

Brasil<sup>IT+</sup>  
Value beyond expectations

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## Invest in Brazil Semminars - CeBIT 2012 Program Information

March 6th, 2012

Venue – Deutsch Messe  
Hannover, Germany

## INVEST IN BRAZIL – OPPORTUNITIES IN THE BRAZILIAN SMART GRID SECTOR Preliminary Program

1:30 pm – 2 pm	Registration
2 pm – 2:15 pm	<b>Welcome remarks</b> Apex-Brasil – Brazilian Trade and Investment Promotion Agency <b>Mauricio Borges</b> Apex-Brasil President
2:15 pm – 2:45 pm	<b>Opening session</b> <b>Telecommunications and opportunities for investment</b> <b>Paulo Bernardo Silva</b> Minister of Communications
2:45 pm – 3:05 pm	<b>The Brazilian Regulatory Environment to developing Energy Efficiency and R&amp;D in Brazil</b> <b>Andre Pepitone da Nobrega - Director</b> Brazilian Electricity Regulatory Agency - ANEEL
3:05 pm – 4 pm	<b>How the implementation of Smart Grids can impact on the energy efficiency in Brazil – trends to the market</b> <ul style="list-style-type: none"><li>- <b>Carlos Frees – Project Specialist</b> Brazilian Agency for Industrial Development - ABDI</li><li>- <b>Márcio Venício Pilar Alcântara – Regulations Specialist</b> Brazilian Electricity Regulatory Agency - ANEEL</li><li>- <b>Laerte Davi Cleto – Project Manager for Industry, Science and Technology Department</b> Ministry of Communications</li></ul>
4 pm – 4:15 pm	<b>Coffee break</b>
4:15 pm – 5:15 pm	<b>Case study in Brazil: opportunities and challenges</b> <ul style="list-style-type: none"><li>- <b>Denys Cláudio Cruz de Souza – Superintendent for the Distribution and Engineering Development Department</b> Case # 1: CEMIG</li><li>- <b>Gilberto Teixeira – CEO</b> Case# 2: ELO Electronic Systems</li><li>- <b>Murilo Pessatti – CEO</b> Case# 3: Chipus IP - design house member of CI Brasil Project</li><li>- <b>Walter Santana – Business Manager</b> Case# 4: LSI-Tec</li></ul>
5:15 pm – 5:45 pm	<b>Economic outlook and financing lines</b> <b>Márcia Leal – Head of the Electric Energy Department</b> Brazilian Development Bank - BNDES
5:45 pm – 6 pm	<b>Investment location in Brazil: how can Apex-Brasil support your company?</b> Brazilian Trade and Investment Promotion Agency — Apex-Brasil

March 7th, 2012

Venue – Deutsch Messe  
Hannover, Germany

## INVEST IN BRAZIL – “THE BRAZILIAN STRATEGY FOR THE CLOUD ERA” Preliminary Program

1:30 pm – 2 pm	Registration
2 pm – 2:15 pm	<b>Welcome remarks</b> Brazilian Trade and Investment Promotion Agency – Apex-Brasil <b>Mauricio Borges</b> Apex-Brasil President
2:15 pm – 2:45 pm	<b>Opening Session: “The cloud within the Brazilian Broadband Plan”</b> <b>Maximiliano Salvador Martinhão</b> Secretary for Telecommunications - Ministry of Communications
2:45 pm – 3:15 pm	<b>The Brazilian Government strategy for the cloud era</b> <b>Virgílio Almeida - Secretary for Information Technology Policies</b> Ministry of Science, Technology & Innovation
3:15 pm – 3:45 pm	<b>The IBM case for Brazil – IBM Lab</b> <b>José Carlos Duarte Gonçalves – Chief Technology Officer</b> IBM Brasil
3:45 pm – 4:15 pm	<b>The Intel strategy for Brazil</b> <b>Fernando Loureiro – Government Relations Director</b> Intel Brasil
4:15 pm – 4:30 pm	<b>Coffee break</b>
4:30 pm – 5 pm	<b>The Brazilian ICT market: trends and opportunities</b> <b>Djalma Petit – Market Director</b> Association for the Promotion of Brazilian Software Excellence - Softex
5 pm – 5:30 pm	<b>Economic Outlook and Financing Lines</b> <b>Rodrigo Pedrosa – Manager</b> Brazilian Development Bank - BNDES
5:30 pm – 5:45 pm	<b>Investment location in Brazil: how can Apex-Brasil support your company?</b> Brazilian Trade and Investment Promotion Agency — Apex-Brasil

