

Partnership for Prosperity in the 21st Century

Parcerias para a Prosperidade no Século XXI



2nd US-BRAZIL
INNOVATION SUMMIT

2^a BRASIL-EUA
CONFERÊNCIA de INOVAÇÃO

20-21 SEPTEMBER 2010
20 e 21 de SETEMBRO de 2010

Program / Programa



Compete.

Council on
Competitiveness



MBC
COMPETITIVE BRAZIL MOVEMENT



Brazilian Agency for Industrial Development



GEORGETOWN UNIVERSITY

2nd US-BRAZIL INNOVATION SUMMIT

2^a BRASIL-EUA CONFERÊNCIA de INOVAÇÃO

20-21 SEPTEMBER 2010
20 e 21 de SETEMBRO de 2010

Georgetown University
Conference Center
3800 Reservoir Road, NW
Washington, D.C. 20007



Program / Programa

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GEORGETOWN UNIVERSITY



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Opening Statement

Leaders in the United States and Brazil—the two largest economies in the Western Hemisphere—confront a global economy characterized as much by uncertainty as by a range of new opportunities that will underpin productivity, economic growth, and job creation in the years to come.

In an effort to understand and shape an action plan and seize on new opportunities, the Council on Competitiveness, the Brazilian Competitiveness Movement (MBC) and the Brazilian Agency for Industrial Development (ABDI) have come together to chart an action agenda to position both nations—and their citizens—for prosperity in the 21st century.

Participants in this 2nd U.S.-Brazil Innovation Summit will take a critical step together in this journey, laying out a concrete roadmap of policies and actions to redefine how our nations undertake research, do business, create the jobs of tomorrow, and address—from a systems perspective—five, inter-related “grand challenges” of the 21st century:

- How will the United States and Brazil innovate together to meet the growing global demand for energy that will spike by nearly 50 percent over the coming two decades—while sustaining other critical resources, like water?

- How will the United States and Brazil, the world’s two largest agricultural producers, feed the world when the demand for food doubles in 50 years—while also supporting advances in biosciences and next-generation biofuels?
- How will the United States and Brazil build the smartest, most resilient and most sustainable infrastructures—from transportation and logistics networks to broadband and the “cloud”—to support 21st century, innovation-based economies?
- How will leaders in the United States and Brazil cultivate creativity, innovation and entrepreneurship in a world where—for the first time in history—more people live in dense, complex, urban environments?
- How will the United States and Brazil create a platform for the most innovative mix of manufacturing and services that will create the new firms, industries and jobs of the 21st century?

Our two great nations are connected to each other—and to the rest of the world—by these common, global challenges.

But Brazil and the United States also share, more and more, a common innovation playbook to overcome these challenges and

transform them into opportunities—a playbook based on democracy, diversity, free will and entrepreneurship, all of which are built into our constitutions and cultures.

The Council on Competitiveness, MBC and ABDI have helped craft this playbook and have laid the groundwork for confronting these challenges—from our path-breaking, 2007 1st U.S.-Brazil Innovation Summit in Brasília, which was endorsed by President Bush and President Lula; to a set of 10, new-to-the-world “Innovation Learning Laboratories” that have catalyzed in just two years tangible partnerships focused on creating opportunities: from the beginning of a sister-city smart grid demonstration project to a binational incubation project geared to launch new businesses—and create new jobs—in both countries.

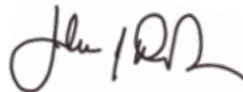
Results like these—from the 1st U.S.-Brazil Innovation Summit to the 10th Innovation Learning Laboratory—represent a break from tradition. They are, in essence, innovations in and of themselves: new, systemic, innovation-based, private and public sector partnerships for prosperity—based not on dependency but on common interests and strengths—that leaders from both nations are building together.

This 2nd U.S.-Brazil Innovation Summit will tell the story of how we are building together this new partnership and charting a course for even more innovations to come in the years ahead—which will be the foundation of productivity and prosperity in both nations, across the Americas and around the world.

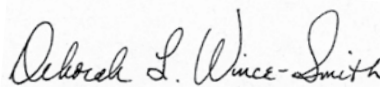
Thank you for joining us on this journey.



SAMUEL R. ALLEN
*Chairman and CEO, Deere & Company; and,
Chairman, Council on Competitiveness*



JOHN J. DEGIOIA
President, Georgetown University



DEBORAH L. WINCE-SMITH
President & CEO, Council on Competitiveness



REGINALDO ARCURI
*President, Agência Brasileira de Desenvolvimento
Industrial (ABDI)*



ERIK CAMARANO
President, Movimento Brasil Competitivo (MBC)

Declaração de Abertura

Líderes nos Estados Unidos e no Brasil—as duas maiores economias do hemisfério ocidental—enfrentam uma economia global caracterizada tanto pela incerteza como também por uma gama de novas oportunidades que sustentarão a produtividade, o crescimento e a geração de empregos nos próximos anos.

Em um esforço para entender e conformar um plano de ação que aproveite essas novas oportunidades, a Agência Brasileira de Desenvolvimento Industrial (ABDI), o Movimento Brasil Competitivo (MBC) e o Council on Competitiveness, e uniram-se para criar uma agenda de ação para colocar os dois países—e seus cidadãos—em posição de prosperidade no século XXI.

Os participantes desta 2^a Conferência de Inovação Brasil-EUA darão juntos um passo crucial nesta jornada, propondo um mapa concreto de políticas e ações para redefinir a maneira como nossas nações realizam pesquisa, fazem negócio, criam os empregos de amanhã e abordam—a partir de uma perspectiva sistêmica—cinco “grandes desafios” que ocorrem inter-relacionados no século XXI:

- Como o Brasil e os Estados Unidos realizarão em conjunto inovações para atender a uma demanda global crescente por energia, que aumentará drasticamente cerca 50% nas próximas duas décadas—e ao mesmo tempo conservar outros recursos críticos, como a água?

- Como o Brasil e os Estados Unidos, os dois maiores produtores agrícolas do mundo, alimentarão o mundo quando a demanda por alimentos duplicar em 50 anos—e ao mesmo tempo como promoverão avanços nas biociências e na próxima geração de biocombustíveis?
- Como o Brasil e os Estados Unidos construirão infraestruturas mais inteligentes, resilientes e sustentáveis—desde transportes e redes de logística até banda larga e a “computação em nuvem”—para suportar as econômicas baseadas em inovação do século XXI?
- Como os líderes do Brasil e dos Estados Unidos cultivarão a criatividade, a inovação e o empreendedorismo em um mundo onde—pela primeira vez na história—a maior parte das vive em ambientes urbanos, densos e complexos?
- Como o Brasil e os Estados Unidos criarão uma plataforma para os arranjos inovadores de manufatura e serviços que irão gerar novas firmas, indústrias e empregos no século XXI?

Nossas duas grandes nações estão ligadas entre si—e ao resto do mundo—por esses desafios globais comuns.

Mas o Brasil e os Estados Unidos também compartilham, mais e mais, uma abordagem comum para superar esses desafios e transformá-los em oportunidades—uma abordagem

baseada em democracia, diversidade, livre arbítrio e empreendedorismo, valores que se encontram incorporados em nossas constituições e culturas.

A Agência Brasileira de Desenvolvimento Industrial, o Movimento Brasil Competetivo e o Council on Competitiveness contribuíram para a construção dessa abordagem e lançaram a base para o enfrentamento desses desafios—desde a 1ª Conferência de Inovação Brasil-EUA, realizada em 2007, em Brasília, e endossada pelos presidentes Bush e Presidente Lula; até o conjunto inédito de 10 “Laboratórios de Aprendizagem em Inovação” que em apenas dois anos catalisaram parcerias tangíveis direcionadas para a criação de oportunidades: desde o lançamento de um projeto demonstração de rede elétrica inteligente envolvendo cidades irmãs até um projeto binacional de incubação voltado ao lançamento de novos negócios—e a geração de novos empregos—em ambos os países.

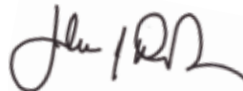
Resultados como estes—provenientes da 1ª Conferência de Inovação Brasil-EUA—representam uma ruptura com o tradicional. Essencialmente, são em si inovações: novas parcerias público-privadas, sistêmicas, baseadas em inovação e voltadas para a prosperidade—baseadas não na dependência mas sim em interesses e pontos fortes comuns—que os líderes dos dois países vem construindo em conjunto.

Esta 2ª Conferência Brasil-EUA de Inovação contará a história de como estamos construindo em conjunto esta nova parceria e delineamento um percurso para que ocorram ainda mais inovações nos próximos anos—as quais irão prover as bases futuras para a produtividade e a prosperidade nos dois países, em todo hemisfério e ao redor do mundo.

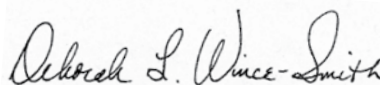
Obrigado por seguirem conosco nesta jornada.



SAMUEL R. ALLEN
*Chairman and CEO, Deere & Company;
and, Chairman, Council on Competitiveness*



JOHN J. DEGIOIA
President, Georgetown University



DEBORAH L. WINCE-SMITH
President & CEO, Council on Competitiveness



REGINALDO ARCURI
President, Agência Brasileira de Desenvolvimento Industrial (ABDI)



ERIK CAMARANO
President, Movimento Brasil Competetivo (MBC)

Agenda / Programação

Day 1 Agenda

Monday, September 20

Georgetown University Conference Center

AFTERNOON

- 2:00 A series of optional and concurrent “Mini-Innovation Learning Laboratories”**
- Accelerating Innovation: Technology Transfer & Commercialization
Co-chairs:
 - Ms. Julia Rosen, Assistant Vice President of Innovation and Entrepreneurship, Arizona State University
 - Dr. Claudia Stewart, Vice President for Technology Commercialization, Georgetown University
 - Dr. Rubén Dario Sinisterra, President, Fortec
 - Business/Technology Roundtable: Energy/Smart Grid
Co-chairs:
 - Dr. Ray O. Johnson, Senior Vice President and Chief Technology Officer, Lockheed Martin Corporation
 - Mr. Marco Antonio Rodrigues da Cunha, Chief Corporate Management Officer, CEMIG
 - Business/Technology Roundtable: New Materials
Chair:
 - Mr. Luis Fernando Cassineli, Chief Technology Officer, Braskem
 - Business/Technology Roundtable: Investment & Risk Capital for Innovation
Co-chairs:
 - Mr. Michael Nicklas, Founder and Managing Director, SocialSmart Ventures
 - Mr. Ronald Dauscha, CEO, International Innovation Center (C2i)

Dia 1 Programação

Segunda-feira, 20 de Setembro

Centro de Conferências—Georgetown University

TARDE

- 14h00 Série de “Mini Laboratórios de Aprendizado de Inovação” e reuniões estratégicas simultâneos para os participantes**
- Acelerando a Inovação: Transferência de Tecnologia e Comercialização
Co-chairs:
 - Ms. Julia Rosen, Assistant Vice President of Innovation and Entrepreneurship, Arizona State University
 - Dr. Claudia Stewart, Vice President for Technology Commercialization, Georgetown University
 - Dr. Rubén Dario Sinisterra, President, Fortec
 - Mesa Redonda de Negócios/Tecnologia: Eficiência Energética e Redes Inteligentes
Co-chairs:
 - Dr. Ray O. Johnson, Senior Vice President and Chief Technology Officer, Lockheed Martin Corporation
 - Mr. Marco Antonio Rodrigues da Cunha, Chief Corporate Management Officer, CEMIG
 - Mesa Redonda de Negócios/Tecnologia: Novos Materiais
Chair:
 - Mr. Luis Fernando Cassineli, Chief Technology Officer, Braskem
 - Mesa Redonda de Negócios/Tecnologia: Clima de Investimento e Riscos para a Inovação
Co-chairs:
 - Mr. Michael Nicklas, Founder and Managing Director, SocialSmart Ventures
 - Mr. Ronald Dauscha, CEO, International Innovation Center (C2i)

Day 1 Agenda

Monday, September 20

Georgetown University Conference Center

- Brazil Diaspora
Chair:
 - Ambassador André Amado, Sub Secretary General of Energy and High Technology Affairs, Ministry of Foreign Affairs
- Innovation, Law & Development Symposium
Co-chairs:
 - Mr. Reginaldo Arcuri, President, Brazilian Agency for Industrial Development
 - Ambassador Ira Shapiro, Partner, Greenberg Traurig LLPKeynote Presentations:
 - The Honorable Ellen Gracie Northfleet, The Supreme Court of Brazil
 - Judge Peter Messitte, United States District Court for the District of MarylandComments:
 - Mr. Pedro Abramovay, National Secretary of Justice, Brazilian Ministry of Justice
 - Mr. Beto Vasconcelos, Under Secretary for Judicial Affairs of the Presidency of the Republic, Casa Civil
 - Mr. Gary Horlick, Attorney at Law

4:30 Break

EVENING

6:00 Opening Remarks

- Dr. John J. “Jack” DeGioia, President, Georgetown University

9:30 Adjourn

Dia 1 Programação

Segunda-feira, 20 de Setembro

Centro de Conferências—Georgetown University

- A Diáspora Brasileira
Chair:
 - Ambassador André Amado, Sub Secretary General of Energy and High Technology Affairs, Ministry of Foreign Affairs
- Simpósio de Inovação, Direito e Desenvolvimento
Co-chairs:
 - Mr. Reginaldo Arcuri, President, Brazilian Agency for Industrial Development
 - Ambassador Ira Shapiro, Partner, Greenberg Traurig LLPKeynote Presentations:
 - The Honorable Ellen Gracie Northfleet, The Supreme Court of Brazil
 - Judge Peter Messitte, United States District Court for the District of MarylandComments:
 - Mr. Pedro Abramovay, National Secretary of Justice, Brazilian Ministry of Justice
 - Mr. Beto Vasconcelos, Under Secretary for Judicial Affairs of the Presidency of the Republic, Casa Civil
 - Mr. Gary Horlick, Attorney at Law

16h30 Intervalo

NOITE

18h00 Recepção de Boas-Vindas e Jantar de Abertura

- Dr. John J. “Jack” DeGioia, President, Georgetown University

21h30 Adjourn

Day 2 Agenda

Tuesday, September 21

Georgetown University Conference Center

MORNING

- 7:30 Good Morning**
Registration and Networking Breakfast
- 8:00 Opening Remarks**
- Dr. John J. “Jack” DeGioia, President, Georgetown University
 - Mr. Samuel R. Allen, Chairman and Chief Executive Officer, Deere & Company; and Chairman, Council on Competitiveness
 - His Excellency Miguel Jorge, Minister of Development, Industry and Foreign Trade, Government of Brazil
 - Ambassador Miriam Sapiro, Deputy U.S. Trade Representative, Office of the United States Trade Representative
 - His Excellency Thomas A. Shannon, Jr., U.S. Ambassador to Brazil
 - Mr. Robson Andrade, President, National Confederation of Industry (CNI)
- 8:30 Where We Have Been—and Where We Are Going?**
- The Honorable Deborah L. Wince-Smith, President & Chief Executive Officer, Council on Competitiveness
 - Mr. Erik Camarano, President, Brazilian Competitiveness Movement
 - Mr. Reginaldo Arcuri, President, Brazilian Agency for Industrial Development
- 9:00 Energy and Water Are Everything: How Do We Meet Global Demand and Manage Critical Resources?**
Moderator: The Honorable Alexander “Andy” A. Karsner, Executive Chairman, Manifest Energy
- Mr. Carlos Tadeu da Costa Fraga, Executive Manager, Petrobrás Research and Development Center (CENPES), Petróleo Brasileiro S.A
 - Mr. Billy Glover, Managing Director, Environment and Aviation Policy Team, Boeing Commercial Airplanes

Dia 2 Programação

Terça-feira, 21 de Setembro

Centro de Conferências—Georgetown University

MANHÃ

- 7h30 Bom dia!**
Registro e café da manhã com Networking
- 8h00 Palavras de Abertura**
- Dr. John J. “Jack” DeGioia, President, Georgetown University
 - Sr. Samuel R. Allen, Chairman and Chief Executive Officer, Deere & Company
 - Sua Excelência Miguel Jorge, Ministro do Desenvolvimento Indústria e Comércio Exterior, Governo do Brasil
 - Embaixadora Miriam Sapiro, Deputy U.S. Trade Representative, Office of the United States Trade Representative
 - Sua Excelência Thomas A. Shannon, Embaixados dos EUA no Brasil
 - Sr. Robson Andrade, Presidente, Confederação Nacional da Indústria (CNI)
- 8h30 Onde estivemos—e para onde vamos?**
- Excelentíssima Senhora Deborah L. Wince-Smith, President & Chief Executive Officer, Council on Competitiveness
 - Sr. Erik Camarano, Presidente, Movimento Brasil Competitivo
 - Sr. Reginaldo Arcuri, Presidente, Movimento Brasil Competitivo
- 9h00 Energia e Água são Tudo: Como atender a demanda global e gerir recursos cruciais?**
Moderador: The Honorable Alexander “Andy” A. Karsner, Executive Chairman, Manifest Energy
- Sr. Carlos Tadeu da Costa Fraga, Gerente Executivo do Centro de Pesquisas e Desenvolvimento, Petrobrás, Petróleo Brasileiro S.A
 - Sr. Billy Glover, Managing Director, Environment and Aviation Policy Team, Boeing Commercial Airplanes

Day 2 Agenda

Tuesday, September 21

Georgetown University Conference Center

- Dr. Ray O. Johnson, Senior Vice President and Chief Technology Officer, Lockheed Martin Corporation
- Mr. Ubirajara Rocha Meira, Chief Technology Officer, Eletrobrás S.A.
- Mr. James B. Milliken, President, University of Nebraska
- Dr. Ronaldo Mota, Innovation and Technology Secretary, Ministry of Science and Technology
- Mr. James Pessoa, President and Chief Executive Officer, Vale Energy Solutions (VSE)
- Dr. Alan Shaw, President and Chief Executive Officer, Codexis, Inc.

Comments:

- Dr. Marcelo Drügg Barreto Vianna, Partner, ERS–Sustainability & Corporate Social Responsibility Services, Deloitte Touche Tohmatsu
- Dr. Fernando Galembeck, Professor, University of Campinas (UNICAMP)

10:30 Break

11:00 Hunger and Health: How Do We Feed the World and Innovate at the Frontier of Biosciences?

Moderator: Dr. Lou Anna K. Simon, President, Michigan State University

- Mr. Samuel R. Allen, Chairman and Chief Executive Officer, Deere & Company; and, Chairman, Council on Competitiveness
- Dr. Uma Chowdhry, Chief Science and Technology Officer, Emeritus, DuPont
- Dr. Kepler Euclides Filho, Executive Director, Embrapa
- Dr. Harold Schmitz, Chief Science Officer, Mars, Inc.
- Ms. Telma Sinicio, Vice President Global Innovation, Natura Cosméticos
- Dr. William R. “Randy” Woodson, Chancellor, North Carolina State University

Comments:

- Mr. Tiago Maranhão Alves, CEO, Csem Brasil
- Dr. Francelino José Lamy de Miranda Grando, Secretary of Innovation, MDIC

Dia 2 Programação

Terça-feira, 21 de Setembro

Centro de Conferências–Georgetown University

- Dr. Ray O. Johnson, Senior Vice President and Chief Technology Officer, Lockheed Martin Corporation
- Sr. Ubirajara Rocha Meira, Diretor de Tecnologia, Eletrobrás S.A.
- Sr. James B. Milliken, President, University of Nebraska
- Dr. Ronaldo Mota, Secretário de Tecnologia e Inovação, Ministério de Ciência e Tecnologia
- Sr. James Pessoa, President and Chief Executive Officer, Vale Soluções em Energia (VSE)
- Dr. Alan Shaw, President and Chief Executive Officer, Codexis, Inc.

