



23rd Annual EARMA Conference Malta, 25th April 2017

Dr. Ronald Orth (ronald.orth@ipk.fraunhofer.de)
Fraunhofer Institute for Production Systems and Design Technology



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



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



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



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



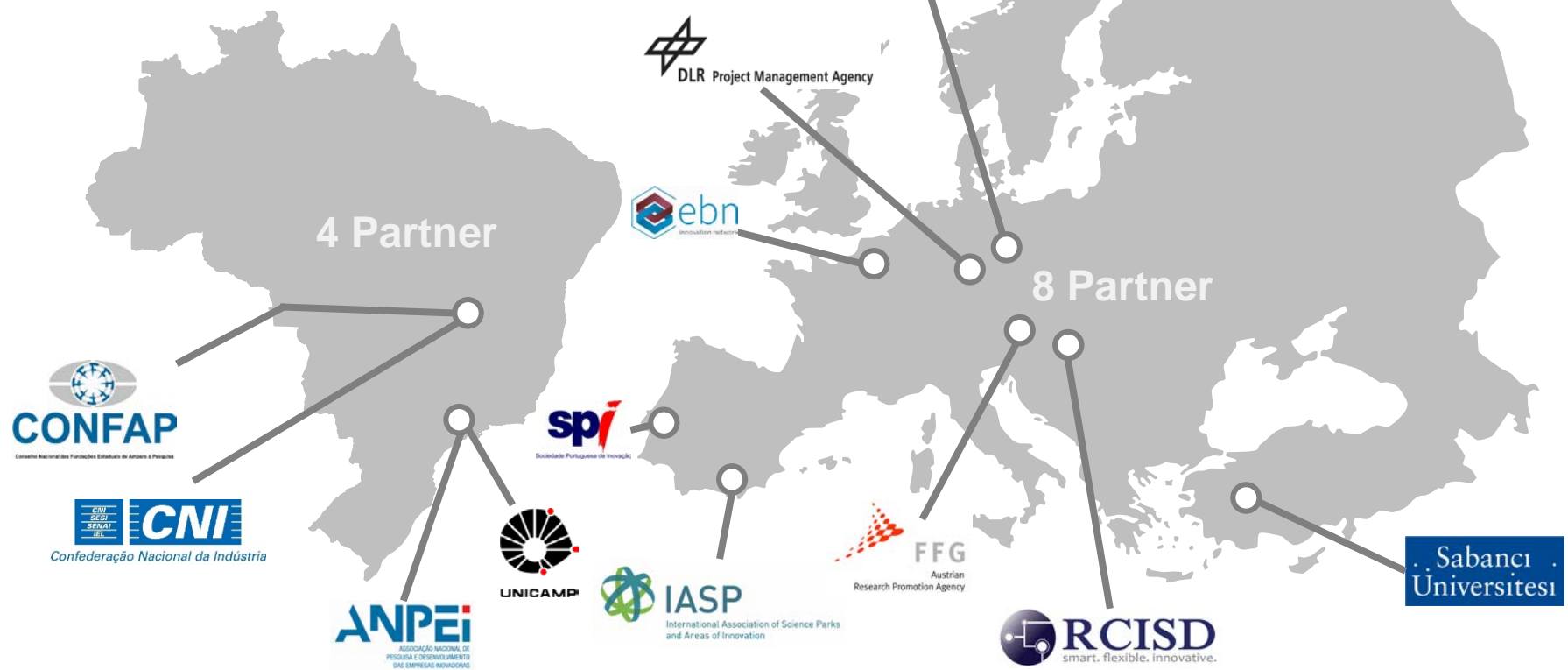
CEBRABIC Consortium: 12 Partner Organisation (EU – Brazil - Turkey)

Balanced institutional diversity

- Companies (SPI, RCISD)
- Universities (UNICAMP, SU)
- Funding agencies (FFG)
- R&I organizations (FHG, DLR)
- Not-for-profit organisations (ANPEI, CONFAP, CNI, EBN, IASP)



Over 50 Letters of Support



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



CEBRABIC Kick Off Event (January 2017, Berlin)



