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The CEBRABIC project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 733531.

Fraunhofer Gesellschaft – Profile 2016

- More than 80 research institutions, including 68 Fraunhofer institutes
- More than 24,000 employees, the majority educated in natural sciences or engineering
- Annual research volume of 2.1 billion Euros
- Every day 2 patents, e.g. invention of mp3 and airbags
- International collaboration through representative offices in Europe, US, Latin America, Asia and the Middle East
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About CEBRABIC

- **Horizon 2020: ENG-GLOBALLY-9-2016, Centres/Networks of European research and innovation:** Establish strategic Partnerships in Science, Technology and Innovation (STI) with selected key countries: China, USA, Brazil (Pilots)

- **CEBRABIC (Brazil):** 01/2017 – 12/2020

- **Main Objectives of CEBRABIC:**
  - Encouraging cooperation among European and Brazilian Research, Innovation and Business (R&I&B) organizations
  - Establish and deploy a self sustainable Centre for Europe-Brazil Business & Innovation Cooperation within 48 month
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Main Target Groups of CEBRABIC:

(1) **R&I Actors**: Universities, Research Centres, Technology Transfer Entities. Technology Parks.
(2) **Business**: Entrepreneurs, SMEs & Start-ups, etc.;
(3) **Facilitators**: European, National and Regional Authorities, Funding agencies and other financial institutions, Intergovernmental multilateral entities and initiatives

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**Service Portfolio and Target Groups of CEBRABIC**

### Networking Service

- **Strengthen Cooperation**
- **Framework Conditions**

### Promotion, Awareness raising & training

- **Advice on public & private funding mechanism**
- **Advice & support on Internationalisation**

### Service for pooling & sharing of resources

- **RRI Advocacy**

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Stakeholder Involvement: Network-based Approach

Creating Synergies & Complementarities

- CEBRABIC is working on a network basis
- Incorporation of different types of stakeholder
- Focus on cooperation with European R&I structures located in Brazil
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The Innovation Institutes (ISIs) are proposed to be involved as **Regional Innovation Hubs** of CEBRABIC.

The **15 ISIs** were selected based on a set of criteria:

- **Thematic focus**: These ISIs work under one of the promising R&I&B fields* (matched with EC priority areas)
- **Level of maturity**: The selected ISIs are already in their full operational stage
- **Geographical coverage**: Through those 15 ISIs, CEBRABIC will acquire a representation in all Brazilian regions

* ISI thematic research focus areas: Bioeconomy, Biotechnology, Energy, Environment/Climate Change, Food Security, Health & Medical Research, ICT, Marine Research, Material Sciences, Nanotechnologies and, Sustainable Agriculture
Current Activities & Next Steps

Planning Phase (Month 1 – Month 12)

1. Market Analysis and framework conditions:
   - **Survey**: Online Questionnaire on service demand for European Centres of Research and Innovation in Brazil, China and the United States
     - **Objective**: Identification of the needs of customers and stakeholders when collaborating or partnering with R&I&B from Brazil
   - **PESTLE-Analysis**: Analysis of the Political, Economic, Social, Technological, Legal and Environmental Framework Conditions (desktop research and interviews)

2. Business Model Development: Definition and Identification of the Strategic Cornerstones to set up the basis for all further steps and tasks

3. Marketing & Dissemination Activities: Awareness Raising and Creating the “CEBRABIC brand!” through web platform, brochures, participation and presentation at event, etc.

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### Approach for Integrated Strategy Development (ISD)

#### BUSINESS MODEL

<table>
<thead>
<tr>
<th>Business Areas</th>
<th>Products</th>
<th>• Which products and services are sold to which target groups?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Markets</td>
<td>• Which benefit is generated for the customers?</td>
</tr>
</tbody>
</table>

#### Value Creation Model

<table>
<thead>
<tr>
<th>Business Success</th>
<th>Customer Value</th>
<th>• How does the value creation for the customer work in each business area?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Business Processes</td>
<td>• Which resources, procedures and structures generate which competitive advantages and returns?</td>
</tr>
<tr>
<td></td>
<td>Resources / Intellectual Capital</td>
<td></td>
</tr>
</tbody>
</table>

#### FRAMEWORK CONDITIONS

- Business Environment
- Normative Requirements
Integrated Strategy Development (ISD)

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CEBRABIC at a glance
Brochure available next month
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THANK YOU FOR YOUR KIND ATTENTION