Comentários:

- Dr. Marcelo Drügg Barreto Vianna, Partner, ERS–Sustainability & Corporate Social Responsibility Services, Deloitte Touche Tohmatsu
- Dr. Fernando Galembeck, Professor, University of Campinas (UNICAMP)

10h30 Intervalo

11h00 Fome e Saúde: Como alimentar o mundo e inovar na fronteira da biociência?

Moderador: Dra. Lou Anna K. Simon, President, Michigan State University

- Sr. Samuel R. Allen, Chairman and Chief Executive Officer, Deere & Company
- Dra. Uma Chowdhry, Chief Science and Technology Officer, Emeritus, DuPont
- Dr. Kepler Euclides Filho, Diretor Executivo, Embrapa
- Dr. Harold Schmitz, Chief Science Officer, Mars, Inc.
- Sra. Telma Sinicio, Vice Presidente de Inovation, Natura Cosméticos
- Dr. William R. “Randy” Woodson, Chancellor, North Carolina State University

Comentários:

- Sr. Tiago Maranhão Alves, CEO, Csem Brasil
- Dr. Francelino José Lamy de Miranda Grando, Secretary of Innovation, MDIC

Day 2 Agenda

Tuesday, September 21

Georgetown University Conference Center

AFTERNOON

12:00 Leadership Dialogue

- His Excellency Mauro Vieira, Ambassador of Brazil to the United States
- Mr. Robson Andrade, President, National Confederation of Industry (CNI)

12:30 Luncheon Keynote

- The Honorable James B. Steinberg, Deputy Secretary of State, U.S. Department of State

1:45 Smart Places: How Do We Foster Creativity and Innovation in a World of Rapid Urbanization?

Moderator: Dr. Eduardo da Costa, Innovation Director, Finep—Research and Projects Financing

- Mr. James K. Clifton, Chief Executive Officer, Gallup Inc.
- Dr. Michael M. Crow, President, Arizona State University
- Mr. Meyer S. “Sandy” Frucher, Vice Chairman, The NASDAQ OMX Group, Inc.
- Mr. Paul Mascarenas, Vice President, Engineering—Global Product Development, Ford Motor Company
- Mr. Lee McIntire, Chairman and Chief Executive Officer, CH2M HILL
- Mr. Hermann Ponte e Silva, Executive Vice President for Organization and Human Resources, Embraer
- Ms. Patricia M. Splinter, Chief Operating Officer and Managing Partner, VantagePoint Venture Partners
- Dr. Frank Trocki, Chancellor, Montana State University-Northern

Comments:

- Ms. Flávia Grosso, Superintendent, Free Zone of Manaus

Dia 2 Programação

Terça-feira, 21 de Setembro

Centro de Conferências—Georgetown University

TARDE

12h00 Diálogo de Liderança

- Sua Excelência Mauro Vieira, Embaixador do Brasil nos Estados Unidos
- Sr. Robson Andrade, Presidente, Confederação Nacional da Indústria (CNI)

12h30 Almoço de trabalho (Keynote)

- Excelentíssimo Senhor James B. Steinberg, Deputy Secretary of State, U.S. Department of State

13h45 Locais Inteligentes: como promover a criatividade em um mundo de rápida urbanização?

Moderador: Dr. Eduardo da Costa, Diretor de Inovação, Finep—Financiadora de Pesquisas e Projetos

- Sr. James K. Clifton, Chief Executive Officer, Gallup Inc.
- Dr. Michael M. Crow, President, Arizona State University
- Sr. Meyer S. “Sandy” Frucher, Vice Chairman, The NASDAQ OMX Group, Inc.
- Sr. Paul Mascarenas, Vice President, Engineering—Global Product Development, Ford Motor Company
- Sr. Lee McIntire, Chairman and Chief Executive Officer, CH2M HILL
- Sr. Hermann Ponte e Silva, Executivo Vice Presidente de Organização, Processos e Sistemas de Informação, Embraer
- Sra. Patricia M. Splinter, Chief Operating Officer and Managing Partner, VantagePoint Venture Partners
- Dr. Frank Trocki, Chancellor, Montana State University-Northern

Comentários:

- Sra. Flávia Grosso, Superintendent, Free Zone of Manaus

Day 2 Agenda

Tuesday, September 21

Georgetown University Conference Center

2:45 Leadership Dialogue: The New, Innovation-Based U.S.-Brazil Commercial Dialogue

Moderator: The Honorable Deborah L. Wince-Smith, President & Chief Executive Officer, Council on Competitiveness

- Mr. Antônio Henrique Silveira, Secretary for Economic Monitoring, SEAE, Ministry of Finance
- The Honorable Mr. Francisco Sánchez, Under Secretary of Commerce for International Trade, U.S. Department of Commerce, International Trade Administration
- Dr. Welber Barral, Foreign Trade Secretary, Ministry of Development, Industry and Foreign Trade

3:15 Break

3:30 Afternoon Perspective: Financing Innovation in Brazil

- Dr. Rogério Studart, Alternate Executive Director for Brazil, The World Bank
- Dr. Luis Fernandes, President, Finep—Research and Projects Financing

3:45 Smart Infrastructure for Innovation: What is in the 21st Century Toolbox?

Moderator: Mr. Carlos Dominguez, Senior Vice President, Office of the Chairman and CEO, Cisco

- Mr. Cristiano Amon, Senior Vice President of Product Management, Qualcomm CDMA Technologies, QUALCOMM, Inc
- Mr. Mariano de Beer, Diretor Geral, Telefônica do Brasil
- Ms. Mindel De La Torre, Chief, International Bureau, Federal Communications Commission
- The Honorable Patrick D. Gallagher, Director, National Institute of Standards and Technology, U.S. Department of Commerce
- Dr. João Alziro Herz da Jornada, Presidente, Inmetro
- Mr. Carlos Seara da Costa Pinto, CEO, Bematech S/A
- Mr. Kyle Ryland, Managing Director, Silver Lake Sumeru

Dia 2 Programação

Terça-feira, 21 de Setembro

Centro de Conferências—Georgetown University

14h45 Diálogo de Liderança: o novo diálogo Brasil-Estados Unidos baseado em inovação

Moderadora: Excelentíssima Senhora Deborah L. Wince-Smith, President & Chief Executive Officer, Council on Competitiveness

- Sr. Antônio Henrique Silveira, Secretary for Economic Monitoring, SEAE, Ministry of Finance
- Excelentíssimo Senhor Francisco Sánchez, Under Secretary of Commerce for International Trade, U.S. Department of Commerce, International Trade Administration
- Exceletíssimo Senhor Welber Barral, Secretário do Comércio Exterior, Ministério do Desenvolvimento, Indústria e Comércio Exterior

15h15 Intervalo

15h30 Visão para o Futuro

- Dr. Rogério Studart, Alternate Executive Director for Brazil, The World Bank
- Dr. Luis Fernandes, President, Finep—Research and Projects Financing

15h45 Infraestrutura Inteligente para a Inovação: o que tem na caixa de ferramentas do século XXI?

Moderador: Sr. Carlos Dominguez, Senior Vice-President, Office of the Chairman and CEO, Cisco

- Sr. Cristiano Amon, Senior Vice President of Product Management, Qualcomm CDMA Technologies, QUALCOMM, Inc
- Sr. Mariano de Beer, Diretor Geral, Telefônica do Brasil
- Sra. Mindel De La Torre, Chief, International Bureau, Federal Communications Commission
- Exceletíssimo Patrick D. Gallagher, Director, National Institute of Standards and Technology, U.S. Department of Commerce
- Dr. João Alziro Herz da Jornada, Presidente, Inmetro
- Sr. Carlos Seara da Costa Pinto, Diretor Presidente, Bematech S/A
- Sr. Kyle Ryland, Managing Director, Silver Lake Sumeru

Day 2 Agenda

Tuesday, September 21

Georgetown University Conference Center

- Mr. David L. Shuler, Managing Director, Alliance and Venture Management, CME Group

Comments:

- Dr. Lucia Melo, President, CGEE

4:45 Making Things: What Does Manufacturing Look Like in the 21st Century—and How Can the United States and Brazil Lead?

Moderator: Dr. João Carlos Ferraz, Director, BNDES

- Mr. David Arkless, President, Global Corporate & Government Affairs, Manpower, Inc.
- Mr. Thomas R. Baruch, Founder and Managing Director, CMEA Capital
- Mr. Ricardo Felizzola, Founder and Associate of ALTUS, Teikon and HT Micron; Coordinator, CITEC-FIERGS
- Dr. Mark Little, Senior Vice President and Director of GE Global Research, General Electric Company
- Mr. James Phillips, Chairman, NanoMech
- Dr. Jan F. Simek, Interim President, The University of Tennessee

Comments:

- Dr. Carlos Américo Pacheco, Professor, University of Campinas (UNICAMP)

5:45 The Next Chapter in the U.S.–Brazil Innovation Journey: 2011 and Beyond

- Mr. Samuel R. Allen, Chairman and Chief Executive Officer, Deere & Company; and, Chairman, Council on Competitiveness
- His Excellency Thomas A. Shannon, U.S. Ambassador to Brazil
- Mr. Erik Camarano, President, Brazilian Competitiveness Movement
- Mr. Reginaldo Arcuri, President, Brazilian Agency for Industrial Development
- The Honorable Deborah L. Wince-Smith, President & Chief Executive Officer, Council on Competitiveness
- Dr. John J. “Jack” DeGioia, President, Georgetown University

Dia 2 Programação

Terça-feira, 21 de Setembro

Centro de Conferências—Georgetown University

- Sr. David L. Shuler, Managing Director, Alliance and Venture Management, CME Group

Comentários:

- Dra. Lucia Melo, President, CGEE

16:45 Fabricar Coisas: como é a manufatura do século XXI—e com os Estados Unidos e o Brasil conseguirão liderar?

Moderador: Dr. João Carlos Ferraz, Director, BNDES

- Sr. David Arkless, President, Global Corporate & Government Affairs, Manpower, Inc.
- Sr. Thomas R. Baruch, Founder and Managing Director, CMEA Capital
- Sr. Ricardo Felizzola, Founder and Associate of ALTUS, Teikon and HT Micron; Coordinator, CITEC-FIERGS
- Dr. Mark Little, Senior Vice President and Director of GE Global Research, General Electric Company
- Sr. James Phillips, Chairman, NanoMech
- Dr. Jan F. Simek, Interim President, The University of Tennessee

Comentários:

- Dr. Carlos Américo Pacheco, Professor, University of Campinas (UNICAMP)

17h45 Sessão de Encerramento e Próximos Passos

- Sr. Samuel R. Allen, Chairman and Chief Executive Officer, Deere & Company
- Sua Excelência Thomas A. Shannon, Embaixador dos EUA no Brasil
- Sr. Erik Camarano, Presidente, Movimento Brasil Competitivo
- Sr. Reginaldo Arcuri, Presidente, Agência Brasileira para o Desenvolvimento Industrial
- Excelentíssima Senhora Deborah L. Wince-Smith, President & Chief Executive Officer, Council on Competitiveness
- Dr. John J. “Jack” DeGioia, President, Georgetown University

Panelists / Palestrantes



Mr. Samuel R. Allen
Chairman and CEO, Deere & Company

Sam Allen is chairman and chief executive officer of Deere & Company, a position he has held since February 2010.

Allen was named president and chief executive officer in August 2009 and became president and chief operating officer and a member of the company's board of directors in June 2009. Previously, he headed Deere's construction and forestry operations and also was responsible for the company's power-systems business. He has been a senior officer at the company since 2001.

Allen is a 1975 graduate of Purdue University with a bachelor's degree in industrial management. He is a native of Sumter, South Carolina.

He is also a member of the board of directors of Whirlpool Corporation and serves as chairman of the Council on Competitiveness.

Sam Allen é presidente e diretor presidente da empresa Deere & Company, cargo que ocupa desde fevereiro de 2010.

Allen foi nomeado presidente e diretor presidente em agosto de 2009, tendo sido presidente e diretor de operações, além de membro do conselho de diretores da empresa, desde junho de 2009. Anteriormente, dirigia as operações florestais e de construção da Deere, sendo também responsável pelos negócios da empresa na área de power systems. Faz parte da equipe de altos funcionários da empresa desde 2001.

Allen formou em 1975 pela Purdue University, com o título de Bacharel em Gestão Industrial. Ele nasceu em Sumter, Carolina do Sul.

Sam Allen também é membro do conselho de diretores da Whirlpool Corporation e exerce a função de presidente do Council on Competitiveness.



Dr. João Alziro Herz da Jornada
President, INMETRO

Dr. João Alziro Herz da Jornada is the President of INMETRO (Brazilian National Institute of Metrology, Standardization and Industrial Quality) and Full Professor at the Physics Institute of the Federal University of Rio Grande do Sul (UFRGS). He earned a Ph.D. in Physics from UFRGS and a Post-Doctorate Degree from NIST, in the United States. He is a researcher in fields of Condensed Matter Physics and Materials Science. He received an award from the Foundation for the Support of Research of Rio Grande do Sul (FAPERGS) for being a prominent researcher in the fields of Physics and Astronomy. He is a member of the Brazilian National Order of the Scientific Merit, as Grand Cross; Member of the Air Force Order of Merit, as Commander; Tenured Member of the Brazilian Science Academy; Member of the Order of Rio Branco, as Commander, and Member of the Third World Academy of Sciences (TWAS).

Presidente do INMETRO; Professor Titular do Instituto de Física da UFRGS; Doutor em Física pela UFRGS, com Pós-Doutorado no NIST/EUA; Pesquisador nas áreas de Física da Matéria Condensada e Ciência dos Materiais; Recebeu o prêmio FAPERGS de pesquisador destaque na área de Física e Astronomia; Membro da Ordem Nacional do Mérito Científico na Classe Grã Cruz; Membro da Ordem do Mérito Aeronáutico, no grau de Comendador; Membro Titular da Academia Brasileira de Ciências, Membro da Ordem de Rio Branco, no grau de Comendador. Membro da TWAS - Academia de Ciências dos Países em Desenvolvimento.



Mr. Cristiano Amon

Senior Vice President, Cellular Products Group, Qualcomm CDMA Technologies

Cristiano Amon serves as Senior Vice President of Product Management of Qualcomm CDMA Technologies (QCT), the world's largest provider of wireless chipsets and software solutions. In his role, Amon is responsible for the Cellular Products Group (CPG), managing QCT's core business and product roadmaps. CPG products enable the majority of today's leading mobile 3G devices worldwide.

In addition, Amon's organization has been managing the business development and strategic relationship activities with carriers worldwide.

Cristiano's experience within the mobile industry also includes time spent as Chief Technology Officer of Vésper; Vice President of Technology at VeloCom; Senior Director of Operations in Latin America for Ericsson's CDMA unit; and part of Systems Engineering and Product Management for the Mobile Communications Division of NEC Corporation.

Cristiano holds a BS in Electrical Engineering from UNICAMP in São Paulo, Brazil.

Cristiano Amon é Vice Presidente Sênior de Gestão de Produtos da Qualcomm CDMA Technologies (QCT), o maior provedor do mundo de chipsets sem fio e soluções de software. Nessa função, Amon é responsável pelos Produtos Celulares do Grupo (CPG) e pela gestão do núcleo de negócios e do desenvolvimento de produtos da QCT. Os produtos CPG propulsionam a maioria dos principais dispositivos móveis 3G do mundo.

Além disso, a organização de Amon vem gerindo o desenvolvimento de negócios e as atividades de relacionamento estratégico com operadoras em todo o mundo.

A experiência de Cristiano no setor de serviços móveis inclui o cargo de Diretor de Tecnologia da Vésper; Vice Presidente de Tecnologia da VeloCom; Diretor Sênior de Operações na América Latina para a unidade CDMA da Ericsson; e membro da equipe de Engenharia de Sistemas e Gestão de Produtos da Divisão de Comunicações Móveis da Corporation.

Cristiano é Bacharel em Engenharia Elétrica pela UNICAMP em São Paulo.



Mr. Robson Braga de Andrade

President, National Confederation of Industry (CNI)

Robson Braga de Andrade is acting president of the National Confederation of Industry (CNI) and also its president-elect, scheduled to take office in October 2010. He is a member of the Center for the Study of Brazilian Reality, the Council of Economic and Social Development of the State of Minas Gerais, and director of the Latin America Business Council (CEAL).

In the private sector, he is CEO of Orteng–Equipamentos e Sistemas Ltda., a Brazilian provider of Integrated Energy and Automation Systems, operating in the energy, oil, steel, gas, mining, sanitation, telecommunications, and transportation sectors. He is a mechanical engineer with a degree from UFMG.

Robson Braga de Andrade é presidente em exercício da Confederação Nacional da Indústria (CNI) e presidente eleito da entidade, com posse agendada para outubro de 2010. É membro do Centro de Estudos da Realidade Brasileira, do Conselho de Desenvolvimento Econômico e Social do Estado de Minas Gerais e diretor do Conselho de Empresários da América Latina (CEAL).

No setor privado, é diretor presidente da ORTENG–Equipamentos e Sistema Ltda, empresa brasileira fornecedora de Sistemas Integrados de Energia e Automação, com atuação nos setores de energia, petróleo, siderurgia, gás, mineração, saneamento, telecomunicações e transportes. É engenheiro mecânico formado pela UFMG.



Mr. Reginaldo Braga Arcuri

President, Brazilian Agency for Industrial Development

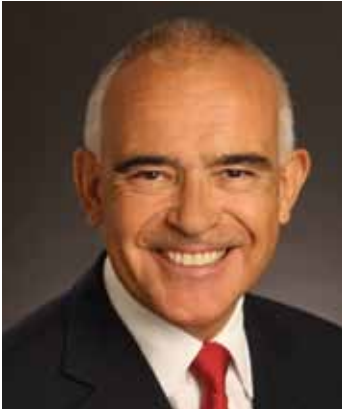
Reginaldo Braga Arcuri was nominated president of the Brazilian Agency for Industrial Development (ABDI) in June 2007. He is also the president of the Fiscal Council for the Brazilian Economic and Social Development Bank (BNDES) and a member of the Deliberative Board for the Brazilian Micro and Small Business Support Service (Sebrae), as well as a member of the Managing Committee of the Technology Brazilian System (Sibratec) and of the Biotechnology National Committee (CNB).

Reginaldo Arcuri was also the Secretary for Development and Production of the Brazilian Ministry of Development, Industry and Foreign Trade (MDIC) (2000-2002) and the Minas Gerais Secretary of State for Industry and Trade. While at MDIC, and in partnership with the Brazilian Ministry of Foreign Affairs, he negotiated Brazil's automotive regime with Mercosul and Mexico. From 2003 to 2005, he was appointed as the Director of Mercosul Administrative Secretary, headquartered in Montevideo, Uruguay. He was also president of the Minas Gerais' Institute for Integrated Development (INDI) and Secretary of Development of the municipality of Juiz de Fora. Born in Juiz de Fora, Minas Gerais, and graduated in Law, Mr. Arcuri is Specialist in Brazilian History by the Federal Fluminense University. He is a licensed professor from the Federal University of Juiz de Fora.