M1
Planning Phase

M13
Piloting Phase

M25
Full Implementation Phase

M48

**Post
Project**

CENTRE Development



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



CEBRABIC Approach

From Planning to Implementation



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



Service Portfolio and Target Groups of CEBRABIC

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

Strengthen Cooperation



Networking
Service

Promotion,
Awareness raising
& training



Service for pooling
& sharing of
resources



Framework Conditions



Advice on public &
private funding
mechanism

Advice &
support on
Internationalisation



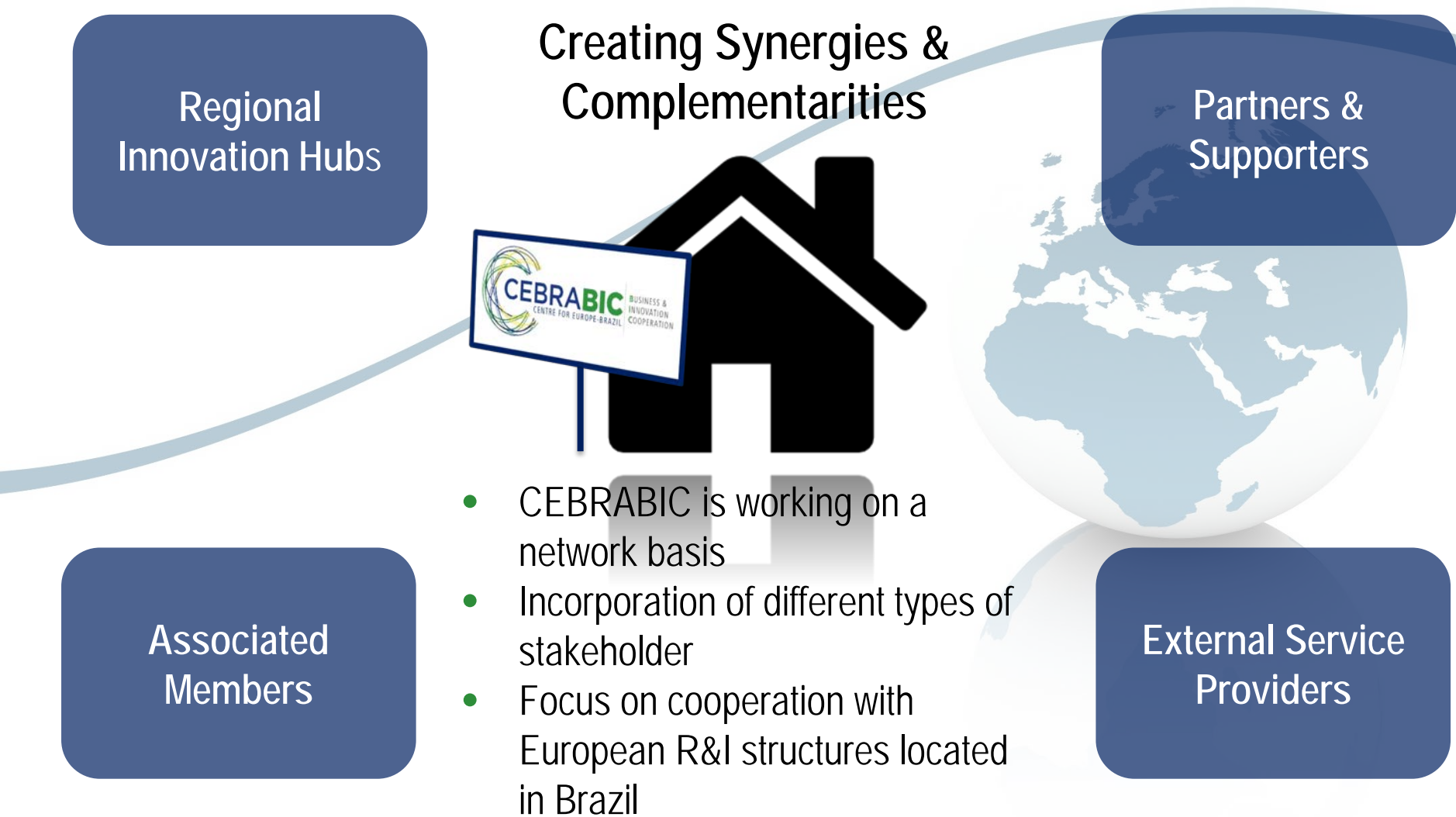
RRI Advocacy



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



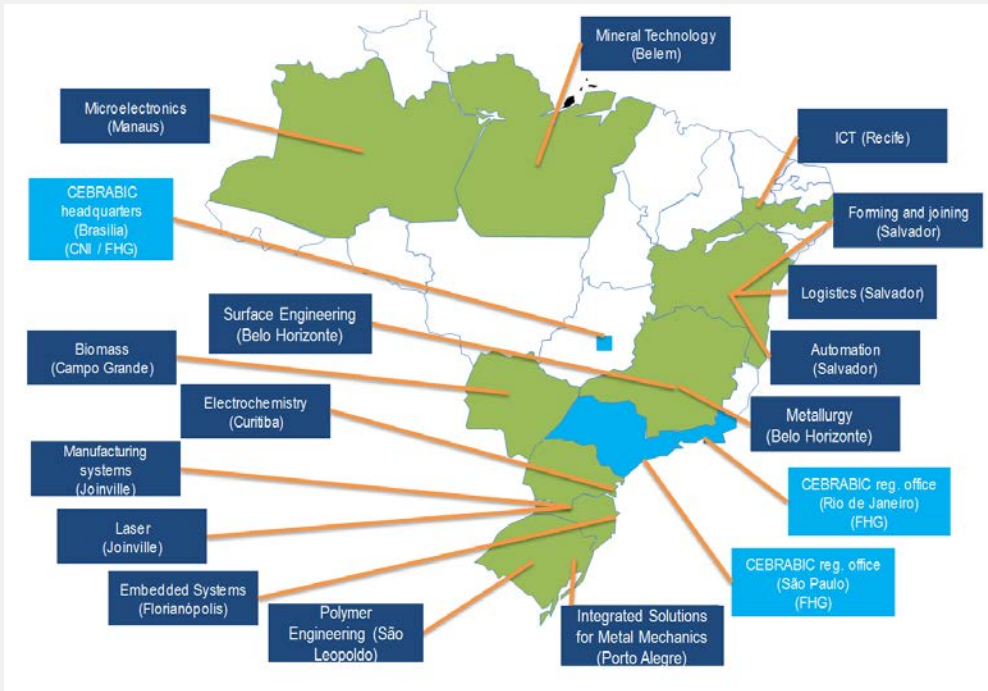
Stakeholder Involvement: Network-based Approach



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

Regional Innovation Hubs: SENAI Innovation Institutes

Regional Innovation Hubs SENAI Innovation Institutes



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



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



Current Activities & Next Steps

Planning Phase (Month 1 – Month 12)

M1

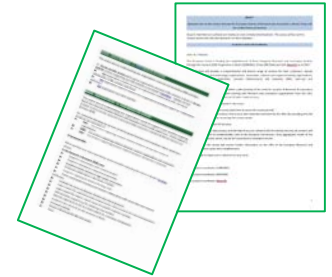
Planning Phase

M12

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



<http://bit.ly/2nyl3LC>

- ✓ **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.

