country	Sector	Date
Costa Rica	Biotechnology, ICT and Renewable Energies	7-9 April, in coordination with ExpoPYME
Argentina	Renewable Energy and Industry 4.0	27-28 June, in coordination with Enterprise Europe Network Event in Industry 4.0 and Metalworking
Perú	Sustainable Cities	4-5 July, in coordination with Expo Energy Efficiency-EEE 2017
Brazil	Health and Biotechnology	5-6 October
Chile	Renewable Energy	23-24 October, in coordination with ExpoERN 2017
Colombia	Information and Communication Technologies	14-15 November, in coordination with Cluster Software & TI Bogotá
México	Intelligent Tourism and Automotive	4 missions throughout the year



## ELAN Network event in Brazil 2017

### Health and biotechnology: generating new business opportunities in Brazil

São Paulo, 5-6 October 2017

The Health and Biotechnology sector (cosmetics, toiletries, pharmaceuticals, food, chemistry and health services) has been identified as one of the strategic sectors for Brazil. **This event aims to promote the generation of technology-based business opportunities between European and Brazilian companies.**

#### OBJECTIVES

- **Identify the challenges in the Health and Biotechnology sector in Brazil** and generate spaces and mechanisms to help transform these challenges into sustainable collaboration between SMEs from Europe and Brazil to develop technology-based business opportunities.
- **Consolidate collaboration areas** in business opportunities based on technology and innovation.
- **Provide a space to find the right partners** to overcome existing and future market challenges.
- **Link agents supporting business opportunity generation**, such as financial bodies, market and technology experts, initiatives for the promotion of business between Brazil and Europe, etc.
- **Generate bilateral meetings between potential European and Brazilian partners** in order to promote the co-generation of specific opportunities.

#### WHO SHOULD ATTEND?

- **Companies interested in generating technology-based business opportunities (TBBOs)** within the framework of the country challenges identified in the Health and Biotechnology sector.
- **Regional and local governments.**
- **Technological centres, universities, research institutes and other knowledge-based organisations.**
- **Clusters, business associations and other organisations supporting business.**

#### SECTORS

##### BIOTECHNOLOGY

- Cell therapy
- Regenerative medicine and tissue engineering
- Genetic and molecular testing
- Biofuels
- Foods
- Reagents
- Environment

##### HEALTH

- Medical and dental devices
- Clinical diagnostic
- e-health and m-health
- Pharmaceuticals
- Hospital and laboratory equipment
- Implants and vaccines
- Consumables



## ELAN Network event in São Paulo (Brazil) | 5-6 October 2017

### Day 1 (October 5<sup>th</sup>, 2017)

8:00 – 8:30	<b>Registration</b>
8:30 – 9:00	<b>Welcome to ELAN</b> Representatives: Anprotec, TECNALIA, Representative of European Union and FIESP
9:00 – 10:00	<b>Theme 1: Challenges of Brazil to build a successful health sector</b> The objective of this session is to present the health ecosystem in Brazil, regarding strategic plans, capacities, sectors and priority technologies, needs and challenges for the future, which offer collaboration opportunities between EU- Brazil.  Attendees will learn about recommendations to access to the Brazilian health market by building strategic partnerships. Best practices will also be shared with the audience.
<b>10:00 – 10:30 Coffee</b>	
10:30 – 11:10	<b>Theme 2: Brazilian's challenges in the biotech sector</b> The objective of this session is to present the biotech ecosystem in Brazil, regarding strategic plans, capacities, sectors and priority technologies , needs and challenges for the future, which offer collaboration opportunities between EU-Brazil.  This session will also highlight the relevance of the start up companies and the importance of venture funding, key partnerships as well as the lessons learned in the challenges to market scale.
11:10 – 11:50	<b>Theme 3: EU and Brazil regulatory barriers to growing the health sector</b> The objective of this session is to focus on regulatory hurdles faced by health industry and biotechnology sector especially with regard of legal framework.
11:50 – 12:30	<b>Theme 4: Brazilian's funding on health and biotech sector – experience &amp; future vision</b> The objective of this session is to identify the source of funding from the Brazilian organization which supports the companies to develop new product and service to the Brazilian market.  The speaker will present successful case that the funding was applied and show future perspective of public and private funding mechanism in Brazil for SMEs.  This session will also discuss the topic on joint call for proposal between Brazilian State funding agency and European funding organization
<b>12:30 – 13:30 Networking Lunch</b>	
13:30 – 15:00	<b>Elevator pitches: capacities on health and biotechnology enterprises</b> Enterprises present in 5-minutes pitches their technologies and knowledge aimed at contributing to the challenges of the Brazilian health and biotech sector.  This session will give the opportunity to the audience to identify potential partnerships and to arrange further bilateral meetings during the event (The ELAN Network organization will contact all interested participants to coordinate the presentations in advance of the event).
<b>15:00 – 15:30 Coffee Break</b>	
15:30 – 17:30	<b>Co-creation Workshop between European and Brazilian enterprises in Health and Biotechnology - pre-registration required.</b>  The objective is working together in a round table to identify new Technology Based Business Opportunities through the combination of enterprise technologies and capacities.