Reginaldo Braga Arcuri foi nomeado presidente da Agência Brasileira de Desenvolvimento Industrial (ABDI) em junho de 2007. Atualmente, integra conselhos de importantes entidades, como o Banco Nacional de Desenvolvimento Econômico e Social (BNDES), no qual é presidente do Conselho Fiscal. Também participa como membro do Conselho Deliberativo do Serviço Brasileiro de Apoio às Micro e Pequenas Empresas (Sebrae), do Comitê do Sistema Brasileiro de Tecnologia (Sibratec) e do Comitê Nacional de Biotecnologia.

Reginaldo Arcuri atuou como secretário de Desenvolvimento e Produção do Ministério do Desenvolvimento, Indústria e Comércio Exterior—MDIC (2000-2002) e também foi secretário de Estado de Minas Gerais de Indústria e Comércio. Em sua gestão no MDIC, e em parceria com o Ministério de Relações Exteriores, negociou acordos no setor automotivo entre Brasil, Mercosul e México. Entre 2003 a 2005, exerceu o cargo de diretor da Secretaria Administrativa do Mercosul, com sede em Montevideu, Uruguai.

Ele também foi presidente do Instituto de Desenvolvimento Integrado de Minas Gerais (INDI) e secretário de Desenvolvimento do município de Juiz de Fora. Nascido em Juiz de Fora, Minas Gerais, e formado em Direito, Arcuri também é especialista em História do Brasil pela Universidade Federal Fluminense. Ele é professor licenciado da Universidade Federal de Juiz de Fora.



Mr. David Arkless

President, Global Corporate & Government Affairs, Manpower, Inc.

David Arkless holds a Bachelor's degree, University of Durham, UK; executive programmes, INSEAD and IMD. Since 1992, with Manpower, including: Senior Vice-President, Global Corporate Affairs; Member, Executive Management Team; expert on labour market trends and experience of helping countries develop labour market strategies. Member of the Advisory Board: International Organization for Migration, UN High Commission for Refugees; Education for Employment, US. Special Envoy, End Human Trafficking Now movement. Core Advisor, Private Sector Panel, UN.GIFT. Board member of Education For Employment Foundation (EFE) and Vice President of the China International Council for the Promotion of Multinational Corporations (CICPMC).

David Arkless tem diploma de Bacharel pela Universidade de Durham, no Reino Unido; programas executivos, INSEAD e IMD. Trabalha para a Manpower desde 1992, já tendo ocupado cargos como: Vice Presidente Sênior, Assuntos Corporativos Globais; Membro da Equipe de Gestão Executiva; especialista em tendências do mercado de trabalho e experiência em ajudar países no desenvolvimento de estratégias de mercado. Membro do Conselho de Assessores: Organização Internacional de Migração, Alta Comissão para Refugiados da ONU; Education for Employment, Enviado Especial dos EUA, Movimento End Human Trafficking Now. Assessor Especial, Painel do Setor Privado, GIFT da ONU. Membro do Conselho da Fundação Education For Employment (EFE) e Vice Presidente do Conselho Internacional da China para a Promoção de Corporações Multinacionais (CICPMC).



Dr. Welber Barral

Foreign Trade Secretary, Ministry of Development, Industry and Foreign Trade

Welber Barral holds a Ph.D. in International Law from the Universidade de São Paulo, a master's degree in International Relations from the Federal University of Santa Catarina and a B.A. in Law from the Universidade Estadual de Montes Claros. Since 2007, he has served as the Brazilian Secretary of Foreign Trade. Formerly, he was a professor of International Trade Law at the Federal University of Santa Catarina and a visiting professor at Penn State Law School, American University, Universidad de Valencia (Spain), and the Rio Branco Institute (the Brazilian Diplomatic Academy). He has worked for 20 years as a consultant in International Trade, as well as an arbitrator on international contracts. He has published widely in the areas of international trade, law and development, and international arbitration.

Possui graduação em Direito pela Universidade Estadual de Montes Claros, mestrado em Direito pela Universidade Federal de Santa Catarina e doutorado em Direito pela Universidade de São Paulo (1999). Atualmente é Secretário de Comércio Exterior do Ministério do Desenvolvimento, Indústria e Comércio Exterior. É Professor licenciado da UFSC, além de Professor visitante da American University (EUA), da Penn State University School of Law (EUA), da Universidad de Valencia (Espanha), e do Instituto Rio Branco. Atuou durante vinte anos como consultor de comércio internacional e árbitro em contratos internacionais. É autor de diversos livros e artigos, especialmente nas áreas de comércio internacional, direito e desenvolvimento e arbitragem internacional.



Mr. Thomas R. Baruch

Founder and Managing Director, CMEA Capital

Tom Baruch founded CMEA Capital in 1989. He heads the firm's Energy & Materials practice.

Tom holds an engineering degree from Rensselaer Polytechnic Institute and a Juris Doctor degree from Capital University.

He is a member of the Board of Trustees of Rensselaer Polytechnic Institute, the Board of Trustees of the Berkeley Institute for Synthetic Biology (BISB), the Board of Trustees of That Man May See Foundation and the Board of Trustees for UC San Diego's Dean's Leadership Council (Division of Biological Sciences). He is also a Board Member of the US Department of Commerce's National Advisory Council of Innovation and Entrepreneurship.

Tom Baruch fundou a CMEA Capital em 1989. Dirige a área de Energia e Materiais da firma.

Tom possui diploma de engenharia pelo Rensselaer Polytechnic Institute e diploma de Direito pela Capital University.

É Membro do Conselho de Curadores Rensselaer Polytechnic Institute, do Conselho de Curadores do Instituto Berkeley de Biologia Sintética (BISB), do Conselho de Curadores da Fundação That Man May See e do Conselho de Curadores do Conselho de Liderança do Decano da Universidade da Califórnia (UC) San Diego, Divisão de Ciências Biológicas. É também Membro do Conselho Nacional de Assessores de Inovação e Empreendedorismo do Departamento de Comércio dos EUA.



Mr. Erik Camarano

CEO, Brazilian Competitiveness Movement (MBC)

Economist from the University of São Paulo (USP), with doctorate from the Federal University of Rio Grande do Sul (UFRGS).

Government experience as Rio Grande do Sul State Secretary General (2008–2009), and Executive Secretary for the Sector Chambers (2007–2008). Chief economist for Agenda 2020 (2005–2007), Director at Pólo RS–Development Agency (1999–2001), economic advisor for the Federation of Industries-FIERGS (1996–1999), and for the Rio Grande do Sul State Treasury (1995–1996). Worked also an economics teacher at the Catholic University–PUCRS (1994–2000). From 2001 to 2005, he lived and worked in Norway.

Economista formado pela Universidade de São Paulo (USP), com doutorado pela Universidade Federal do Rio Grande do Sul (UFRGS).

Experiência governamental como Secretário Geral de Governo do Estado do Rio Grande do Sul (2008–2009), e Secretário Executivo para as Câmaras Setoriais (2007–2008). Economista chefe da Agenda 2020 (2005–2007), Diretor da Pólo RS–Agência de Desenvolvimento do Rio Grande do Sul (1999–2001), assessor econômico da Federação das Indústrias do Rio Grande do Sul (1996–1999), e para a Secretaria de Fazenda do Estado do Rio Grande do Sul (1995–1996). Trabalhou também como professor de economia na Pontifícia Universidade Católica (PUC–RS). De 2001 a 2005, ele morou e trabalhou na Noruega.



Dr. Uma Chowdhry

Chief Science and Technology Officer, Emeritus, DuPont

Uma Chowdhry is Chief Science & Technology Officer, Emeritus, at DuPont, a position she has held since September 1, 2010. Prior to this role, she was Senior Vice President and Chief Science and Technology Officer at DuPont, a position she held since 2006. She is responsible for the science and technology portfolio at DuPont, a \$30 billion global company with a diversified portfolio of businesses.

DuPont is positioned to have a significant impact on the megatrends shaping economies today with market driven science and technology. The business portfolio is aimed at increasing the quantity, quality and safety of food, alternate energy sources, renewably resourced materials, life and environmental protection, energy efficient materials, and materials to enhance electronic connectivity. Uma is focused on the growth potential and impact of DuPont's market driven innovation portfolio, and on globalizing the science and technology organization. In addition to her role at DuPont, Uma is a member of the National Academy of Engineering, the American Academy of Arts and Sciences, Fellow of the American Ceramic Society, a member of the board of LORD corporation, and serves on University and Government advisory boards.

Uma Chowdhry é Diretora de Ciência e Tecnologia Emeritus da DuPont, cargo que exerce desde 1 de Setembro de 2010. Antes de assumir esse cargo, foi Vice Presidente Sênior e Diretora de Ciência e Tecnologia da DuPont, cargo que exerce desde 2006. Ela é responsável pela pasta de ciência e tecnologia da DuPont, empresa multinacional com mais de (USD) \$30 bilhões e um portfólio diversificado de negócios.

A DuPont está bem posicionada para exercer impacto importante nas mega tendências que conformam a economia atual, mediante o uso de ciência e tecnologia orientada para o mercado. O portfólio de negócios da empresa é voltado para o aumento da quantidade, qualidade e segurança alimentar, fontes alternativas de energia, materiais de recursos renováveis, proteção ambiental e da vida, materiais com energia eficiente e materiais para ampliar a conectividade eletrônica. Uma concentra-se no potencial de crescimento e impacto do portfólio de inovação DuPont, direcionado pelo mercado, e em globalização da organização de ciência e tecnologia. Além de suas funções na DuPont, Uma é membro na Academia Nacional de Engenharia, da Academia Americana de Artes e Ciências, Pesquisadora da American Ceramic Society e membro do conselho da LORD Corporation, além de servir no conselho assessor do governo e de universidades.



Mr. James K. Clifton
CEO, Gallup Inc.

Since 1988, Jim Clifton has served as CEO of Gallup, a leader in organizational consulting and public opinion research. His most recent innovation, the Gallup World Poll, is designed to give the world's 6 billion citizens a voice in virtually all key global issues. Mr. Clifton has pledged to continue this effort to collect world opinion for 100 years in 150 countries.

Under Clifton's leadership, Gallup has grown fifteenfold and he has expanded Gallup from a predominantly U.S.-based company to a worldwide organization with 40 offices in 30 countries.

Mr. Clifton is also the creator of The Gallup Path, a metric-based economic model that establishes the linkages among human nature in the workplace, customer engagement, and business outcomes. This model is used in performance management systems in more than 500 companies worldwide.

Mr. Clifton serves on several boards and is Chairman of the Thurgood Marshall College Fund. He has received honorary degrees from Jackson State, Medgar Evers and Bellevue Universities.

Desde 1988, Jim Clifton exerce o cargo de Diretor Presidente da Gallup, empresa líder em consultoria organizacional e pesquisas de opinião pública. A última novidade da empresa, a pesquisa de opinião mundial da Gallup (Gallup World Poll), foi concebida para dar aos 6 bilhões de cidadão do mundo em virtualmente todas as questões globais chaves. Jim Clifton promete continuar esses esforços de coletar opiniões mundiais por 100 anos em 150 países.

Sob a liderança de Clifton, a Gallup cresceu exponencialmente, ficando 15 vezes maior, tendo se expandido de uma empresa predominantemente Americana para uma organização mundial com 40 escritórios em 30 países.

Clifton foi também o criador do The Gallup Path, um modelo econômico métrico que estabelece ligações entre a natureza humana no local de trabalho, engajamento com os clientes e resultados de negócios. Esse modelo é utilizado em sistemas de gestão de desempenho em mais de 500 empresas em todo o mundo.

Jim Clifton serve em diversos conselhos e é Presidente do Fundo Universitário Thurgood Marshall. Foi agraciado com títulos honorários das universidades Jackson State, Medgar Evers e Bellevue.



Dr. Michael M. Crow
President, Arizona State University

Michael M. Crow became the sixteenth president of Arizona State University in 2002. He is guiding the transformation of ASU into one of the nation's leading public metropolitan research universities, an institution combining academic excellence, inclusiveness, and societal impact—a model he terms the “New American University.”

During his tenure ASU has established major transdisciplinary research initiatives and witnessed an unprecedented academic infrastructure expansion, doubling of research expenditures, and the attainment of record levels of diversity in the student body. He was previously executive vice provost of Columbia University. A fellow of the National Academy of Public Administration, he is the author of books and articles analyzing knowledge organizations and science and technology policy.

Michael M. Crow tornou-se o décimo-sexto presidente da Universidade Estadual do Arizona (ASU) em 2002. É protagonista de mudanças na ASU com vistas a transformá-la em uma das principais universidades públicas e metropolitanas na área de pesquisa, uma instituição que combine excelência acadêmica, inclusão e impacto social—modelo por ele denominado “Nova Universidade Americana”.

Durante seu mandato na ASU, criou importantes iniciativas de pesquisa multidisciplinares e supervisionou expansão sem precedentes da infraestrutura acadêmica, tendo dobrado o gasto com pesquisa e a consecução de níveis recordes de diversidade entre o corpo discente. Anteriormente foi vice-reitor da Columbia University. Como pesquisador da Academia Nacional de Administração Pública, é autor de livros e artigos que analisam as organizações de conhecimento e as políticas de ciência e tecnologia.



Dr. Eduardo da Costa

Director, 2014 Biz Project, FINEP

Dr. da Costa heads the Innovation Unit of FINEP, the Brazilian Innovation Agency, where he coordinates programs for the development of SMEs through grants, loans and VC money. Before joining FINEP, he was the founder and chairman of an international consulting and training company i-Cubo (www.icubo.com.br). The company specializes in electronic government and novel Internet applications, and is located in Belmont, MA (U.S.) and São Paulo (Brazil). As a visiting scholar at Harvard/PIRP, in Cambridge, MA (U.S.) Dr. da Costa wrote *Global E-commerce Strategies for Small Businesses* (MIT Press, June 2001). He lectures in Brazil and internationally (in the past three years in the United States, China, Spain, Portugal, Ireland, Switzerland) about e-commerce, e-government and the development of small businesses. Dr. da Costa holds a Ph.D. in Electronics from Southampton University in the U.K.

Dr. Eduardo da Costa dirige a Unidade de Inovação da FINEP, Financiadora de Estudos e Projetos, onde coordena programas para o desenvolvimento de pequenas e médias empresas, por meio de doações, empréstimos e capital de risco. Antes de trabalhar para a FINEP, foi o fundador e presidente de uma empresa internacional de consultoria e treinamento denominada i-Cubo (www.icubo.com.br). A empresa se especializa em governo eletrônico e aplicações inovadoras para a Internet, com escritórios em Belmont, Massachusetts (MA), Estados Unidos, e São Paulo, Brasil. Como pesquisador visitante da Harvard/PIRP, em Cambridge, MA, Dr. Eduardo da Costa escreveu *Global E-commerce Strategies for Small Businesses* (MIT Press, junho de 2001). Faz palestras tanto no Brasil como no exterior (nos últimos três anos nos EUA, China, Espanha, Portugal, Irlanda e Suíça) sobre e-commerce, e-governo e desenvolvimento de pequenos negócios. Dr. Eduardo da Costa tem Doutorado em Eletrônica da Southampton University, Reino Unido.



Mr. Mariano de Beer

Director Geral, Telefônica do Brasil

Mariano de Beer is Director General (CEO) of Telefônica Brasil.

Under his leadership the company implemented the Telefônica in Action program that resulted in the most successful operational turnaround of a telecommunications company in Latin America.

Mariano previously served as Managing Director for the Telefônica SMB segment in Latin America, responsible for more than 2 million customers and 4 billion dollars in revenue across Brasil, Colombia, Chile, Argentina and Peru. Prior to that, he held positions in Telefônica Brasil as VP of SMB customers, VP of Strategic Planning and VP of Residential and SOHO customers. In 1999, Mariano launched Speedy, Telefônica's broadband offering in Latin America that is to this date the leading broadband product in the region.

Before joining Telefônica, he was with at McKinsey & Co., where he specialized in the telecommunications practice.

Mariano de Beer received his MBA from Georgetown University in Washington, D.C.

Mariano de Beer é o Diretor General da Telefônica Brasil.

Sob sua liderança, a empresa implementou o programa "Telefônica em Ação" que resultou na reviravolta mais bem sucedida de uma empresa de telecomunicações da América Latina.

Mariano foi Diretor Gerente para o Segmento de SMB da Telefônica na América Latina, em que era responsável por mais de 2 milhões de clientes e US\$ 4 bilhões em receitas em todo Brasil, Colômbia, Chile, Argentina e Peru. Antes disso, ocupou diversos cargos na Telefônica Brasil, tais como Vice Presidente de Clientes de SMB, Vice Presidente de Planejamento Estratégico e Vice Presidente para Clientes Residenciais e de SOHO. Em 1999, Mariano lançou Speedy, a oferta de banda larga da Telefônica na América Latina, que é até o momento o principal produto de banda larga da região.

Antes de entrar para a Telefônica, trabalhou para a McKinsey & Co, onde se especializou em prática de telecomunicações.

De Beer possui um MBA pela Universidade de Georgetown em Washington, DC.



Ms. Mindel De La Torre

Chief, International Bureau, Federal Communications Commission

Mindel De La Torre is Chief of the International Bureau at the Federal Communications Commission (FCC) where she leads the FCC's international efforts. Additionally, She oversees licensing of international and domestic satellites, international long distance, international broadcast stations, and submarine cables.

Prior to becoming bureau chief, she was president of the Telecommunications Management Group, Inc. (TMG). Her work at TMG included advising businesses, international organizations, and regulators on issues relevant to liberalization and commercialization of the telecommunications sector.

She has been a member of various U.S. delegations to ITU conferences and participated actively in regional telecommunications organizations, such as CITELE and APEC.

Ms. De La Torre has a B.A. from Vanderbilt University and a J.D. from the University of Texas. She is a member of the Texas bar and the Federal Communications Bar Association. She speaks fluent Portuguese, French, and Spanish and is proficient in Italian.

Mindel De La Torre é a Chefe do Escritório Internacional da Comissão Federal de Comunicações (FCC) onde exerce a liderança dos esforços da FCC na área internacional. Além disso, supervisiona a concessão de licenças para satélites nacionais e internacionais, serviços de chamada de longa distância, canais de difusão internacional e cabos submarinos.

Antes de assumir esse cargo de chefia na FCC, foi presidente do Telecommunications Management Group, Inc. (TMG). Seu trabalho no TMG incluía a assessoria de empresas, organizações internacionais e órgão regulador em questões pertinentes para a liberalização e comercialização do setor de telecomunicações.

Foi membro de diversas delegações dos EUA em conferências da UIT e participou ativamente de organizações regionais de telecomunicações, como a CITELE e a APEC.

De La Torre tem título de Bacharel pela Vanderbilt University e Diploma de Direito pela Universidade do Texas. É membro da associação regional dos advogados do Texas e da Associação Federal de Advogados de Comunicação. Fala fluentemente português, francês e espanhol, com proficiência em italiano.



Dr. John J. DeGioia
President, Georgetown University

DeGioia is the 48th President of Georgetown University. Under his leadership, the University completed a one billion dollar capital campaign; launched the largest expansion of campus facilities in the institution's history; significantly increased student financial aid; and strengthened endowments for faculty research. DeGioia has also helped to deepen Georgetown's engagement with the global community, supporting initiatives ranging from interreligious dialogue to global health. Beyond the Hilltop, he is a member of the Council on Foreign Relations; Chair of the Board of Campus Compact; a board member of the Forum for the Future of Higher Education; and a board member of the Knight Commission on Intercollegiate Athletics. In 2008, DeGioia was honored by Washingtonian magazine as a "Washingtonian of the Year."