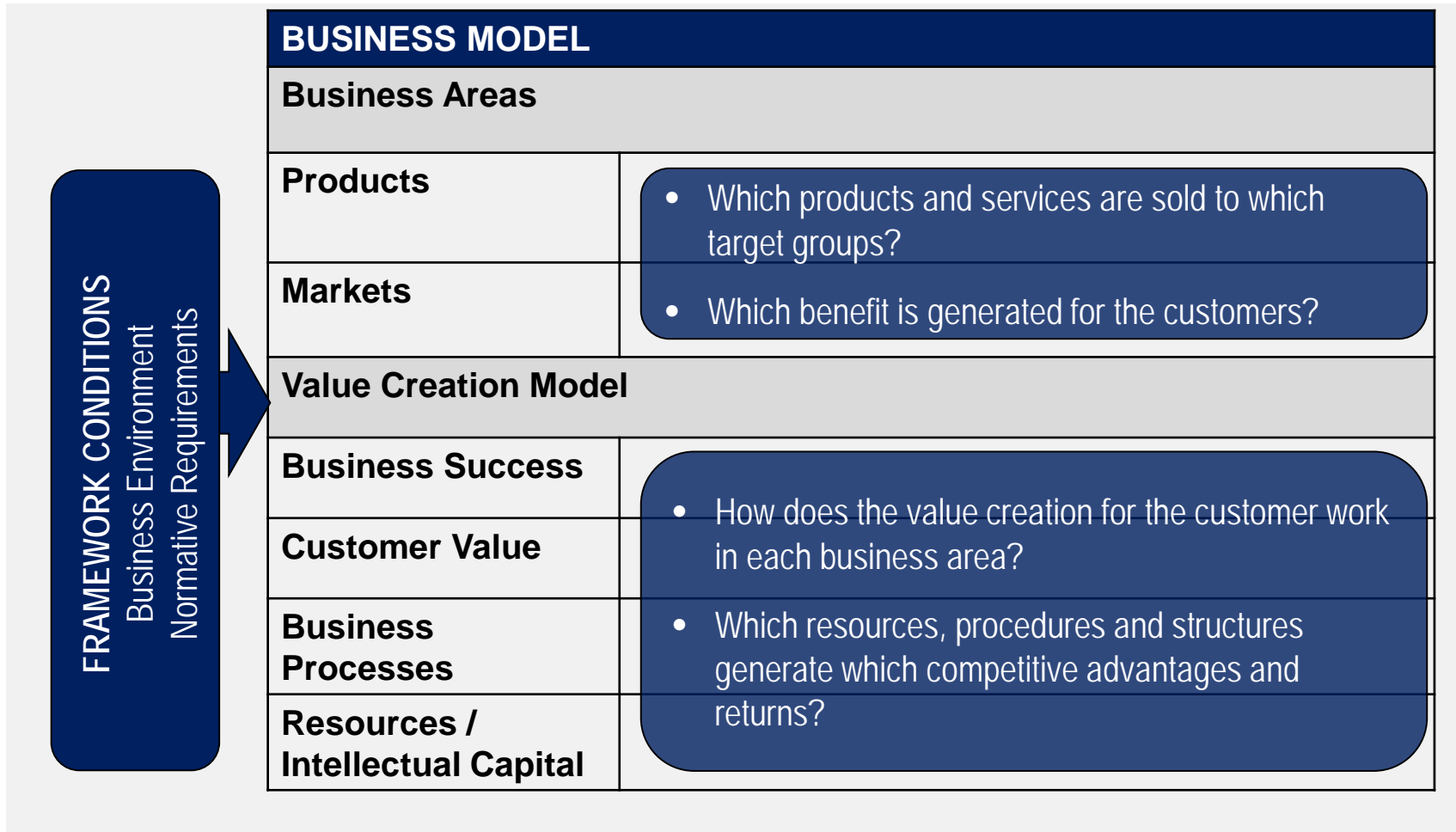


The CEBRABIC project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 733531.

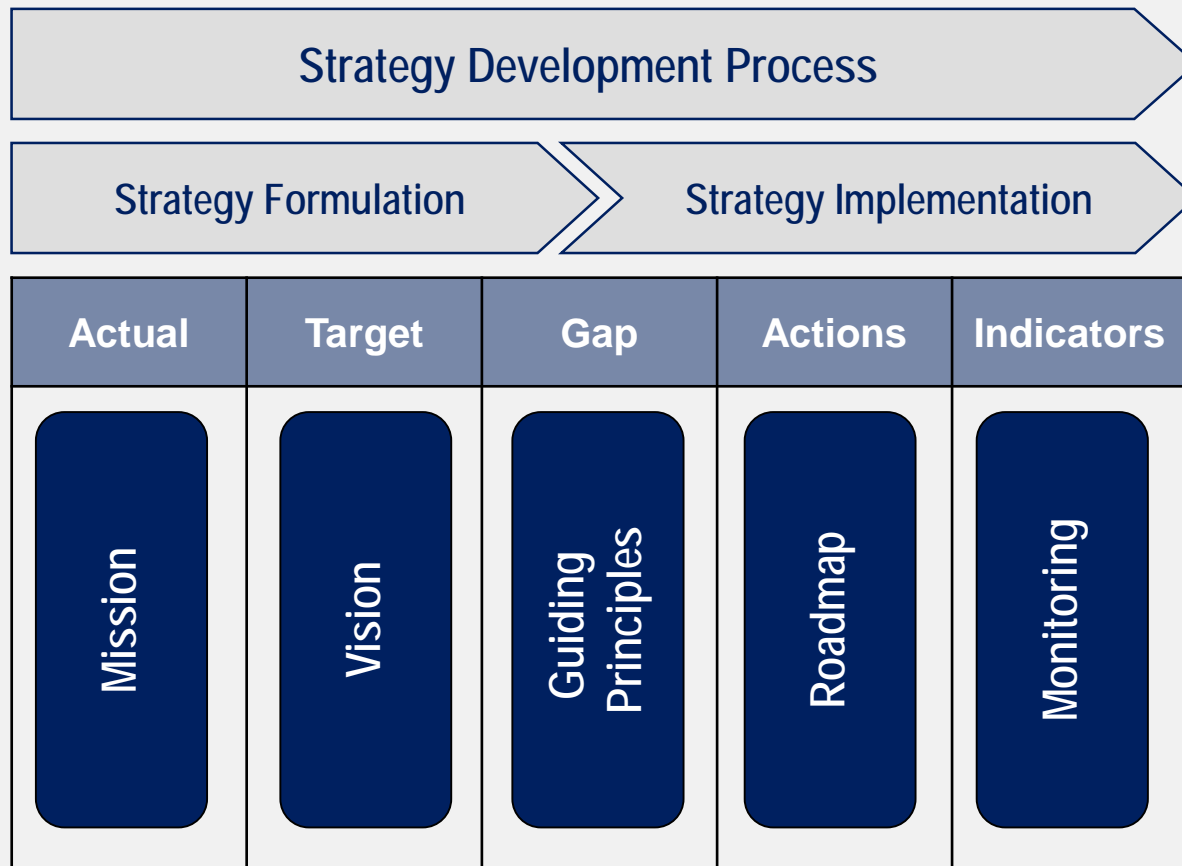


Business Model as Core Element of CEBRABIC

Approach for Integrated Strategy Development (ISD)



Integrated Strategy Development (ISD)



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

Contacts and Information



CEBRABIC at a glance
Brochure available next month



Contact in Europe

Dr. Ronald Orth

ronald.orth@ipk.fraunhofer.de



Contact in Brazil

Dr. Markus Will

markus.will@ipk.fraunhofer.de



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

THANK YOU FOR YOUR KIND ATTENTION



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