## INVEST IN BRAZIL – THE BRAZILIAN SEMICONDUCTOR LANDSCAPE Preliminary Program

March 8th, 2012

Venue – Deutsch Messe  
Hannover, Germany

9:30 am – 10 am	Registration
10 am – 10:15 am	<b>Welcome remarks</b> Brazilian Trade and Investment Promotion Agency –Apex-Brasil <b>Mauricio Borges</b> Apex-Brasil President
10:15 am – 10:45 am	<b>Opening session</b> <b>The Brazilian environment for semiconductors</b> <b>Virgílio Almeida – Secretary for Information Technology Policies</b> Ministry of Science, Technology & Innovation
10:45 am – 11:15 am	<b>Incentives and benefits for the semiconductor sector</b> <b>José Ricardo Ramos Sales – Foreign Trade Analyst</b> Ministry of Development, Industry and Foreign Trade
11:15 am – 11:30 am	<b>Coffee break</b>
11:30 am – 12 pm	<b>The Brazil Semiconductor Technology Center - A successful experience</b> <b>Armando Gomes – Country Manager</b> Freescale Brasil
12 pm – 12:20 pm	<b>Success case</b> <b>Murilo Pessatti – CEO</b> Chipus IP - design house member of CI Brasil Project
12:20 pm – 12:45 pm	<b>Economic outlook and financing lines</b> <b>Rodrigo Pedrosa – Manager</b> Brazilian Development Bank - BNDES
12:45 pm – 13 pm	<b>Investment location in Brazil: how can Apex-Brasil support your company?</b> Brazilian Trade and Investment Promotion Agency – Apex-Brasil

## INVEST IN BRAZIL – OPPORTUNITIES FOR INNOVATION IN BRAZIL (TECH PARKS AND R&D CENTERS) Preliminary Program

March 9th, 2012

Venue – Deutsch Messe  
Hannover, Germany

9:30 am – 10 am	Registration
10 am – 10:15 am	<b>Welcome remarks</b> Brazilian Trade and Investment Promotion Agency – Apex-Brasil <b>Mauricio Borges</b> Apex-Brasil President
10:15 am – 10:45 am	<b>Opening Session: “Innovation within the Brazilian Industrial Policy”</b> <b>Nelson Fujimoto – Secretary of Innovation</b> Ministry of Development, Industry and Foreign Trade
10:45 am – 11:15 am	<b>Innovation support</b> <b>André de Castro Pereira Nunes – Head of IT and Services Department</b> Brazilian Innovation Agency - FINEP
11:15 am – 11:40 am	<b>The IBM Brasil Lab</b> <b>José Carlos Duarte Gonçalves – Chief Technology Officer</b> IBM Brasil
11h40 am – 12:05 pm	<b>Brazil as a hot location for global reverse innovation - The GE Case</b> <b>Fabian Delcros – Director of European Government Relations and Policy</b> GE
12:05 pm – 12:20 pm	<b>Coffee break</b>
12:20 pm – 12:40 pm	<b>Science &amp; Technology: the Brazilian road map, achievements and future</b> <b>Ricardo Martins – Project Specialist</b> Brazilian Agency for Industrial Development - ABDI
12:40 pm – 13:05 pm	<b>Tech parks in Brazil - status and opportunities</b> <b>Ronaldo Tadeu Pena - Director</b> Brazilian Association of Science Parks and Business Incubators – Anprotec
13:05 pm – 13:25 pm	<b>Economic outlook and financing lines</b> <b>Claudio Leal – Deputy Managing Director of the Planning Division</b> Brazilian Development Bank - BNDES
13:25 pm – 13:35 pm	<b>Investment location in Brazil: how can Apex-Brasil support your company?</b> Brazilian Trade and Investment Promotion Agency – Apex-Brasil