DeGioia é o 48º Presidente da Universidade de Georgetown. Sob sua liderança, a Universidade concluiu uma campanha de capital um bilhão de dólar; lançou a maior ampliação das instalações do campus da história da instituição; elevou de forma significativa a assistência financeira aos alunos; e fortaleceu as dotações para pesquisa docente. DeGioia também contribuiu para aprofundar o engajamento da Georgetown junto à comunidade global, apoiando iniciativas que variam de diálogo inter-religioso até saúde global. Além da Georgetown, é membro do Conselho de Relações Exteriores, Presidente do Conselho do Campus Compact; membro do conselho do Fórum sobre o Futuro da Educação Superior; e membro do Conselho da Comissão de Cavalheiros sobre Esportes Interuniversitários. Em 2008, DeGioia foi agraciado pela revista Washingtonian como o "Washingtoniano do Ano".



Mr. Carlos Dominguez

Senior Vice-President, Office of the Chairman and CEO, Cisco

Carlos Dominguez is a Senior Vice President in Cisco's Office of the Chairman of the Board and CEO and a technology evangelist, speaking to and motivating audiences worldwide about how technology is changing how we communicate, collaborate, and especially how we work.

Carlos gives humorous, highly-animated presentations full of deep insight into how technology, and the right culture, can transform a company and help create a very loyal and engaged customer base. Drawing from his 18 years at Cisco, he talks about how technology is impacting business—and the wider world—then is very prescriptive in describing where to start and how to use technology to be successful in the new Internet economy.

Carlos also enjoys talking about the psychology behind technology and social media; for example, why people adapt to certain technologies and social media more than others, and why video and mobility are so powerful and ubiquitous in today's world.

Carlos Dominguez é Vice Presidente Sênior do gabinete do Presidente do Conselho e Diretor Presidente da Cisco. É também palestrante motivador na área de tecnologia, falando e motivando o público em todo mundo sobre as mudanças que a tecnologia vem realizando, principalmente na forma como trabalhamos, mas também em nossas comunicações e em nossa colaboração com os outros.

Carlos realiza apresentações altamente animadas e divertidas, cheias de insights profundos sobre como a tecnologia e o tipo certo de cultura podem transformar uma empresa e ajudar a criar uma base de clientes altamente leais e engajados. Com base em seus 18 anos na Cisco, Carlos explica o impacto que a tecnologia tem nos negócios—e no mundo em geral—sendo posteriormente bastante detalhista em sua descrição sobre como utilizar a tecnologia para ter sucesso na nova economia baseada na Internet.

Carlos gosta de falar sobre a psicologia que existe por traz da tecnologia e dos site de rede social; como por exemplo a forma como as pessoas se adaptam a determinadas tecnologias e redes sociais em detrimento de outras e as razões pelas quais a mobilidade e capacidade de vídeo são tão poderosas e dominantes no mundo de hoje.



Dr. Kepler Euclides Filho
Executive Director, Embrapa

Kepler Euclides Filho is an agronomist with a Ph.D. in animal breeding from the University of Florida. He has been at Embrapa since 1975 where he played a central role in the development of the Embrapa Beef Cattle Research Center, leading the Embrapa Program for Beef Quality and coordinating several crossbreeding projects which resulted in positive impacts on the beef supply chain in Brazil. In addition, he has served as president of the Foundation to Support the Development of Science and Technology of the State of Mato Grosso do Sul, president of the Brazilian Society of Animal Breeding, Executive Secretary of the Regional Advisory Council of Embrapa, deputy head of research and development and head of Embrapa Beef Cattle. He is also the advisor to the Sectorial Chamber of Beef supply Chain of the Ministry of Agriculture, Livestock and Supply, and a consultant of important Animal Research Journals, as well as of CNPq, FAPESP, FINEP and other research foundations. Since 2005, he has served as Executive Director of Embrapa.

Kepler Euclides Filho é agrônomo com PhD em genética animal pela Universidade da Flórida, USA. Ele está na Embrapa desde de 1975 e desempenhou papel importante no desenvolvimento da Embrapa Gado de Corte, liderando o Programa Embrapa Carne de Qualidade e coordenando diversos projetos de cruzamentos cujos resultados tiveram impactos positivos para a cadeia produtiva da carne bovina no Brasil. Além disso, ele foi presidente da Fundação de Apoio à Ciência e Tecnologia do estado do Mato Grosso do Sul, presidente da Sociedade Brasileira de Melhoramento Animal, Secretário Executivo da Câmara Setorial da Carne Bovina do MAPA, Chefe de P&D da Embrapa Gado de Corte e Chefe Geral dessa mesma instituição. É atualmente, assessor técnico da Câmara Setorial da Carne Bovina, bem como de importantes revistas científicas e de agências como o CNPq, Fapesp, Finep e outras fundações. Desde 2005 é Diretor-executivo da Embrapa.



Mr. Ricardo Menna Barreto Felizzola

Founder and Associate of ALTUS, Teikon and HT Micron
Coordinator, CITEC-FIERGS

Ricardo Menna Barreto Felizzola is the Founder and Chairman of the Board of PARIT S/A, Founder and CEO of HT Micron Semicondutores Ltda, of Altus Sistemas de Informática SA, Altus Participações S/A and Founder of Teikon S/A. He obtained his diploma in Electrical Engineering, Electronic Emphasis, from the Universidade Federal do Rio Grande do Sul and a master's degree in computer science from the same university. He is an investor and executive of IT and automation companies in Brazil and around the world. He is the President of the Board of Directors of PGQP (Programa Gaúcho da Qualidade e Produtividade) and Vice President of the Federation of Industries of Rio Grande do Sul, where he also coordinates the Technology and Innovation Council.

Ricardo Menna Barreto Felizzola é sócio fundador e diretor das empresas de TI e automação industrial: PARIT S/A (holding que investe em empresas de TI), HT Micron Semicondutores Ltda, Altus Sistemas de Informática SA, Altus Participações S/A e é fundador da Teikon. Graduou-se em Engenharia Elétrica com ênfase em Eletrônica na Universidade Federal do Rio Grande do Sul é Mestre em Ciências da Computação pela mesma universidade. É Presidente do PGQP- Programa Gaucho da Qualidade e Produtividade e Vice-Presidente da Federação das Indústrias do Rio Grande do Sul e coordena o Conselho de Inovação e Tecnologia (CITEC) da FIERGS.



Professor Luis Fernandes

President, FINEP—Research and Projects Financing

Professor Luis Fernandes was designated President of the Brazilian Innovation Agency FINEP in June 2007. Before his present office, he held, for four years, the position of Deputy Minister for Science and Technology in Brazil's national government. Previous to that, he was the Scientific Director of the Rio de Janeiro State Foundation for the Endowment of Research (FAPERJ).

Professor Fernandes graduated in International Relations from Georgetown University, in the United States of America, in 1979 and has a Ph.D. Degree in Political Science from the University Research Institute of Rio de Janeiro (IUPERJ). He is Professor of International Relations at the Catholic University of Rio de Janeiro (PUC-Rio), at the Federal University of Rio de Janeiro (UFRJ) and at the Rio Branco Institute (IRBr) of Brazil's Ministry of External Relations.

Professor Fernandes has published extensively (books, chapters and articles) on topics related to International Politics, with special emphasis on the transformations of world order and the political economy of national development. He was a member of the Economic and Social Development Council (CDES) linked to the President's office and also National Director of the Brazilian Political Science Association (ABCP).

Professor Fernandes has received various awards for his intellectual and administrative contributions to the progress of national science, amongst these the Grand Cross distinction of the National Order of Scientific Merit, the Grand Officer distinction of the Rio Branco Order, and the Grand Officer distinction of the National Order of Defense.

O Dr. Luis Fernandes é Presidente da Financiadora de Estudos e Projetos—FINEP desde junho de 2007. É formado em Relações Internacionais pela Universidade de Georgetown, nos Estados Unidos, e Doutor em Ciência Política pelo Instituto Universitário de Pesquisas do Rio de Janeiro (IUPERJ). É professor do Instituto de Relações Internacionais (IRI) da PUC-Rio, da Universidade Federal do Rio de Janeiro—UFRJ e do Instituto Rio Branco do Ministério de Relações Exteriores.

Antes de ser nomeado para o seu cargo atual na FINEP, foi Secretário Executivo do Ministério da Ciência e Tecnologia (MCT) desde janeiro de 2004. Foi membro do Conselho de Desenvolvimento Econômico e Social (CDES) da Presidência da República e assessor da Liderança de Governo na Câmara para temas de Política Externa e Defesa. Foi, ainda, Diretor Científico da Fundação Carlos Chagas Filho de Amparo à Pesquisa (FAPERJ) de 1999 a 2002, tendo sido, previamente, Diretor da Associação Brasileira de Ciência Política (ABCP).

Tem dezenas de livros, capítulos de livro e artigos publicados no Brasil e no exterior sobre temas variados de Política Internacional, com ênfase em estudos sobre a transformação da ordem mundial e a economia política do desenvolvimento.

Por suas contribuições intelectuais e executivas ao avanço da Ciência nacional, foi agraciado com as comendas da Grã-Cruz da Ordem Nacional do Mérito Científico, de Grande Oficial da Ordem do Rio Branco, a Medalha de Grande Oficial da Ordem do Mérito da Defesa e a Medalha da Vitória.



Dr. João Carlos Ferraz

Director, Brazilian National Bank for Economic and Social Development (BNDES)

João Carlos Ferraz is an economist with expertise in subjects associated with economic development, industrial organization, competitiveness and economics of innovation. He is the Executive Director of the Brazilian National Bank for Economic and Social Development (BNDES), responsible for the areas of Economic Research, Corporate Planning and Risk Management. He is also a member of the Executive Secretariat, as BNDES representative, and of the Brazilian Industrial Policy (PDP). He is an officer (on leave) of the UN Economic Commission for Latin America and the Caribbean (UN-ECLAC), and a professor (on leave) of the Instituto de Economia, Universidade Federal do Rio de Janeiro, Brazil.

Economista com especialidade em temas associados a desenvolvimento econômico, organização industrial, competitividade e economia da inovação. Diretor de Pesquisa, Planejamento e Gestão de Risco do BNDES, Banco Nacional de Desenvolvimento Econômico e Social. Membro da Secretaria Executiva da Política de Desenvolvimento Produtivo do Brasil, como representante do BNDES. Economista licenciado da CEPAL-ONU (Comissão Econômica para América Latina e o Caribe). Professor licenciado do Instituto de Economia, Universidade Federal do Rio de Janeiro, Brasil.



Mr. Meyer S. "Sandy" Frucher
Vice Chairman, The NASDAQ OMX Group

Meyer "Sandy" Frucher is vice chairman of The NASDAQ OMX Group. In this role, Mr. Frucher is responsible for global exchange relationships and serves as a senior advisor to NASDAQ OMX's senior management team.

From 1998, Mr. Frucher was chairman and CEO of the PHLX. Before coming to the PHLX, he served as a management consultant to major organizations and as executive vice president of development for Olympia and York. Mr. Frucher also led two major, quasi-public authorities in New York, served as president and CEO of the Battery Park City Authority and was chief labor negotiator for the state.

Mr. Frucher is the founding chairman and trustee emeritus of the Board of the Massachusetts Museum of Contemporary Art and also sits on the Board of the Saratoga Performing Arts Center. He received a Bachelor's degree in Government from Columbia University. He earned a Master of Public Administration degree from the John F. Kennedy School of Government, Harvard University.

Meyer "Sandy" Frucher é vice-presidente do Grupo NASDAQ OMX. Como vice-presidente, Frucher é responsável pelas relações globais de câmbio e serve como assessor sênior para os gerentes seniores da NASDAQ OMX.

A partir de 1998, Frucher foi presidente do conselho e diretor presidente da PHLX. Antes de trabalhar para a PHLX, era consultor de gestão para grandes organizações e vice-presidente executivo de desenvolvimento para Olympia e York. Frucher também dirigiu autarquias em Nova York, foi presidente e diretor presidente da Battery Park City Authority e negociador trabalhista chefe do estado de Nova York.

Frucher é o presidente fundador e curador emérito do Conselho do Museu de Arte Contemporânea de Massachusetts; é também membro do Conselho do Saratoga Performing Arts Center. Ele é Bacharel em assuntos governamentais pela Columbia University e obteve seu mestrado em administração pública pela John F. Kennedy School of Government da Harvard University.



The Honorable Patrick D. Gallagher

Director, National Institute of Standards and Technology, U.S. Department of Commerce

Dr. Patrick Gallagher was confirmed as the 14th Director of the U.S. Department of Commerce's National Institute of Standards and Technology (NIST) on Nov. 5, 2009. The agency promotes U.S. innovation and industrial competitiveness by advancing measurement science, standards, and technology. NIST's FY 2010 resources total approximately \$1 billion, and the agency employs about 2,900 personnel at two main locations in Gaithersburg, Md., and Boulder, Colo.

Gallagher had served as Deputy Director of NIST since 2008 and, prior to that, for four years as Director of the NIST Center for Neutron Research, a national user facility for neutron scattering.

He received his Ph.D. in Physics at the University of Pittsburgh in 1991.

Dr. Patrick Gallagher foi confirmado como o 14º Diretor do Instituto Nacional de Padrões e Tecnologia (NIST) do Departamento de Comércio dos EUA no dia 5 de novembro de 2009. Esse órgão promove a inovação e competitividade industrial dos Estados Unidos, mediante progresso nas ciências de medição, padrões e tecnologias. O NIST possui recursos totais de aproximadamente US\$ 1 bilhão para o ano fiscal de 2010 e emprega cerca de 2900 funcionários em suas duas bases, localizadas em Gaithersburg, estado de Maryland, e em Boulder, no Colorado.

Gallagher passou a servir como Diretor Alternativo da NIST a partir de 2008, tendo sido, nos quatro anos anteriores, Diretor do Centro para Pesquisa de Nêutron, uma instalação nacional de usuários para dispersão de nêutrons.

Ele recebeu seu diploma de Doutorado em Física pela Universidade de Pittsburgh em 1991.



Mr. Billy M. Glover

Vice President–Environment and Aviation Policy Boeing Commercial Airplanes,
The Boeing Company

Billy Glover is the vice president of Environment and Aviation Policy for Boeing Commercial Airplanes. In this capacity he leads an enterprise-wide team responsible for shaping global policy on critical issues affecting aviation including domestic and international policy, environmental strategy and product performance, and safety and security. Prior to his current position Glover led a cross-functional team responsible for addressing environmental issues including aircraft noise reduction, greenhouse gas emissions, alternative fuels research, and public policy and opinion. His current team continues to provide input on key product design elements for continuously improving the environmental performance of Boeing aircraft.

Glover is an associate fellow of the American Institute of Aeronautics & Astronautics and is a member of the Board of the Algal Biomass Organization. He serves on the Board of the Air Transport Action Group (ATAG). Glover is a member of the Industrial Advisory Committee for Herrick Labs, Purdue University. He joined Boeing in 1978, after graduating from Purdue University with a Master of Science in Engineering, with an emphasis in engineering acoustics. He received his Bachelor of Science in Interdisciplinary Engineering in 1976 from Purdue University. He was honored as an “Outstanding Mechanical Engineer” by Purdue University in 2008. Glover has also completed executive education studies at the Harvard Business School.

Billy Glover é Vice Presidente de Política Ambiental e de Aviação para os Aviões Comerciais da Boeing. Nessa capacidade, dirige toda a equipe da empresa responsável por formular políticas globais sobre questões cruciais que afetam a aviação, incluindo políticas nacionais e internacionais, estratégia ambiental e desempenho de produtos, bem como proteção e segurança. Antes de ocupar o cargo atual, Glover liderava a equipe multifuncional responsável por tratar de assuntos ambientais, incluindo redução do barulho das aeronaves, emissões de gases do efeito estufa, pesquisas sobre combustíveis alternativos e políticas públicas e de opinião. Sua equipe atual continua a fornecer informações sobre elementos-chaves de projetos de produtos com vistas a aprimorar continuamente o desempenho ambiental das aeronaves Boeing.

Glover é membro associado do Instituto Americano de Aviação e Aeronáutica e parte do conselho da Organização de Biomassa de Algas. Serve no Conselho do Grupo de Ação de Transportes Aéreos (ATAG) e é membro do Comitê Assessor Industrial dos Laboratórios Herrick da Purdue University. Glover começou a trabalhar na Boeing em 1978, após se formar pela Purdue University com Mestrado em Engenharia, e ênfase em acústica de engenharia. Recebeu o Título de Bacharel em Engenharia Interdisciplinar em 1976 pela Purdue University. Foi agraciado como “Outstanding Mechanical Engineer” pela Purdue University em 2008. Glover também concluiu estudos na área de formação executiva na Harvard Business School.



Dr. Francelino Grando

Secretary of Innovation, Ministry of Development, Industry and Foreign Trade

Secretary of Innovation of the Ministry of Development, Industry and Foreign Trade of the Government of Brazil. Former Secretary of Technological Development and Innovation of the Ministry of Science and Technology (2003–2005). Associate Professor, Department of Ecology, Federal University of São Carlos. Bachelor of Laws from the University of São Paulo (USP), majoring in Economic Law, holds a Ph.D. in Ecology and Natural Resources, Federal University of São Carlos (UFSCar). He is currently a Member of the following Councils and Boards: National Council of Water Resources–CNRH; Brazil Internet Steering Committee; Board of Directors of the Center for Strategic Studies and Management–CGEE; Development Committee of the Brazilian Digital Television–SBTVD; Managing Council of the Fund for the Development of Telecommunications–FUNTTEL; Advisory Board of the Studies and Projects–FINEP; and Executive Secretary of the Interministerial Group for Intellectual Property–GIPI.

Secretário de Inovação do Ministério do Desenvolvimento, Indústria e Comércio Exterior. Antigo Secretário de Desenvolvimento Tecnológico e de Inovação do Ministério de Ciência e Tecnologia (2003-05). Professor Adjunto do Departamento de Ecologia da Universidade Federal de São Carlos. Bacharel em Direito pela Universidade de São Paulo (USP), concentração em Direito Econômico, com Doutorado em Ecologia e Recursos Naturais pela Universidade Federal de São Carlos (UFSCar). É atualmente membro dos seguintes Conselhos: Conselho Nacional de Recursos Hídricos (CNRH); Comitê Diretor da Internet (Brasil); Conselho de Diretores do Centro de Gestão e Estudos Estratégicos (CGEE); Comitê de Desenvolvimento da Televisão Digital Brasileira (SBTVD); Conselho de Gestão do Fundo de Desenvolvimento das Telecomunicações (FUNTTEL); Conselho Assessor de Estudos e Projetos (FINEP); e Secretário Executivo do Grupo Interministerial de Propriedade Intelectual (GIPI).



Ms. Flávia Skrobot Barbosa Grosso
Superintendent, Manaus Free Trade Zone (SUFRAMA)

Flávia Skrobot Barbosa Grosso was born in Manaus (AM). She graduated in Economics at the Federal University of Amazonas, and holds a Postgraduate Qualification in Economic Planning and Development from the Training Center for Economic and Social Development (CENDEC/IPEA). She joined the Superintendence of the Manaus Free Trade Zone (SUFRAMA) in February 1974 and held a number of different positions before taking over the role of Superintendent in May 2003.

Her time as leader of SUFRAMA is notable for the record results posted by the companies that operate in the Manaus Industrial Sector (PIM). In 2008, PIM companies turned over \$30.1 billion (USD), and were responsible for over 100,000 direct jobs. In 2009, the PIM companies were seen to be recovering from the effects of the world economic crisis.