### Social event



ELAN Network event in São Paulo (Brazil) | 5-6 October 2017

Day 2 ( October 6<sup>th</sup>, 2017)

9:00 – 9:15	<b>Registration</b>	
9:20 – 10:10	<p><b>Theme 5: Health 4.0</b></p> <p>The objective of this session is to identify innovation and question on the future of connectivities, strategies and possibilities of the industrial revolution applied to the health sector.</p>	
<b>10:10 – 10:30 Coffee Break</b>		
10:30 – 12:30	<p><b>Theme 6: IPR Help Desk Workshop</b></p> <p>The objective of this session is to clarify the main doubts regarding intellectual property rights and technology transfer laws and regulations in Brazil.</p>	<p><b>Bilateral meetings</b></p> <p>This is the space for networking, on one-to-one meetings between EU and LAC participants, according to agenda.  <b>Meeting schedule is required through ELAN Network matchmaking tool</b></p> <p><a href="http://matchmaking.elannetwork.org/identify.php?lang=en">http://matchmaking.elannetwork.org/identify.php?lang=en</a></p>
<b>12:30– 13:30 Networking Lunch</b>		
13:30 - 15:00	<p><b>Theme 7: Horizon 2020 Workshop</b></p> <p>The objective of this workshop is to explain the scope and opportunities for joint project development presented by the EU's Horizon 2020 Programme and to share best practises to participate and overcome barriers.</p>	<p><b>Bilateral meetings</b></p> <p><a href="http://matchmaking.elannetwork.org/identify.php?lang=en">http://matchmaking.elannetwork.org/identify.php?lang=en</a></p>
<b>15:00 – 15:30 Coffee Break</b>		
15:30 - 16:30	<p><b>Bilateral meetings</b></p> <p><a href="http://matchmaking.elannetwork.org/identify.php?lang=en">http://matchmaking.elannetwork.org/identify.php?lang=en</a></p>	
<b>16:30 – 17:15 Closing Session</b>		



## ELAN Network event in São Paulo (Brazil). 5 – 6 October 2017

### General Information

<b>São Paulo</b>	São Paulo is the largest city in Brazil and the heart of financial center in Latin America, located in the south-west of Brazil. For further information on São Paulo, please visit: <a href="http://www.visitesaopaulo.com/">http://www.visitesaopaulo.com/</a>	
<b>Airport</b>	Information of the airports of São Paulo in: <a href="http://www.aeroporto guarulhos.net/en/">http://www.aeroporto guarulhos.net/en/</a> (International flight) <a href="http://www.aeroportocongonghas.net/en/">http://www.aeroportocongonghas.net/en/</a> (Domestic flight)	
<b>Airport transfer to São Paulo</b>	Taxi from the airport of São Paulo (Guarulhos-GRU) to the city center is approximately €28; Uber service is cheaper. Airport shuttle bus to the city center is available for R\$45,50 (€13). Cost of public transport in São Paulo is around €1,4.	
<b>Metropolitan area transportation</b>	São Paulo provides a good public transport system as well as wide availability of taxi, metro and Uber drivers throughout the city. For more information on prices and lines, please check: <a href="http://www.sptrans.com.br/itinerarios/">http://www.sptrans.com.br/itinerarios/</a>	
<b>Venue</b>	The event will take place at <b>FIESP (Federation of Industries of the State of São Paulo)</b> . <b>Address:</b> Av. Paulista, 1313 – 4 <sup>th</sup> and 11 <sup>th</sup> Floor, São Paulo - SP, Brazil <a href="https://goo.gl/maps/vVNUXWzKaj">https://goo.gl/maps/vVNUXWzKaj</a>	
<b>Embassies in Brazil</b>	Your country embassy or consulate can be located in: <a href="http://www.itamaraty.gov.br/en/foreign-missions-in-brazil">http://www.itamaraty.gov.br/en/foreign-missions-in-brazil</a>	
<b>Hotel in São Paulo</b>	<a href="#">Transamerica Prime International Plaza</a> (500 meters) <a href="#">Estanplaza Paulista</a> (450 meters) <a href="#">Royal Jadins Boutique</a> (400 meters)	<a href="#">Maksoud Plaza</a> (400 meters) <a href="#">Tivoli Mofarrej Sao Paulo</a> (300 meters) <a href="#">Nobile Paulista Prime</a> (500 meters)
<b>Health Risks</b>	Health risk in Brazil is low: <a href="http://wwwnc.cdc.gov/travel/destinations/traveler/none/brazil">http://wwwnc.cdc.gov/travel/destinations/traveler/none/brazil</a>	
<b>Visa</b>	Information regarding visa requirement to Brazil in: <a href="https://brazil.travisa.com/?PartnerID=TA">https://brazil.travisa.com/?PartnerID=TA</a>	
<b>B2B Meetings tool</b>	Please sign up for the matchmaking service, enabling arrangement of one-to-one meetings and supporting networking at the event. <b>Please register for the event first!</b> <a href="http://matchmaking.elannetwork.org/identificate.php?lang=en">http://matchmaking.elannetwork.org/identificate.php?lang=en</a>	
<b>Questions and info</b>	<a href="mailto:brazil@elannetwork.org">brazil@elannetwork.org</a>	
<b>Registration</b>	<a href="http://www.elannetwork.org">www.elannetwork.org</a>	
<b>Language</b>	The official languages are Portuguese and English.	
<b>Emergency contact</b>	+55 61 98427-8098, +55 61 98112-8716 (Whatsapp/WeChat) and +55 83 9100-3140 (Whatsapp)	
<b>Nearby:</b>	<a href="#">Shopping Cidade São Paulo</a> , 200 meters Onofre Pharmacy 24 hr, 50 meters Exchanges at Avenida Paulista, 1471, 100 meters	



**ELAN Network member & event organiser**

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**ELAN Network members in Brazil**



**In cooperation with**



This project is funded by the European Union