



The how of innovation through  
low carbon example

# Programação

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Auditório da Faculdade de Engenharia Química  
Unicamp  
9-10 de Março de 2009

## DAY 1 – MONDAY, 09 MARCH 2009

08:30 - 09:00

Registration and Welcome Coffee

09:00 - 09:40

Opening:

Martin Raven (British Consulate General)

Luis Cortez (International Relations Unicamp)

Conference objectives: Nick Stuart (UK Trade & Investment)

### Presentations

#### *Innovation Systems*

09:40 - 10:00 UK - Nick Stuart (UK Trade & Investment)

10:00 - 10:20 Brazil - Carlos Brito Cruz (FAPESP)

10:20 - 10:40 Q & A

10:40 - 11:00 Coffee break

#### *USP Innovation*

11:00 - 11:20 Oswaldo Massambani (USP Innovation Agency)

11:10 - 11:20 Q & A

#### *Physical Infrastructure - Science Parks and Incubators*

11:20 - 11:40 UK - Malcolm Parry (Surrey Research Park)

11:40 - 12:00 Brazil - Guilherme Ary Plonski (President of ANPROTEC)

12:00 - 12:15 Q&A

12:15 - 14:00 Lunch

#### *Research and Innovation Funding*

14:00 - 14:20 UK - David Penfold (The Carbon Trust)

14:20 - 14:40 Brazil - Telma Franco (UNICAMP)

14:40 - 15:00 Brazil - Wilson Jardim (UNICAMP)

15:00 - 15:20 Q & A

#### *Unicamp Innovation*

15:20 - 15:40 Roberto Lotufo (Inova Unicamp Innovation Agency)

15:40 - 15:50 Q&A

15:50 - 16:10 Coffee Break

#### *Technology Transfer Associations*

16:10 - 16:35 UK - Brian More (Coventry University Enterprises Ltd.)

16:35 - 17:00 Brazil - José Luiz Olivério (Operational Vice-President, DEDINI S/A)

17:00 - 17:20 Q&A

End of work day

## DAY 2 – TUESDAY, 10 MARCH, 2009

### *Research*

09:00 - 09:15 UK - Chris Henshall (University of York)

09:15 - 09:30 Brazil - Paulo Magalhaes (UNICAMP)

09:30 - 09:45 Brazil - Cláudio Oller (University of Sao Paulo)

09:45 - 10:00 Q & A

10:00 - 10:20 Brazil - Marco Aurélio Pinheiro Lima (CBTE, MCT)

10:20 - 10:40 Brazil - Baastian Reydon (UNICAMP)

10:40 - 11:00 Q & A

11:00 - 11:20 Coffee Break

### *Finance*

11:20 - 11:40 UK - Ben Ferrari (Imprimatur Capital)

11:40 - 12:00 Brazil - Robert Binder (CRIATEC)

12:00 - 12:15 Q & A

12:15 - 14:00 Lunch

### *Industry*

14:00 - 14:20 UK - Jeremy Davies (Campden BRI)

14:20 - 14:40 Brazil - Carlos Rossel (CBTE/MCT)

14:40 - 14:55 Q & A

14:55 - 15:15 UK - Brendan Vickers (Pera)

15:40 - 15:55 Q & A

15:55 - 16:10 Coffee Break

16:10 - 16:25 Brazil - Rubens Maciel Filho (UNICAMP)

16:25 - 16:35 Juan Miguel Mesa Pérez (Bioware) - Green Start-up co.

16:35 - 16:45 Brazil - Gehardt Ett (EletoCell) - Green Start-up co.

16:45 - 17:00 Q&A

### *Workshop Conclusion and Future Possibilities*

16:50 - 17:20 Closing Panel

Moderator: Mission Leader

End of work day