The main programs developed by SUFRAMA during her leadership period include: stimulating exports and actions to promote trade, especially by holding the Amazon International Trade Fair; the strengthening of the local Science, Technology and Innovation (STI) system, through investment in the Amazon Biotechnology Center (CBA) and in post-graduate and vocational training programs; and the program to spread development to the interior of the region with the aim of strengthening economic activities in the Western Amazon Region.

Flávia Skrobot Barbosa Grosso nasceu em Manaus (AM). Formou-se em economia pela Universidade Federal do Amazonas e tem pós-graduação em Desenvolvimento e Planejamento Econômico pela CENDEC/IPEA. Começou a trabalhar para a Superintendência da Zona Franca de Manaus (SUFRAMA) em fevereiro de 1974 e ocupou diversos cargos antes de assumir o cargo de Superintendente em maio de 2003.

O tempo em que passou na liderança da SUFRAMA é reconhecido pelos resultados recordes apresentados pelas empresas que operam no Pólo Industrial de Manaus (PIM). Em 2008, as empresas do PIM tiveram resultados da ordem de mais de US\$ 31 bilhões, sendo responsáveis por mais de 100 mil empregos diretos. Em 2009, as empresas do PIM já apresentavam sinais de recuperação dos efeitos da crise econômica mundial.

Os principais programas desenvolvidos pela SUFRAMA durante sua gestão incluem: estímulo à exportação e ações para promover o comércio, principalmente por realizar a Feira de Comércio Internacional do Amazonas; o fortalecimento da ciência local, sistema de tecnologia e inovação (STI), por meio de investimentos nos Centros de Biotecnologia da Amazônia (CBA) e programas de ensino profissionalizante e de pós-graduação; e o programa para levar o desenvolvimento para o interior da região voltado para o fortalecimento das atividades econômicas na região oeste amazônica.



Dr. Ray O. Johnson

Senior Vice President and Chief Technology Officer, Lockheed Martin Corporation

Dr. Ray O. Johnson is the Senior Vice President and Chief Technology Officer of the Lockheed Martin Corporation. As an Officer of the Corporation and a member of the executive leadership team, Dr. Johnson guides the Corporation's technology vision and provides corporate leadership in the strategic areas of technology and engineering, which include more than 70,000 people working on more than 4,000 programs.

In addition to executive leadership and management positions, Dr. Johnson has experience in strategic planning, program development, program management, and venture capital funding. Dr. Johnson holds a B.S., M.S., and Ph.D. degrees in Electrical Engineering.

Dr. Ray O Johnson é Vice Presidente Sênior e Diretor Tecnológico da empresa Lockheed Martin Corporation. Como funcionário graduado da Empresa e membro da equipe de liderança executiva, o Dr. Johnson direciona a visão tecnológica da empresa e fornece liderança empresarial em áreas estratégicas de tecnologia e engenharia, que empregam mais de 70 mil funcionários trabalhando em mais de 4 mil programas.

Além de cargos de liderança executiva e gerência, Dr. Johnson tem experiência em planejamento estratégico, desenvolvimento de programas, gestão de programas e financiamento de capital de risco. Dr. Johnson possui diploma de Bacharelado, Mestrado e Doutorado em Engenharia Elétrica.



His Excellency Miguel Jorge

Minister of Development, Industry and Trade, Government of Brazil

The current Minister of Development, Industry and Foreign Trade, Miguel Jorge, was born in 1945 in the city of Ponte Nova, in the Brazilian state of Minas Gerais. He occupied many positions in entities and associations during his career. As a journalist, he worked at some of the major Brazilian media outlets, such as *Jornal do Brasil*, *Folha de S. Paulo* and *O Estado de S. Paulo*, from 1963 to 1987.

He also worked as a Professor of Journalism and was the Head of the Journalism Department of the College of Communication at Universidade Paulista. In 1987 he was invited to be the Social Communication Director for Autolatina Brazil Corp. From 1998 to 2000, Miguel Jorge assumed, at that company, the position of Vice-president of Corporate Affairs for Legal Transactions. In 2001, he went to Santander Banespa Group as the Executive Vice-president of Corporate Affairs.

In 2003, he became a member of the Economic and Social Development Council of the Presidency of the Republic. And in March 2007, Miguel Jorge took office as the Minister of Development, Industry and Foreign Trade.

O atual Ministro do Desenvolvimento, Indústria e Comércio Exterior do Brasil, Miguel Jorge, nasceu em 1945 na cidade de Ponte Nova, Minas Gerais. Ele exerceu diversos cargos em entidades e associações durante a sua carreira. Como jornalista, trabalhou para alguns dos principais jornais brasileiros, como “Jornal do Brasil”, “Folha de S. Paulo” e “O Estado de São Paulo”, de 1963 to 1987.

Trabalhou também como Professor de Jornalismo e foi Chefe do Departamento de Jornalismo da Faculdade de Comunicação da Universidade Paulista. Em 1987, foi convidado para ser o Diretor de Comunicação Social da Autolatina Brazil Corp. De 1998 a 2000, Miguel Jorge exerceu o cargo de Vice Presidente de Assuntos Corporativos para Transações Jurídicas nessa mesma empresa. Em 2001, foi para o Grupo Santander Banespa como Vice Presidente Executivo de Assuntos Corporativos.

Em 2003, tornou-se membro do Conselho de Desenvolvimento Social da Presidência da República e em março de 2007 assumiu o cargo de Ministro do Desenvolvimento, Indústria e Comércio Exterior.



The Honorable Alexander “Andy” A. Karsner
Executive Chairman, Manifest Energy

Mr. Karsner is Executive Chairman of Manifest Energy, a company committed to energy technology investments and infrastructure development. From 2006 to 2008, Mr. Karsner served as America's ninth Assistant Secretary for Energy Efficiency and Renewable Energy (EERE). Prior to public service, he developed power plants in Morocco, Pakistan, Singapore, the Philippines, Canada and the United States. Mr. Karsner currently sits on boards of Applied Materials (NASDAQ: AMAT), Codexis (NASDAQ: CDXS), Argonne National Laboratory, Conservation International and the Gas Technology Institute. He is also a Distinguished Fellow at the Council on Competitiveness. Mr. Karsner was recently recognized as distinguished alumnus of Rice University, and earned an M.A. from Hong Kong University.

Karsner é o Presidente Executivo da Manifest Energy, empresa voltada para a área de investimentos em tecnologia energética e desenvolvimento de infraestrutura. De 2006 a 2008, Karsner serviu como o nono Secretário Adjunto para Eficiência Energética e Energia Renovável (EERE) dos Estados Unidos. Antes de passar para o serviço público, desenvolveu usinas elétricas em Marrocos, Paquistão, Cingapura, Filipinas, Canadá e Estados Unidos. Atualmente, o Sr. Karsner é membro dos conselhos da Applied Materials (NASDAQ: AMAT), Codexis (NASDAQ: CDXS), Argonne National Laboratory, Conservation International e Gas Technology Institute. É também Membro Eminente (Distinguished Fellow) do Council on Competitiveness. O Sr. Karsner foi reconhecido recentemente como ex-aluno ilustre da Rice University, tendo obtido seu Mestrado pela Universidade de Hong Kong.



Dr. Mark M. Little

Senior Vice President and Director of GE Global Research, General Electric Company

Mark M. Little was named Senior Vice President and Director of GE Global Research in October 2005, becoming the ninth director in the organization's 105 year history. Mark is responsible for leading one of the world's largest and most diversified industrial research and technology organizations.

At Global Research, some 2,500 people from virtually every major scientific and engineering discipline focus on the company's long-range technology needs. The organization has research facilities in the United States, India, China and Germany, working in collaboration with GE businesses around the world.

Prior to becoming Research Director, Little was Vice President of GE Energy's power generation segment headquartered in Schenectady, New York. GE Energy is a world leading supplier of power generation equipment including gas, steam, wind and hydro turbine-generators, turnkey power plant services, gasification technologies and IGCC (integrated gasification combined cycle).

Mark holds BS and MS degrees in mechanical engineering from Tufts and Northeastern universities, respectively, and in 1982 earned a Ph.D. in mechanical engineering at Rensselaer Polytechnic Institute. In 2009, Mark was made a Fellow of the American Society of Mechanical Engineers.

Mark M. Little foi nomeado Vice Presidente e Diretor de Pesquisas Globais da GE em outubro de 2005, tornando-se o nono diretor da organização em seus 105 anos de história. Mark é responsável por dirigir uma das organizações de tecnologia e pesquisas industriais maiores e mais diversificadas do mundo.

Na Global Research, cerca de 2500 funcionários de virtualmente todas as principais disciplinas da área científica e de engenharia trabalham para atender as necessidades de tecnologia de longo prazo da empresa. A organização possui instalações de pesquisa nos Estados Unidos, na Índia, na China e na Alemanha e trabalha em colaboração com as empresas da GE em todo o mundo.

Antes de se tornar Diretor de Pesquisas, Little era Vice Presidente do segmento de geração elétrica da GE Energy com sede em Schenectady, estado de Nova York. A GE Energy é fornecedora líder no mundo de equipamentos de geração de energia, incluindo turbinas geradoras a gás, vapor, eólicas e hidráulicas, serviços de chaves de usinas elétricas, tecnologias de gasificação e IGCC (ciclo combinado de gasificação integrado).

Mark obteve o título de Bacharel e de Mestre em engenharia mecânica pelas universidades Tufts e Northeastern, respectivamente, e em 1982 obteve o Doutorado em engenharia mecânica pelo Rensselaer Polytechnic Institute. Em 2009, Mark tornou-se Membro da Sociedade America de Engenheiros Mecânicos.



Mr. Paul Mascarenas

Vice President, Engineering–Global Product Development, Ford Motor Company

Paul Mascarenas is Ford Motor Company's Vice President of Engineering for Global Product Development. In this role, Mascarenas oversees the engineering of all vehicles for the Ford, Lincoln and Mercury brands, and is instrumental in the execution of Ford's global vehicle platform sharing and commodity reuse strategy.

Mascarenas joined Ford in 1982. Through the course of various global assignments, he has amassed extensive experience in product development. He was appointed a company vice president in January 2005.

Mascarenas holds a Mechanical Engineering degree from the University of London, King's College in England. He is a Fellow of both the Institution of Mechanical Engineers and the Society of Automotive Engineers.

Paul Mascarenas é Vice Presidente de Engenharia para Desenvolvimento Global de Produtos da Ford Motor Company. Nesta capacidade, Mascarenas supervisiona a área de engenharia de todos os veículos das marcas Ford, Lincoln e Mercury, sendo profissional essencial para a execução da estratégia de reutilização de commodity e compartilhamento global da plataforma de veículos da Ford.

Mascarenas trabalha para a Ford desde 1982. Ao realizar diversas tarefas de âmbito global adquiriu ampla experiência na área de desenvolvimento de produtos. Foi nomeado vice-presidente da empresa em janeiro de 2005.

Mascarenas tem diploma de Engenharia Mecânica da Universidade de Londres, King's College na Inglaterra. É pesquisador da Instituição de Engenheiros Mecânicos e da Sociedade de Engenheiros Automotivos.



Mr. Lee McIntire

Chairman and Chief Executive Officer, CH2M HILL

Lee A. McIntire is the Chairman and Chief Executive Officer of CH2M HILL. CH2M HILL's mission is to help build a better and more sustainable world by identifying and solving its clients' complex challenges. The firm is a recognized global leader in providing consulting, design, design-build, program management, and operations services. Mr. McIntire is responsible for the CH2M HILL enterprise, which delivers projects and programs in the water, transportation, environmental, resources, energy, and facilities markets. Mr. McIntire's priorities for the firm are the highest of ethical behavior, safety, quality, and a positive client experience. CH2M HILL is frequently recognized for its focus on sustainability and work-place satisfaction.

Lee A. McIntire é presidente do conselho e diretor presidente da CH2M HILL. A missão da CH2M HILL é ajudar a construir um mundo melhor e mais sustentável identificando e resolvendo os complexos desafios de seus clientes. A firma é reconhecidamente líder global na prestação de serviços de consultoria, design, projeto, gestão de programa e operações. Lee McIntire é responsável pela iniciativa CH2M HILL, que realize projetos e programas nas áreas de recursos hídricos, ambientais, transportes, energia e instalações. As prioridades de McIntire para a firma são os mais altos níveis de comportamento ético, segurança, qualidade e experiência positiva do cliente. A CH2M HILL é frequentemente reconhecida por sua ênfase na sustentabilidade e satisfação no local de trabalho.



Mr. Ubirajara Rocha Meira

Chief Technology Officer, Eletrobrás S.A.

Mr. Rocha Meira has been a member of Eletrobrás's management team since March 2008. Prior to that, he was an Engineer at Companhia Hidroelétrica do São Francisco (Eletrobrás Chesf) from 1976 to 1978. He has been a professor at Universidade Federal de Campina Grande since 1978, where he represented the Electric Engineering area of Universidade Federal da Paraíba (UFPB) before the Regional Council of Engineering and Architecture and coordinated the Brazil–Germany (GTZ) Convention for the Electrical Engineering Department of UFPB. He holds a Masters in Electrical Engineering from UFPB.

Ubirajara Rocha Meira é mestre em Engenharia Elétrica pela Universidade Federal da Paraíba (UFPB). Foi engenheiro da Companhia Hidroelétrica do São Francisco (Eletrobrás Chesf) de 1976 a 1978. O diretor de Tecnologia da Eletrobrás é professor da Universidade Federal de Campina Grande desde 1978, onde ocupou, entre outros, os cargos de representante da área de Engenharia Elétrica da UFPB junto ao Conselho Regional de Engenharia e Arquitetura (PB) e coordenador do Convênio Brasil–Alemanha (GTZ–UFPB) pelo Departamento de Engenharia Elétrica da UFPB.



Mr. James B. Milliken
President, University of Nebraska

James B. (“J.B.”) Milliken has been president of the University of Nebraska since 2004, where he holds faculty appointments in law and public administration. Previously, he served as senior vice president at the University of North Carolina.

Milliken is a member of the American Council on Education’s Blue Ribbon Panel on Global Engagement and is chair-elect of the APLU’s Commission on Innovation, Competitiveness and Economic Prosperity. In 2007, Milliken accompanied Secretary Spellings to Brazil and Chile to promote collaboration with U.S. higher education. He also served as a U.S. expert at UNESCO’s higher education decennial in Paris in 2009.

At Nebraska, Milliken has led the development of strategic priorities for global engagement, including the creation of a new global Water for Food Institute.

Milliken is a Phi Beta Kappa graduate of the University of Nebraska-Lincoln. He earned his J.D. from New York University.

James B. (“J.B.”) Milliken é Presidente da Universidade de Nebraska desde 2004, sendo também parte do corpo docente nas áreas de direito e administração pública. Antes disso serviu como vice-presidente sênior da Universidade de North Carolina.

Milliken é membro do American Council on Education’s Blue Ribbon Panel on Global Engagement e presidente eleito da Comissão de Inovação, Competitividade e Prosperidade Econômica da APLU. Em 2007, Milliken acompanhou a Secretária de Educação dos EUA, Margaret Spellings, ao Brasil e ao Chile para promover a colaboração com o ensino superior dos EUA. Serviu também como perito dos EUA do Decênio de Educação Superior da UNESCO em Paris, em 2009.

Em Nebraska, Milliken liderou o desenvolvimento de prioridades estratégicas para o engajamento global, incluindo a criação do novo Water for Food Institute.

Milliken graduou-se Phi Beta Kappa pela Universidade Nebraska-Lincoln e obteve o diploma de Direito na New York University.



Dr. Ronaldo Mota

Innovation and Technology Secretary, Brazilian Ministry of Science and Technology

Ronaldo Mota, presently, is the National Secretary for Technological Development and Innovation of the Brazilian Ministry of Science and Technology and also Full Professor at the Physics Department from Universidade Federal de Santa Maria and a Fellowship Researcher from CNPq (Research Brazilian Agency). He obtained his Diploma in Physics from Universidade de São Paulo, Master in Sciences from Universidade Federal da Bahia and Doctor in Sciences from Universidade Federal de Pernambuco. He carried out his Postdoctoral training at the University of British Columbia-Canada and at the University of Utah-USA. During his career he has focused on the Electronic Structure of Atoms and Molecules, acting on the following subjects: Magnetism, Superconductivity, Semiconductors, and, recently, his main area has been “Modeling and Simulation in Nanostructured Materials”, more specifically working with “Functionalization of Carbon Nanotubes”. In Education his main subjects are: Technologies Applied to Education, Higher Education in general and Innovation in Education. Formerly, he worked as National Secretary for Higher Education and as National Secretary for Distance Education at the Ministry of Education. He also served as Interim Minister of Education, and he was consecrated by the President of the Republic as Commander for the National Order of Scientific Merit.

Ronaldo Mota é atualmente Secretário Nacional de Desenvolvimento Tecnológico e Inovação do Ministério da Ciência e Tecnologia e também Professor Titular de Física da Universidade Federal de Santa Maria e Pesquisador do CNPq. Bacharel em Física pela Universidade de São Paulo, Mestre na Universidade Federal da Bahia, Doutor pela Universidade Federal de Pernambuco e Pós-Doutor em Física pela University of British Columbia-Canadá e University of Utah-EUA. Em Física, a área principal de atuação é Modelagem e Simulação em Materiais Nanoestruturados. Na área da Educação, as áreas de interesse são Tecnologias Educacionais Inovadoras, Educação Superior em geral e Gestão da Inovação. Foi Secretário Nacional de Educação Superior e Secretário Nacional de Educação a Distância do Ministério da Educação, Ministro Interino do Ministério da Educação e condecorado pelo Presidente da República Comendador da Ordem Nacional do Mérito Científico.



Dr. Carlos Américo Pacheco
Professor, UNICAMP

Professor, Institute of Economics, State University of Campinas, UNICAMP, Brazil
Advisor of the Committee for Industrial and Technological Policies—Brazilian National Confederation of Industry (CNI)

Member of Technological Council of Industrial Federation of the State of São Paulo, FIESP

Board of Directors/Advisor Board: Center for Managing and Strategic Studies (CGEE), National Institute of Space Research (INPE), Institute for Technological Research (IPT–SP)

Ex Deputy Minister of Science and Technology (MCT), Brazil (1999–2002)

Ex Deputy Secretary of Development, State of São Paulo (2007)

Postdoctoral, Columbia University (2005)

Ph.D., Economics, State University of Campinas, UNICAMP, Brazil (1996)

Electronic Engineer, Technological Institute of Aeronautics (ITA), Brazil (1979)

Professor, Instituto de Economia, Universidade Estadual de Campinas, UNICAMP, Brasil

Assessor do Comitê para Políticas Industriais e Tecnológicas, Confederação Nacional da Indústria (CNI)

Membro do Conselho Tecnológico da Federação da Indústria do Estado de São Paulo, FIESP

Conselho de Diretores/ Conselho Assessor: Centro de Gestão e Estudos Estratégicos (CGEE), Instituto Nacional de Pesquisa Espacial (INPE), Instituto de Pesquisa Tecnológica (IPT–SP)

Vice Ministro de Ciência e Tecnologia (MCT), Brasil (1999–2002)

Ex Subsecretário de Desenvolvimento do Estado de São Paulo (2007)

Pós-Doutorado, Columbia University (2005)

Doutorado em Economia, Universidade Estadual de Campinas, UNICAMP (1996)

Engenheiro eletrônico. Instituto Tecnológico da Aeronáutica–ITA (1979)



Mr. James Pessoa
CEO, VSE–Vale Soluções em Energia

Mr. James Pessoa is the Chief Executive Officer of Vale Soluções em Energia SA (VSE), which was founded (in 2007) by Vale and BNDES—The Brazilian National Bank for Economic and Social Development, to develop large-scale energy generation technologies that are environmentally sustainable.

For five years (2004-2008) he served as the Director of the Steel Department at Vale, in charge of the conception and development of major steel projects in Brazil and abroad.

Owing to his extensive experience and training in the iron and steel industry and in the administration sector, he also served as a member of the Board of Directors at CSI—California Steel Industries, Usiminas and ThyssenKrupp CSA—Atlantic Steel Company.

Mr. James Pessoa received both his bachelor's degree and his master's degree in Mechanical Engineering from the Catholic University of Rio de Janeiro—PUC RJ.

James Pessoa é Presidente da VSE–Vale Soluções em Energia SA, empresa criada (em 2007) pela Vale e pelo BNDES—Banco Nacional de Desenvolvimento Econômico e Social, com o objetivo de desenvolver tecnologias de geração de energia em larga escala, de forma ambientalmente sustentável, desde 2007.

Durante cinco anos, (2004-2008) ocupou o cargo de Diretor do Departamento de Participações Siderúrgicas da Vale, sendo responsável pela concepção e desenvolvimento de importantes projetos siderúrgicos no Brasil e no exterior.

Em função de sua larga experiência e capacitação nas áreas de Siderurgia e Administração, durante o mesmo período, foi membro dos Conselhos de Administração da CSI—California Steel Industries, da Usiminas e da ThyssenKrupp CSA—Companhia Siderúrgica do Atlântico.

James Pessoa é graduado em Engenharia Mecânica pela Pontifícia Universidade Católica do Rio de Janeiro—PUC RJ e mestre em Engenharia Mecânica pela mesma instituição.



Mr. James M. Phillips
Chairman, NanoMech

Throughout his business career, Mr. Phillips has held numerous prominent positions and founded and co-founded many successful corporations while introducing many products used by millions worldwide. Jim is credited with playing a key role in developing and launching the PDA and instant messaging as President and co-founder of SkyTel; the Cable Modem and Digital PCS as an executive officer of Motorola; Time Magazine's Medical Invention of the Year, the VeinViewer, as CEO of Luminetx, and as CEO of iPix, creating at the time, the world's largest provider of digital imaging infrastructure for the internet, in e-commerce.

Mr. Phillips was also founding Chairman and Executive Director of the FedEx Institute of Technology, and served as CEO in Residence and Special Advisor to the Private Equity and Investment Banking Groups at Morgan Keegan & Co.

Mr. Phillips currently serves as Managing Partner/CEO of Pinnacle Enterprises, a private equity investment firm and as Chairman of NanoMech Inc., an international award-winning technology company focused on the development and manufacturing of patented nanoparticle-based coatings and deposition systems, and nano-enabled lubricant products.

He also serves on the Executive Committee as a Member of the Council on Competitiveness.

Durante toda a sua carreira, Jim Phillips exerceu diversas posições de destaque, tendo sido fundador e co-fundador de muitas empresas bem sucedidas, introduzindo diversos produtos utilizados por milhões de pessoas em todo o mundo. Jim é tido como participante crucial do desenvolvimento e lançamento dos serviços de PDA e instant messaging como Presidente e co-fundador da SkyTel; do Model a cabo e PCS digital como executivo da Motorola; o VeinViewer, que foi a "Invenção Médica do Ano" da revista Time, como Presidente da Luminetx. Como Diretor Presidente da iPix, participou da criação do era então o maior provedor do mundo de infraestrutura de imageamento digital para a Internet, em e-commerce.

Jim Phillips é também Presidente fundador e Diretor Executivo do Instituto de Tecnologia da FedEx e Diretor Presidente residente e Assessor Especial dos Private Equity and Investment Banking Groups na Morgan Keegan & Co.

Phillips serve atualmente como Parceiro Gerente/Diretor Presidente da Pinnacle Enterprises, firma de investimentos privados, como Presidente da NanoMech Inc., empresa internacional de tecnologia premiada, focada no desenvolvimento e na fabricação de sistemas de disposição e capeamento baseados em nano partículas patenteadas e produtos lubrificantes com nanotecnologia.

Serve também no Comitê executivo como Membro do Council on Competitiveness.

**Mr. Hermann Ponte e Silva**

Executive Vice President for Organization and Human Resources, Embraer

Hermann Ponte e Silva has 26 years of experience in operations, business, strategic planning, finance, organizational development and processes in IT, 20 years of which were in the aerospace and defense industry. He is currently the Executive VP of Organization and Human Resources of Embraer, responsible for the Embraer Enterprise Excellence Program (P3E), which is based on the lean philosophy and is aimed at achieving world-class level in its business processes. He is also responsible for corporate quality, organizational development and IT. Previously, he was the Director of Executive Aviation Programs and Director of Strategic Planning and Business Development of Embraer. He worked at Douglas Aircraft Company in the United States and at other large Brazilian companies and groups, in the financial area, as controller and consultant. Hermann has a degree in Aeronautical Infrastructure Engineering from the Brazilian Technologic Institute of Aeronautics (ITA). He holds a MBA degree in Finance and Administration of the Aerospace Industry, both of which are from the Getúlio Vargas Foundation (FGV). He was born in the state of Ceará, Brazil, he is 51 years old and married with two children.

Hermann Ponte e Silva possui 26 anos de experiência em operações, negócios, planejamento estratégico, finanças e desenvolvimento organizacional e processos de TI, dos quais 20 na indústria aeroespacial e de defesa. É atualmente VP Executivo de Organização e Recursos Humanos da Embraer, sendo responsável pelo Programa de Excelência Empresarial Embraer - P3E, programa baseado na filosofia "lean", cujo objetivo é levar a empresa a atingir classe mundial em seus processos empresariais. Acumula também a responsabilidade pela qualidade corporativa e pelo desenvolvimento organizacional da Embraer, e pela tecnologia da informação. Foi também Diretor de Programas da Aviação Executiva e Diretor de Planejamento Estratégico da Embraer. Trabalhou na Douglas Aircraft Company, nos EUA, e em outros grandes grupos empresariais brasileiros, atuando, nestes últimos, nas áreas financeira e controladoria e consultoria. É formado em Engenharia de Infraestrutura Aeronáutica pelo Instituto Tecnológico de Aeronáutica (ITA) e possui MBA em Finanças e em Administração da Indústria Aeroespacial, ambos pela (FGV). É cearense, tem 51 anos, é casado e tem dois filhos.



Mr. Kyle Ryland

Managing Director, Silver Lake Sumeru

Mr. Ryland joined Silver Lake in 2007 from Shah Capital Partners and is a Managing Director focused on the firm's middle market strategy, Silver Lake Sumeru. He has in-depth experience with financings, mergers and acquisitions in the technology sector. Before joining Shah Capital, he was a managing director at Lehman Brothers and head of Global Technology Investment Banking. Prior to Lehman Brothers, he was an investment banker at Robertson Stephens covering clients in a variety of hardware sectors, and before that he worked in the Venture Capital group executing venture capital and leveraged buyout transactions in the technology industry. Mr. Ryland is a director on the boards of AVI-SPL, Inc. and Power-One, Inc. He also serves on the board of directors of Magellan, PulseCore, Ingenient and TES. He holds a B.A. in Political Science and Public Policy Studies from Duke University and an M.B.A. from the Wharton School of Business.

Kyle Ryland começou a trabalhar para a Silver Lake em 2007, proveniente da Shah Capital Partners, e é atualmente Diretor Gerente voltado para a estratégia de mercado médio da firma, Silver Lake Sumeru. Possui experiência profunda em finanças, fusões e aquisições no setor tecnológico. Antes de trabalhar para a Shah Capital, foi diretor gerente da Lehman Brothers e chefe do setor de Investimentos em Tecnologia Global. Antes da Lehman Brothers, era banqueiro de investimentos na Robertson Stephens, atendendo a clientes de uma ampla gama de setores de hardware, tendo trabalhado anteriormente no Venture Capital Group executando operações de venture capital e aquisição de controle acionário no setor de tecnologia. Kyle Ryland é diretor do conselho das empresas AVI-SPL, Inc. e Power-One, Inc. Serve também no conselho diretor da Magellan, PulseCore, Ingenient e TES. Ele é Bacharel em Ciência Política e Estudos de Políticas Públicas pela Duke University, com M.B.A. da Wharton School of Business.



The Honorable Francisco J. Sánchez

Under Secretary of Commerce for International Trade, U.S. Department of Commerce, International Trade Administration

Francisco J. Sánchez was appointed by President Barack Obama to serve as Under Secretary for International Trade at the U.S. Department of Commerce on March 27, 2010. As Under Secretary, Sánchez leads the International Trade Administration.

Sánchez served as the Assistant Secretary for Aviation and International Affairs at the U.S. Department of Transportation during the Clinton administration. He had previously served in the White House as a Special Assistant to the President and Chief of Staff to the Special Envoy to the Americas, Kenneth MacKay, where he focused on economic integration and democracy issues throughout the Western Hemisphere. He began his career in government working as Director of Florida's Caribbean Basin Initiative Program for then-Governor Bob Graham.

A native of Florida, Sánchez obtained his B.A. and J.D. from Florida State University. He also received a Masters in Public Administration from the Kennedy School of Government at Harvard University.

Sánchez now brings his wide range of experience in both federal and state government as well as in the private sector to his leadership position at ITA.

Francisco J. Sánchez foi nomeado pelo Presidente Obama para exercer o cargo de Subsecretário para o Comércio Internacional, Departamento do Comércio dos EUA, no dia 27 de março de 2010. Na função de Subsecretário, Sánchez dirige a International Trade Administration.

Sánchez exerceu o cargo de Secretário Adjunto de Assuntos Internacionais e de Aviação no Departamento de Transporte dos Estados Unidos durante o governo Clinton. Exercia anteriormente o cargo de Assessor Especial do Presidente e Chefe de Gabinete do Enviado Especial para as Américas, Kenneth MacKay, onde cuidava de assuntos de integração econômica e democracia em todo o hemisfério ocidental. Começou sua carreira no governo trabalhando para o Diretor do Programa da Iniciativa da Bacia do Caribe da Flórida para o então Governador Bob Graham.

Natural da Flórida, Sánchez obteve seu diploma de Bacharel e de Direito pela Florida State University. Obteve também um Mestrado em administração Pública da Kennedy School of Government da Harvard University.

Sánchez agora empresta toda a sua ampla experiência no governo estadual e federal, bem como no setor privado, para o seu cargo de liderança na ITA.



Ambassador Miriam Sapiro

Deputy U.S. Trade Representative, Office of the United States Trade Representative

Ambassador Sapiro is Deputy U.S. Trade Representative responsible for trade with Europe, the Middle East and the Americas. She also supervises Services and Investment, Small Business, Market Access, and Industrial Competitiveness, Intellectual Property and Innovation, and the Washington-based office of WTO and Multilateral Affairs.

Ambassador Sapiro's previous government experience includes serving as Special Assistant to President Clinton and Counselor for Southeast European Stabilization and Reconstruction, as Director of European Affairs at the National Security Council, and as a member of the Secretary of State's Policy Planning Staff and Office of Legal Adviser.

Prior to rejoining the Government, Ambassador Sapiro was the founder and President of Summit Strategies International, a consulting firm specializing in internet and telecommunications policy. She earned her J.D. from New York University School of Law and her B.A. from Williams College.

A Embaixadora Sapiro é Vice Representante do Comércio dos EUA (USTR) responsável pelo comércio com a Europa, Oriente Médio e com as Américas. Supervisiona também as áreas de Serviços e Investimentos, Pequenos Negócios, Acesso a Mercado e Competitividade, Propriedade Intelectual e Inovação, além do escritório em Washington da OMC e Assuntos Multilaterais.

Sua experiência anterior no governo dos EUA inclui o cargo de Assistente Especial do Presidente Clinton e Assessora para a Estabilização e Reconstrução do Sudeste Europeu, Diretora de Assuntos Europeus no Conselho de Segurança Nacional (NSC) e funcionária do Escritório de Planejamento de Políticas e Assessoria Jurídica do Secretário de Estado.

Antes de voltar a trabalhar no Governo dos EUA, a Embaixadora Sapiro foi fundadora e Presidente da Summit Strategies International, firma de consultoria especializada em políticas de telecomunicações e Internet. Ela obteve o Diploma de Direito na New York University School of Law e o título de Bacharel no Williams College.



Dr. Harold Schmitz
Chief Science Officer, Mars, Inc.

Harold Schmitz is presently Chief Science Officer for Mars, Incorporated. Prior to taking on this role in 2005, he held various positions within Mars in Scientific and Regulatory Affairs, Fundamental Research, Analytical and Applied Sciences and Corporate Staff. Prior to joining Mars in 1993, he was a USDA National Needs Research Fellow at North Carolina State University's Department of Food Science. Dr. Schmitz received his Master of Science degree in Food Science from the University of Illinois and his Doctoral degree in Food Science, with a minor in organic chemistry, from North Carolina State University.

Dr. Schmitz's research interests center around the agricultural, biomedical, clinical and engineering sciences related to food production, and its influence on human and companion animal health.

Harold Schmitz é atualmente o Diretor Presidente de Ciências da Mars, Incorporated. Antes de assumir esse cargo em 2005, ocupou diversos cargos na Mars na área de Assuntos Científicos e Regulatórios, Pesquisa Fundamental, Ciências Analíticas e Aplicadas, além de Recursos Humanos. Antes de entrar para a Mars em 1993, era Pesquisador de Necessidades Nacionais do Departamento de Agricultura dos EUA (USDA) no Departamento de Ciência Alimentar da North Carolina State University. Dr. Schmitz tem Mestrado em Ciência Alimentar na Universidade de Illinois e Doutorado em Ciência Alimentar, com concentração secundária em química orgânica pela North Carolina State University.

Os interesses de pesquisa do Dr. Schmitz são voltados para a área de ciências agrícola, biomédica, clínica e de engenharia relacionadas com a produção de alimentos e sua influência sobre a saúde humana e de animais domésticos.



Mr. Carlos Seara da Costa Pinto
CEO, Bematech

Mr. Carlos da Costa Pinto graduated with a degree in Mechanical Engineering from the Universidade Federal Fluminense. He received his MBA from the University of Texas at Austin (USA) and completed a course in Advanced Corporate Management at Fundação Dom Cabral / INSEAD. Previously, he held an executive position in the services division of IBM Latin America in the telecommunications, media and energy segments. With more than 19 years of professional experience, he has held several important positions, including Marketing Director of Brasil Telecom, CEO of MetroRED and Managing Director of Avaya. At Bematech, he was Chief Operating Officer from 2008 to 2009 and, since 2010, has been the company's Chief Executive Officer.

Carlos Seara da Costa Pinto. Graduado em Engenharia Mecânica pela Universidade Federal Fluminense, possui MBA pela Universidade do Texas at Austin (EUA) e curso de gestão avançada pela Fundação Dom Cabral / INSEAD. Anteriormente ocupava o cargo de executivo de serviços na IBM para os segmentos de telecom, mídia e energia para a América Latina. Com mais de 19 anos de experiência profissional, computa passagens pela Brasil Telecom, como Diretor de Marketing; MetroRED, como CEO; e Avaya, como Managing Director. Na Bematech, foi Diretor Executivo de 2008 a 2009, e desde 2010, atua como Diretor Presidente.



His Excellency Thomas A. Shannon, Jr.

U.S. Ambassador to Brazil, Embassy of the United States, Brasília

Thomas A. Shannon, Jr. was confirmed in December, 2009 as U.S. Ambassador to Brazil. A career member of the Senior Foreign Service, he was previously Assistant Secretary of State for Western Hemisphere Affairs from 2005 to 2009. He served as Special Assistant to the President and Senior Director for Western Hemisphere Affairs at the National Security Council from 2003 to 2005. From 2002 to 2003, he was Deputy Assistant Secretary of Western Hemisphere Affairs at the Department of State and Director of Andean Affairs from 2001 to 2002. He was also U.S. Deputy Permanent Representative to the Organization of American States from 2000 to 2001.

Thomas A. Shannon, Jr. foi confirmado Embaixador Americano no Brasil em dezembro de 2009. Diplomata de carreira do Serviço Exterior dos EUA, ocupou anteriormente o cargo de Secretário de Estado Adjunto para Assuntos do Hemisfério Ocidental, de 2005 a 2009. Serviu como Assessor Especial do Presidente e Diretor Sênior para Assuntos do Hemisfério Ocidental no Conselho de Segurança Nacional dos EUA de 2003 a 2005. De 2002 a 2003, foi Secretário Adjunto Aluno de Assuntos do Hemisfério Ocidental e Diretor para Assuntos Andinos de 2001 a 2002 no Departamento de Estado. Foi também Vice Representante Americano junto à Organização dos Estados Americanos, de 2000 a 2001.



Dr. Alan Shaw

President and CEO, Codexis, Inc.

Alan Shaw, Ph.D., has been President of Codexis and a Board member since 2001 and CEO since 2002. He is also a member of the Board of Directors of BIO.

Dr. Shaw has led a number of chemistry-based commercial entities during more than 25 years in life sciences. He was COO of Archimica, the pharmaceutical chemicals division of UK chemicals company BTP, and was named Head of Business Development for a division of Swiss chemical conglomerate Clariant when Clariant acquired BTP in 2000. Previously, he held management positions with Chiroscience PLC and ICI/Zeneca.

He holds a bachelor's degree in chemistry and a Ph.D. in chemistry from the University of Durham, England and is a Fellow of the Royal Society of Chemistry.

Alan Shaw, Ph.D., é Presidente da Codexis e membro do Conselho desde 2001, tendo assumido o cargo de Diretor Presidente em 2002. É também membro do Conselho de Diretores da BIO.

Dr. Shaw esteve à frente de diversas entidades comerciais na área de química, em seus mais de 25 anos de carreira em ciências da vida. Foi Diretor de Operações da Archimica, divisão de produtos químicos e farmacêuticos da empresa britânica BTP, e foi nomeado Chefe de Desenvolvimento de Negócios para a divisão do conglomerado suíço do setor químico Clariant, quando essa empresa adquiriu a BTP em 2000. Anteriormente, ocupava cargos de gerência nas empresas Chiroscience PLC e ICI/Zeneca.

Possui Bacharelado e Doutorado em Química pela Universidade de Durham, na Inglaterra. Allan Shaw é Pesquisador da Sociedade Real de Química.



Mr. David L. Shuler

Managing Director, Alliance and Venture Management, Business Development and Corporate Finance, CME Group Inc.

David Shuler was appointed Managing Director, Alliance and Venture Management of CME Group Inc. in June 2009. He is responsible for directing CME Group's investments in new businesses and strategic partnerships, including joint ventures, global alliances and other growth initiatives.

Before joining CME Group, Mr. Shuler served as Senior Vice President, Exchange Solutions for NYSE Technologies, where he headed NYSE Euronext's exchange technology business. He previously held leadership roles at Goldman Sachs & Co. in New York and Japan, and he spent over a decade as a diplomat in the U.S. State Department.

Mr. Shuler received a bachelor's degree in government from Dartmouth College. He is fluent in Japanese, Spanish, and Greek.

David Shuler foi nomeado Diretor Gerente, Alliance and Venture Management do CME Group Inc. em junho de 2009. É responsável por dirigir os investimentos do CME Group em novos negócios e parcerias estratégicas, incluindo joint ventures, alianças globais e outras iniciativas de crescimento.

Antes de trabalhar no CME Group, David Shuler era Vice Presidente Sênior, Exchange Solutions for NYSE Technologies, onde dirigia negócios de tecnologia e de troca na NYSE Euronext. Anteriormente, exerceu cargos de liderança na Goldman Sachs & Co. em Nova York e no Japão, tendo passado mais de uma década como diplomata dos EUA no Departamento de Estado.

Sr. Shuler é Bacharel em assuntos governamentais pelo Dartmouth College. Além do inglês, fala fluentemente japonês, espanhol e grego.



Mr. Antônio Henrique P. Silveira

Secretary of Economic Monitoring, Ministry of Finance–Brazil

Antônio H. P. Silveira has a BA in economics (1987) and Ph.D. in economics (2000), both at Federal University of Rio de Janeiro, Brazil. Since 1990 he teaches macroeconomics, monetary theory and public sector economics at Federal University of Bahia; his academic papers are on applied macroeconomics and industrial relations. He was two times (1998/2000 and 2002/2004) vice chairman of the Brazilian Economic Association (ANPEC). Recruited by the Ministry of Planning in august of 2004 he worked as an economic advisor and deputy chief economist until May, 2007. Then he moved to the Secretariat of Economic Monitoring at the Ministry of Finance, where he was first deputy secretary, until August 2008, and after that became secretary.

Antônio H. P. Silveira é Bacharel (1987) e Doutor em Economia (2000) pela Universidade Federal do Rio de Janeiro. Desde 1990 leciona Macroeconomia, Teoria Monetária e Economia do Setor Público na Universidade Federal da Bahia tendo como área de concentração Macroeconomia Aplicada e Relações Industriais. Foi por duas vezes Secretário Executivo Adjunto da Associação Nacional dos Centros de Pós-graduação em Economia (ANPEC, 1998/2000 e 2002/2004). Em 2004 ingressou na Assessoria Econômica do Ministério do Planejamento, da qual foi Chefe Adjunto de janeiro de 2005 a maio de 2007, quando migrou para a Secretaria de Acompanhamento Econômico do Ministério da Fazenda, no posto de Secretário Adjunto. A partir de agosto de 2008 tornou-se Secretário de Acompanhamento Macroeconômico.



Dr. Jan F. Simek

Interim President, The University of Tennessee

Dr. Jan Simek is interim president of the University of Tennessee, in which he serves as chief executive officer of one of Tennessee's two statewide university systems and chairman of the UT-Battelle Board of Governors.

Dr. Simek is an archaeologist and has spent most of his academic career at UT Knoxville, where he has served in various academic and administrative posts with the campus over a 25-year period.

He earned a bachelor's degree from the University of California and master's and doctoral degrees from the State University of New York. He has conducted archaeological research in France, Italy, Croatia, California and Tennessee. His work has received research funding from the National Science Foundation, the National Geographic Society and the French Ministry of Culture.

Dr. Jan Simek é presidente interino da University of Tennessee (UT), local onde serviu como diretor presidente do sistema estadual de duas universidades do Tennessee, e presidente do Conselho de Governadores da UT-Battelle.

Dr. Simek é arqueólogo e passou a maior parte de sua carreira acadêmica na UT em Knoxville, onde serviu em diversos cargos acadêmicos e administrativos no campos da universidade por um período de mais de 25 anos.

Ele obteve o título de Bacharel pela Universidade da Califórnia e tem mestrado e doutorado pela Universidade Estadual de Nova York (SUNY). Realizou pesquisa arqueológica na França, Itália, Croácia, Califórnia e Tennessee. Já recebeu recursos de pesquisa para seu trabalho da Fundação Nacional de Ciências, da National Geographic Society e do Ministério da Cultura da França.



Dr. Lou Anna K. Simon
President, Michigan State University

Lou Anna K. Simon was appointed Michigan State University's twentieth president in January 2005. Under her leadership, MSU has committed to advancing knowledge and transforming lives at home and around the world through innovative and research-driven outreach, engagement, and economic development activities. Research in biofuels and green energy; in improving agricultural practices in developing countries; and in increasing medical access, diagnosis, and treatment throughout the world have flourished during her administration. Believing that knowledge and education are the driving forces behind global advancement and sustainable prosperity, Simon has led MSU to apply its education and research toward societal growth and development.

Lou Anna K. Simon foi nomeada vigésima presidente da Michigan State University (MSU) em janeiro de 2005. Sob sua liderança, a MSU assumiu o compromisso de fazer avançar o conhecimento e transformar vidas no país e ao redor do mundo por meio de atividades inovadoras e voltadas para pesquisa, divulgação, engajamento e desenvolvimento econômico. Pesquisas na área de biocombustível e energia verde; a melhoria das práticas agrícolas dos países em desenvolvimento; e a ampliação do acesso a diagnóstico e tratamento médico em todo mundo prosperaram durante sua administração. Acreditando que o conhecimento e a educação são as forças propulsoras que levam ao avanço global e a prosperidade sustentável, Simon fez com que a MSU aplicasse suas atividades de formação e pesquisa em prol do crescimento e do desenvolvimento social.



Ms. Telma Sinicio

Vice President Global Innovation, Natura Cosmetics

Telma Sinicio is Natura's Vice President of Innovation, with responsibility for leading research, development and innovation programs. Under her responsibility are the areas of global competencies in science and technology, new concepts, new products and packaging, portfolio management, and networks, regulatory affairs and product safety. She is a member of Natura's Executive Committee, as well as the Sustainability and New Products Committees.

Before joining Natura in 2009, she worked for 26 years at Johnson & Johnson Consumer Products Companies Worldwide. Her experience included management of Research and Development across a wide range of consumer products in Cosmetics and OTC.

Sinicio is a graduate in Forestry Engineering at ESALQ–University of São Paulo, with a Masters specialization in Paper and Pulp Technology–Polytechnic–ESALQ, Universidade de São Paulo. She continued her professional education at the Wharton Business School with a focus on Strategic Business Leadership and Research.

Telma Sinicio é Vice-Presidente de Inovação da Natura, com responsabilidade de liderar a organização de Pesquisa e Desenvolvimento no desenvolvimento das frentes de inovação da empresa. Sob sua responsabilidade estão as áreas de competências globais em Ciência e Tecnologia e Novos Conceitos, Novos Produtos e Embalagem, Gestão de Portifólio e Redes, Assuntos Regulatórios e Segurança de Produto. Ela também é membro do Comitê Executivo da Natura e dos Comitês de Sustentabilidade e de Novos Produtos.

Antes de ingressar na Natura, em 2009, trabalhou durante 26 anos na Johnson & Johnson Consumer Products Companies Worldwide. Sua experiência inclui gestão de Pesquisa e Desenvolvimento numa vasta gama de produtos ao consumidor em Cosméticos e OTC.

Graduada em Engenharia Florestal na ESALQ-Universidade de São Paulo e Mestrado com especialização em Tecnologia de Celulose e Papel -ESALQ-Politécnica – Universidade de São Paulo. Continuou sua educação profissional com foco em Liderança Estratégica de Negócios e Pesquisa com cursos de especialização na Wharton Business School.



Ms. Patricia M. Splinter

Chief Operating Officer and Managing Partner, VantagePoint Venture Partners

Ms. Splinter has over 34 years of operations, administration and strategic human resources experience with an extensive background leading and growing global workforces, managing multi-million dollar budgets, advising executives and implementing tactical initiatives. Ms. Splinter has held senior leadership positions at large multinational corporations and been responsible for strategic growth from start-up through scale-up. She held a variety of senior-level executive positions at Intel Corporation, and was a Senior Vice President at Maxtor and NetManage. Ms. Splinter serves on the Board of Directors for the San Jose Tech Museum and the California Museum, where she chairs the Governor's California Hall of Fame. She attended San Francisco State University.

A Sra. Splinter possui mais de 34 anos de experiência em operações, administração e recursos humanos estratégicos, com um forte histórico de liderança e expansão global de forças de trabalho, gestão de orçamento de milhões de dólares, assessoria de executivos e implementação de iniciativa táticas. A Sra. Splinter exerceu cargos de liderança sênior em grandes empresas multinacionais tendo sido responsável pelo crescimento estratégico a partir da inserção por meio de ampliação de escala. Exerceu uma ampla gama de posições executivas de alto nível na Intel Corporation e foi Vice Presidente Sênior na Maxtor e na NetManage. A Sra. Splinter serve no Conselho de Diretores do Museu San Jose Tech e do Museu da Califórnia, onde ocupa a presidência do Hall of Fame do Governador da Califórnia. Ela estudou na San Francisco State University.



The Honorable James B. Steinberg

Deputy Secretary of State, U.S. Department of State

James B. Steinberg is the Deputy Secretary of State, serving as the principal Deputy to Secretary Clinton. Appointed by President Barack Obama, he was confirmed by the Senate on January 28, 2009 and sworn in by the Secretary the next day. Prior to his appointment in the Obama Administration, Mr. Steinberg served as dean of the Lyndon B. Johnson School of Public Affairs, a position he assumed on January 1, 2006. He is currently on leave from the LBJ School. He had previously served as the vice president and director of Foreign Policy Studies at the Brookings Institution in Washington, D.C., (2001-2005), where he supervised a wide-ranging research program on U.S. foreign policy.

From December 1996 to August 2000, Mr. Steinberg served as deputy national security advisor to President Bill Clinton and as the president's personal representative ("Sherpa") to the 1998 and 1999 G-8 summits.

Mr. Steinberg received his B.A. from Harvard in 1973 and J.D. from Yale Law School in 1978.

James B. Steinberg é Subsecretário de Estado, servindo como o principal substituto da Secretária Clinton. Nomeado pelo Presidente Obama, foi confirmado pelo Senado americano no dia 28 de Janeiro de 2009, assumindo o cargo perante a Secretária no dia seguinte. Antes de ser nomeado pelo governo Obama, James Steinberg serviu como decano da Lyndon B. Johnson School of Public Affairs, cargo que assumiu em 1º de Janeiro de 2006. Encontra-se no momento em licença da LBJ School. Trabalhou anteriormente como vice-presidente e diretor de Estudos de Política Externa na Brookings Institution em Washington, D.C. (2001-2005), onde supervisionava um amplo programa de pesquisa sobre política externa americana.

De dezembro de 1996 a August 2000, Steinberg trabalhou como assessor alterno do Presidente Bill Clinton na área de segurança nacional e como representante pessoal do presidente ("Sherpa") nas reuniões de cúpula do G-8 em 1998 e 1999.

James Steinberg recebeu seu título de Bacharel pela Harvard em 1973 e Diploma de Direito pela Yale Law School em 1978.



Mr. Carlos Tadeu da Costa Fraga

Executive Manager, Petrobrás Research and Development Center, (CNEPES),
Petróleo Brasileiro S.A. (Petrobrás)

Carlos Tadeu da Costa Fraga received the B.Sc. degree in Civil Engineering from the Federal University of Rio de Janeiro, Brazil, in 1980. He received post-graduate degrees in Petroleum Engineering at Alberta University, Canada, Business Management at Columbia University, New York, Technology Management at INSEAD, France, and Strategic Leadership at London Business School, U.K.

In his 29 years of experience, he has occupied distinctive managerial positions at Petrobrás, including Campos Basin's Production General Manager, Head of Operations of Gulf of Mexico, and Executive Manager of E&P Brazil, encompassing all E&P activities at Campos, Santos and Espírito Santos basins.

Since February 2003, he has been the head of Petrobrás R&D Center, responsible for all R&D activities in this company, including exploration, production, refining, petrochemicals, natural gas, biofuels and renewable energies.

He also is a member of several Brazilian technology and innovation related committees.

Carlos Tadeu da Costa Fraga graduou-se em Engenharia Civil pela Universidade Federal do Rio de Janeiro (UFRJ) em 1980. Obteve especialização em Engenharia de Petróleo, pela Universidade de Alberta, no Canadá, em Administração de Empresas, pela Universidade de Columbia, em Nova York, e em Gestão Tecnológica, pelo INSEAD, na França.

Tem 29 anos de experiência tendo ocupado diversas funções técnicas e gerenciais na Petrobrás, dentre as quais: Superintendente de Produção da Bacia de Campos; Gerente de Operações da Petrobras América, em Houston, nos Estados Unidos; Gerente Geral de Produção de Petróleo e Gás da Bacia de Campos; Gerente Executivo de Exploração e Produção do Sul e Sudeste.

Desde fevereiro de 2003 exerce a função de Gerente Executivo do Centro de Pesquisas da Petrobrás (CENPES) onde é responsável pela condução da pesquisa e desenvolvimento da companhia nas áreas de exploração, produção, refino, petroquímica, gás natural, biocombustíveis e energias renováveis.

Exerce também funções em diversos organismos de fomento à Inovação no Brasil.



Dr. Frank Trocki
Chancellor, Montana State University-Northern

Dr. Frank Trocki is Chancellor of MSU–Northern, which is part of the land–grant University system. His doctorate was earned from West Virginia University and his master's and bachelor's in industrial technology from Fitchburg State College.

Previously, Dr. Trocki served as vice president of business development for Lincoln Educational Services in West Orange, N.J.; one year as president/CEO for the University College of the Caribbean; and seven years as an executive with Elexon. He also served as a department chair and professor at the University of Louisiana–Lafayette and Northeastern University in Boston.

MSU–Northern has an internationally recognized Center for Bio–energy Technology and its unique focus is on biofuels and heavy duty diesel engines. The Center and its partners play an important role in realizing the vision of harvesting clean energy from rural America to fuel our nation's economy.

Dr. Frank Trocki é Presidente da MSU-Northern, que faz parte do sistema universitário de doação de terra do governo dos EUA. Ele obteve seu Doutorado pela Universidade de West Virginia e mestrado e bacharelado em tecnologia industrial pelo Fitchburg State College.

Anteriormente, o Dr. Trocki serviu como vice presidente de desenvolvimento de negócios para o Lincoln Educational Services em West Orange, Nova Jersey; um ano como presidente e diretor presidente (CEO) da University College of the Caribbean; e sete anos como executivo da Elexon. Foi também decano de departamento e professor na Universidade de Louisiana-Lafayette e na Northeastern University em Boston.

A MSU-Northern possui um Centro de Tecnologia de Bioenergia reconhecido internacionalmente e seu principal foco de pesquisa é em biocombustível e motores pesados a diesel. O Centro e seus parceiros desempenham um papel importante em realizar a visão de colher energia limpa nas áreas rurais americanas para propulsionar a economia do país.



His Excellency Mauro Vieira

Ambassador of Brazil to the United States, Embassy of Brazil

Prior to being appointed Ambassador to the United States, Ambassador Mauro Vieira was the Brazilian Ambassador to Argentina since 2004. He holds a JD from the Federal University of Rio de Janeiro and graduated from Instituto Rio-Branco, the Brazilian diplomatic academy.

At the Brazilian Ministry of Foreign Relations, Ambassador Vieira has had several positions, including Chief of Staff to the Secretary-General (1999-2000), and Chief of Staff to the Minister of External Relations (2003-2004). From January 2003 to May 2006, he was the representative of the Brazilian Ministry of External Relations to the Board of Directors of Itaipu Binacional hydroelectric power plant.

Ambassador Vieira has also held positions at other Brazilian federal agencies, having served as Secretary for Managerial Modernization at the Ministry of Science and Technology, Assistant Secretary-General for Science and Technology, and National Secretary for Management at the National Institute for Social Security at the Ministry of Social Security and Assistance.

Abroad, Ambassador Vieira served at the Embassy in Washington (1978-1982); the Mission to the Latin American Integration Association (ALADI) in Montevideo (1982-1985); the Embassy in Mexico City (1990-1992); and the Embassy in Paris (1995-1999).

Ambassador Mauro Vieira has received decorations from the governments of Brazil, Argentina, Chile, Peru, Mexico, Portugal, Spain, France, Denmark, Norway, the Netherlands, Poland, and Romania. He was born in Niterói, state of Rio de Janeiro, on February 15, 1952.

Antes de ser nomeado Embaixador nos Estados Unidos, o Embaixador Mauro Vieira era Embaixador do Brasil na Argentina desde 2004. Tem título de Bacharel em Direito pela Universidade Federal do Rio de Janeiro e graduou-se pelo Instituto Rio-Branco, como diplomata.

No Ministério das Relações Exteriores, o Embaixador Vieira ocupou diversos cargos, incluindo Chefe de Gabinete do Secretário Geral (1999-2000), e Chefe de Gabinete do Ministro das Relações Exteriores (2003-2004). De janeiro de 2003 a maio de 2006, foi o representante do Ministério das Relações Exteriores junto ao Conselho Diretor da Itaipu Binacional.

O Embaixador Mauro Vieira também ocupou cargos em outros órgãos do governo brasileiro, tendo servido como Secretário para a Modernização da Gestão do Ministério da Ciência e Tecnologia, Secretário Geral Adjunto de Ciência e Tecnologia e Secretário Nacional de Gestão do Instituto Nacional de Previdência Social do Ministério de Assistência e Previdência Social.

No exterior, o Embaixador Vieira serviu na Embaixada do Brasil em Washington (1978-1982); na Missão do Brasil junto à Associação Latino-Americana de Integração (ALADI) em Montevideu (1982-1985); na Embaixada do Brasil na Cidade do México (1990-1992); e na Embaixada do Brasil em Paris (1995-1999).

O Embaixador Mauro Vieira já recebeu condecorações dos Governos do Brasil, Argentina, Chile, Peru, México, Portugal, Espanha, França, Dinamarca, Noruega, Países Baixos, Polônia e Romênia. Ele nasceu em Niterói, estado do Rio de Janeiro, em 15 de fevereiro de 1952.



The Honorable Deborah L. Wince-Smith
President & CEO, Council on Competitiveness

Deborah Wince-Smith is the president & CEO of the Council on Competitiveness, a group of CEOs, university presidents and labor leaders committed to driving U.S. competitiveness.

She is a Senate confirmed member of the IRS Oversight Board and a member of the Board of Directors of the NASDAQ OMX Group, Inc. and the NASDAQ Stock Exchange. Ms. Wince-Smith also serves on the Secretary of State's Advisory Committee on International Economic Policy, the Board of Governors for the Argonne National Laboratory, and the boards of several private equity startup companies. She has more than 20 years of experience as a senior U.S. government official, including as Assistant Secretary for Technology Policy in the Department of Commerce during the George H.W. Bush administration.

Ms. Wince-Smith earned a degree in classical archaeology and graduated Magna cum Laude and Phi Beta Kappa from Vassar College, and earned her master's degree from King's College, Cambridge University. In December 2006 she received an honorary Doctor of Humanities degree from Michigan State University.

Deborah Wince-Smith é presidente e diretora presidente do Council on Competitiveness, grupo de diretores presidentes (CEOs), presidentes de universidades e líderes trabalhistas empenhados em impulsionar a competitividade dos EUA.

É membro confirmado pelo Senado do Conselho de Supervisão da Receita Federal dos EUA (IRS) e membro do conselho diretor da NASDAQ OMX Group, Inc. e da NASDAQ Stock Exchange. A Sra. Wince-Smith serve também no Comitê Assessor de Política Econômica Internacional do Departamento de Estado, do Conselho de Governadores do Argonne National Laboratory e do conselho de diversas empresas de capital privado. Possui mais de 20 anos de experiência como servidora pública no governo dos EUA, inclusive como Secretária Adjunta de Política Tecnológica do Departamento de Comércio dos EUA durante o governo do Presidente George H.W. Bush.

Deborah Wince-Smith obteve seu diploma em arqueologia clássica, tendo se formado com honras (Magna cum Laude) e membro da prestigiosa Phi Beta Kappa no Vassar College, obteve seu título de Mestre no King's College, Universidade de Cambridge. Em dezembro de 2006, recebeu o título honorário de Doutor em Humanidades da Universidade Estadual de Michigan.



Dr. William R. "Randy" Woodson
Chancellor, North Carolina State University

Dr. Randy Woodson is North Carolina State University's 14th chancellor. Chancellor Woodson came to NC State from Purdue University where he served most recently as the executive vice president for academic affairs and provost. He has extensive experience as a member of university faculty and administration with a reputation for consensus building throughout his decades long career in higher education.

Dr. Woodson received his B.S., M.S. and Ph.D. degrees in horticulture from the University of Arkansas and Cornell University, respectively, specializing in plant physiology. He has contributed a wide body of knowledge to his field with research covering topics such as plant genetics, molecular biology, biotechnology and sustainable bioproducts development. His work has been published in over 100 journal articles and book chapters.

Chancellor Woodson also has received a number of professional honors during his career, including the Purdue University Agriculture Research Award, the American Society for Horticultural Science Outstanding Researcher Career Award and the Sagamore of the Wabash Award, the highest award presented by the governor of Indiana for service.

Dr. Randy Woodson é o 14º Presidente da North Carolina State University. O Presidente Woodson veio para a NC State proveniente da Purdue University onde serviu nos últimos anos como vice-presidente executivo para assuntos econômicos e reitor. Possui bastante experiência tanto como parte do corpo docente quanto da administração de universidades, tendo uma reputação de buscar o consenso no decorrer de toda a sua longa carreira na área de educação superior.

Dr. Woodson recebeu seu diploma de Bacharel, Mestrado e Doutorado em horticultura pela Universidade de Arkansas e Cornell University, respectivamente, tendo se especializado em fisiologia de plantas. Contribuiu para o amplo corpo de conhecimento em sua área com pesquisas sobre assuntos como genética de plantas, biologia molecular e desenvolvimento de bioprodutos sustentáveis. Seu trabalho já foi publicado em mais de 100 artigos especializados e capítulos de livros.

Presidente Woodson foi também recipiente de diversas condecorações profissionais durante sua carreira, incluído o Prêmio de Pesquisa Agrícola da Purdue University, o Prêmio de Outstanding Researcher Career da Sociedade America de Ciência de Horticultura e o Prêmio Sagamore of the Wabash, que é prêmio de maior prestígio oferecido pelo Governador do Estado de Indiana por serviços prestados.

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Dr. John J. DeGioia

President

Georgetown University understands the important role of higher education in the 21st century to respond at a domestic and global level to the world's great problems and opportunities. As a university, we have the ability to fuse academic disciplines to address these opportunities and challenges. Georgetown seeks to foster cross-pollination and inter-disciplinary values that now reside at the heart of true innovation.

The following examples of current university initiatives demonstrate Georgetown's commitment to innovative problem-solving, advancing our Catholic and Jesuit tradition:

- Five cohorts of young Latin American leaders have participated in the Global Competitiveness Leadership Program which aims to provide a new generation of emerging leaders with the essential tools in order to promote competitiveness, progress, regional integration and the insertion of the region into the global agenda. Drawing from resources of the Georgetown community on campus and beyond, this program focuses on the region's competitive position in the world.
- Initially incubated within the university, One World Youth Project has now launched to successfully grow independently and scale to enable a broader impact. This unique educational program empowers middle and high school students, trained by Georgetown undergraduates, to develop innovative solutions to community challenges and problems. Both the incubation process and the content of the work demonstrate Georgetown's commitment to developing creative responses to major challenges.
- The International Development program in the School of Foreign Service is designed to help students think critically about development as an urgent global challenge and as a contested theoretical field and to educate students to understand the many dimensions of global crises such as extreme poverty. Students and faculty from a variety of backgrounds converge in support of this work, highlighting the potential of interdisciplinary collaborations.
- Maximizing Georgetown's position in Washington, DC, the university regularly convenes events to bring together thought leaders, policy makers, and practitioners to share expertise, identify common ground, and develop creative responses to the most challenging problems of our time.



GEORGETOWN UNIVERSITY

Through partnerships within and beyond the campus community, Georgetown University actively responds to complex global challenges with innovative, multi-faceted initiatives like those described above. These serve as examples of the diverse ways that the university advances its commitment to educating students (equipped with skills of multiple disciplines and) prepared to innovate as "women and men for others."

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Mr. Samuel R. Allen

Chairman and Chief Executive Officer

As chairman of the Council on Competitiveness, I strongly believe that innovation will be the key factor in meeting the world's growing requirements for food, energy and infrastructure development.

These challenges will require public and private sector leaders working together to drive accelerated innovation to meet these rapidly increasing needs. For example, global agricultural output must expand by half by 2030 and double by 2050 to meet the demands of a growing and increasingly affluent population. This presents an enormous challenge to the global agricultural system, especially since most of the fertile, readily accessible arable land already is under cultivation, and competition for freshwater resources, of which agriculture is the largest user, is becoming increasingly intense.

The challenge of obtaining such significant increases in output is made even greater in the face of societal demands for a smaller agricultural environmental footprint and concerns over the potential impact of a changing climate. Accelerated innovation alone will not resolve these issues, but it is sure to play a primary role.

Through innovation and technology, we at Deere & Company are committed to developing solutions that enable our customers to be more productive and efficient and thereby contribute to improving the quality of life for people around the world.



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Mr. Lee McIntire

Chairman and Chief Executive Officer

Our world is becoming increasingly more complicated and interconnected. At CH2M HILL, we believe helping build a better and more sustainable world is about identifying and solving our clients' complex challenges. We use an integrated approach to engineering and construction that focuses on environmental, social, and economic solutions. CH2M HILL is well positioned to address the increasing challenges related to water, environmental, resources, energy, transportation, and facilities projects.

Brazil is an important part of CH2M HILL's current and future operations. With offices in Rio de Janeiro and São Paulo, CH2M HILL has been supporting Brazilian clients for 15 years. We continue to respond to new opportunities as they develop in Brazil in oil and gas, energy, mining and minerals, water and sanitation, transportation, manufacturing, and sustainable infrastructure for the 2014 World Cup and the 2016 Olympic and Paralympic Games.

CH2M HILL is committed to grow and foster a deepening relationship between Brazil and the U.S. I was honored to be selected by the Obama administration in 2009 to be a member of the U.S.-Brazil CEO Forum—a group of 20 CEOs from both countries who make recommendations to our governments on ways to strengthen the U.S.-Brazil economic relationship. Through bilateral collaboration of the private and public sectors in both countries, we can develop the solutions and deliver the projects needed to secure a prosperous future for Brazil.



Lockheed Martin Corporation



Dr. Ray O. Johnson

Senior Vice President and Chief Technology Officer

As the leading economies in this hemisphere, the U.S. and Brazil share concerns about energy and climate change, cyber security, and health care. These are emerging global security challenges, and Lockheed Martin is taking them on with the same spirit of innovation and commitment to excellence we deliver to our core aerospace, defense and IT markets.

At Lockheed Martin, innovation is backed by the creative minds and collective expertise of our 70,000 engineers and scientists. But innovation goes beyond invention. We define it in terms of technology advances, of course, but also in terms of business strategy, as well as our ability to deliver value.

We appreciate the efforts of the Council on Competitiveness to foster this dialogue between two important regional partners.



Shell Oil Company



Marvin Odum
President

Energy is the driver of modern civilization. Our challenge is a formidable one: we need to produce more energy for a growing world population and at the same time build a more sustainable energy system for the future.

At Shell, we believe that demand for energy could double by 2050. By that time, 30% of the world's energy could come from renewable sources. That would represent spectacular growth. Fossil fuels and nuclear would still supply the remaining 70%. So in absolute terms, we will have to produce more energy of all types—oil, gas, nuclear and renewable sources.

Brazil is a major contributor to this energy future. In July 2009, Shell started production at its Parque das Conchas project, where heavy oil resources lie beneath waters nearly two kilometers deep in the Campos Basin. We are proud of the many technologies this project advanced, the jobs it created and the investment it spurred.

This year, Shell announced a proposed \$12 billion joint venture with Cosan to produce and commercialize ethanol and power from sugar cane and distribute a variety of industrial and transportation fuels through a combined distribution and retail network in Brazil. Over the next 20 years, sustainable biofuels are one of the most commercially viable solutions to reduce CO₂ emissions from the transportation sector. We look forward to continue partnering with the people and government of Brazil to meet the world's energy challenge through new technologies and products, new markets and new ways of working.



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Dr. Michael M. Crow
President

Arizona State University is proud to sponsor the 2nd U.S.-Brazil Innovation Summit. As the United States' largest major research university, we are committed to addressing the challenges of the 21st century that are facing both nations.

Our mission is to transform American higher education to a new model that serves today's needs, one that is committed to excellence, access and impact. ASU measures itself by those it includes, not by those it excludes. ASU pursues research that contributes to the public good and assumes major responsibility for the economic, social and cultural vitality of the communities it serves.

ASU is globally engaged. With academic and research partnerships around the world, we are making breakthroughs that are advancing human understanding in critical areas like health care and sustainability. ASU is also home to SkySong, a global portal designed to help companies grow by providing business services and programs facilitated by the university.

With a large and thriving economy, and inventive and creative people, Brazil is the ideal partner for a large and thriving university with inventive and creative people. We are eager to build collaborations with Brazilian entrepreneurs, businesses and universities to work together on the grand challenges and opportunities you will hear about during this summit.



Deloitte Touche Tohmatsu



Mr. James H. Quigley
Chief Executive Officer

As we come out of one of the most challenging economic periods in history, economies that redefine innovation to address significant market shifts will surface as far more competitive. For emerging economies like Brazil, innovation will be one of the most decisive factors fueling growth strategies and offering a path of differentiation in the global marketplace.

Competitiveness will originate through businesses and governments seeking new collaborative opportunities, supported by policies that spur innovation, encourage cross-border investment, reward entrepreneurs, and draw together higher education, research and development on common goals. For businesses specifically, it will mean encouraging disruptive innovation from product development to brand management, utilizing new forms of technology and digital media to drive value and employment creation, and forging new relationships to address the significant sustainability concerns confronting the planet.

As leaders we need to think differently, view the world in a new way, and behave in a new way. Deloitte supports the Council in its endeavors to encourage innovation and foster competitiveness, which are needed to generate long-term global economic development.



National Renewable Energy Laboratory



Dr. Dan E. Arvizu
Director

Our vision at the National Renewable Energy Laboratory (NREL) is for nothing short of a complete transformation of the national energy system in response to environmental, economic, and energy security challenges. NREL will be a leading force nationally and globally in advancing renewable energy and energy efficiency technologies through innovation spanning scientific discoveries to commercial implementation.

We remain steadfast in our mission: NREL develops renewable energy and energy efficiency technologies and practices, advances related science and engineering, and transfers knowledge and innovations to address the nation's energy and environmental goals.

NREL is unique. It is the only DOE national laboratory dedicated solely to advancing renewable energy and energy efficiency technologies—from concept to commercial application. Working together with university and industry partners, other national labs, and forward-looking organizations such as the Council on Competitiveness, will help enable us to fulfill our mission and bring us collectively closer to a future where energy is clean, abundant, and affordable for our nation and the world.



Benefactor

Fogo de Chão®



Mr. Larry Johnson
Chief Executive Officer

The Fogo de Chão® story began 30 years ago in Rio Grande do Sul, Southern Brazil, when the Coser brothers, Jair and Arri, opened their first location. Combining the best of the centuries-old tradition of churrasco, the Gaucho way of roasting meats over pits of open fire, with a focus on exceptional customer service, Fogo de Chão quickly earned a respected reputation in Brazil.

In 1997, the brothers exported the concept to North America, introducing American diners to the history and tradition of a churrascaria, or Brazilian Steakhouse. With 16 U.S. and six Brazilian locations, Fogo continues to awe patrons with our Gaucho chefs, delectably slow-roasted meats and spectacular exhibition of authenticity.

After years of challenging work and dedication to excellence, we have opened locations in several major U.S. cities with plans for further expansion. As the company grows, we will continue to draw from our passion for sharing the culture and preserving the authentic, centuries-old traditions of our Southern Brazilian heritage.



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American Association of Community Colleges

American Council on Renewable Energy

American Mathematical Society

American Society for Engineering Education

Arizona Technology Council

Arlington Chamber of Commerce

ASME

Association of American Colleges and
Universities

Association of American Universities

Association of University Related Research
Parks

BITS, Financial Services Roundtable

Business Leaders for Michigan

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About the Council on Competitiveness

Who We Are

CEOs, university presidents and labor leaders working to ensure U.S. prosperity.

The Council's mission is to set an action agenda to drive U.S. competitiveness, productivity and leadership in world markets to raise the standard of living of all Americans

Council on Competitiveness

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How We Operate

The key to U.S. prosperity in a global economy is to develop the most innovative workforce, educational system and businesses that will maintain the United States' position as the global economic leader.

The Council achieves its mission by:

- Identifying and understanding emerging challenges to competitiveness
- Generating new policy ideas and concepts to shape the competitiveness debate
- Forging public and private partnerships to drive consensus
- Galvanizing stakeholders to translate policy into action and change

About Competitive Brazil Movement / Movimento Brasil Competitivo (MBC)

Brazil Competitive Movement (MBC) is a nonprofit institution, created in 2001, recognized by the Brazilian Government as a public organization of the civil society, known as “OSCIP” (Organização da Sociedade Civil de Interesse Público), organized to improve quality, competitiveness and productiveness in Brazil.

Our Mission is to contribute expressively to improve competitiveness in private organizations and increase quality and productivity in public organizations in a sustained way, elevating the quality of life of the Brazilian population.

MBC wishes to contribute to the Brazilian society so that it benefits from:

- The dissemination of management technologies to public, private and third sector organizations by promoting sustainable development;
- State competitiveness and quality programs implemented in all states of the federation;
- A minimum of 20 productive sectors assessment and award systems implemented in each;
- The disseminated use of an assessment and award system towards medium sized and small-scale business enterprises;
- Mandatory management assessment system to federal organizations;
- Disseminated management measurement system to the public organizations;
- Federal government award system diffused to all government levels;
- The use of benchmarking maps as tools for the competitiveness to both local and regional productive chains and clusters;

- Measurement and assessment cultures widely disseminated;
- Innovation and marketing cultures disseminated.

Superior Council

The Superior Council is a deliberative body which functions to establish the political and strategic positioning of MBC.

Founder

Jorge Gerdau Johannpeter, Gerdau Group

Government

Presidential Chief of Staff

Minister of Science and Technology

Minister of Development, Industry, and Foreign Trade

Minister of Planning, Budget and Management

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Instituto Nacional de Metrologia, Normalização e Qualidade Industrial (INMETRO)	TIM Celular S.A.
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About the Brazilian Agency for Industrial Development / Agência Brasileira de Desenvolvimento Industrial (ABDI)

ABDI is a government agency, attached to the Ministry of Development, Industry and Foreign Trade, with the mission of promoting the implementation of Brazil's Industrial Policies, in accordance with the foreign trade, science and technology policies.

ABDI's main focus is on programs and projects established by the Production Development Policy (PDP), of which the Agency is the Executive Secretariat along with the Ministries of Finance and Science and Technology and the Brazilian Bank for Economic and Social Development (BNDES).

The Agency is also responsible for coordinating actions and programs related to the so called "Strategic Areas" of the PDP, that is, initiatives related to fundamental issues in the development of the industry, encompassing various productive complexes. In addition, ABDI is in charge of programming and monitoring the national Policy, through a customized information system, particularly designed for its management.

The strategic goals of ABDI are:

- To contribute for the execution, monitoring, evaluation and improvement of the PDP, seeking the strengthening and the competitiveness of productive chains, as well as companies' internationalization and innovation.
- To disseminate and support the regional implementation of the PDP, contributing to strengthen Local Productive Arrangements (LPA) and the regional productive structure.
- To support the transversal and sectorial implementation of the PDP through R&DI tools.

In order to achieve the mentioned goals, ABDI focuses its actions on six programs:

1. Sectorial Competitiveness Program, aimed at contributing to the interaction, development, coordination, monitoring and evaluation of competitive strategies for selected productive chains;
2. PDP's Promotion Program, aimed at disseminating and broadening the Brazilian industry's access to development promotion and innovation tools;
3. Innovation Promotion Program, designed to enhance the environment for innovation in Brazil;
4. Strategic Areas Program, designed to support the interaction, development and monitoring of the execution of policies and actions in strategic areas, such as biotechnology, nanotechnology and information and communication technologies;
5. Competitive Intelligence Program, aimed at collecting, analyzing, systematizing and disseminating information related to the industrial economy's behavior and to the PDP's execution;
6. Internationalization Program, aimed at promoting the Brazilian economy's internationalization amongst partner countries.

A ABDI é uma agência do governo brasileiro, vinculada ao Ministério do Desenvolvimento, Indústria e Comércio Exterior, que tem a missão de promover a execução da Política Industrial do Brasil, em consonância com as políticas de Comércio Exterior e de Ciência e Tecnologia.

O principal enfoque da Agência está nos programas e projetos estabelecidos pela Política de Desenvolvimento Produtivo (PDP), da qual executa a função de Secretaria Executiva, em conjunto com os Ministérios da Fazenda e da Ciência e Tecnologia e o Banco Nacional de Desenvolvimento Econômico e Social (BNDES).

A ABDI também é responsável por coordenar as ações e programas dos chamados Destaques Estratégicos da PDP, iniciativas que tratam de questões fundamentais para desenvolver a indústria brasileira, passando diversos complexos produtivos. Cabe, ainda, à ABDI o monitoramento programático da Política, por meio de um Sistema de Gerenciamento de Projetos customizado especificamente para a atividade.

Os objetivos estratégicos da Agência são:

- Contribuir para a execução, monitoramento, avaliação e aperfeiçoamento do desempenho da Política de Desenvolvimento Produtivo, buscando o fortalecimento, o aumento e a competitividade das cadeias produtivas, a inserção internacional e a inovação nas empresas;
- Disseminar e apoiar a implementação regional da Política de Desenvolvimento Produtivo, contribuindo para fortalecer APLs e a estrutura produtiva regional;
- Apoiar a implementação transversal e setorial da Política de Desenvolvimento Produtivo no país por meio de instrumentos de PD&I.

Para o alcance dos mencionados objetivos, a ABDI centra sua atuação em seis programas:

1. Programa de Competitividade Setorial, que visa contribuir para a articulação, construção, coordenação, monitoramento e avaliação de estratégias competitivas para cadeias produtivas selecionadas;
2. Programa de Promoção da PDP, que tem como objetivo difundir e ampliar o acesso da indústria brasileira aos instrumentos de promoção do desenvolvimento e da inovação;
3. Programa de Promoção da Inovação, que visa apoiar o fortalecimento do ambiente de inovação no Brasil;
4. Programa em Áreas Estratégicas, com o objetivo de apoiar a articulação, a construção e o monitoramento da execução de políticas e ações em áreas estratégicas, como biotecnologia, nanotecnologia e tecnologias da informação e comunicação;
5. Programa de Inteligência Competitiva, que visa coletar, analisar, sistematizar e disseminar informações relativas ao comportamento da economia industrial e à execução da PDP;
6. Programa de Inserção Internacional, que tem como objetivo: a promoção da inserção internacional da economia brasileira com países parceiros.

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composed by representatives of public and
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As ações da ABDI são orientadas por
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