

Plenary 1: Innovation & Entrepreneurship as strategies for transformation and growth

Moderator: Mohsen Khalil, Director of Information Communication and Technology, The World Bank/IFC

Announcement of new business support program: PRIMI

New PRIMI Program to support people to start businesses - decentralized program in partnership with ANPROTEC. Wanted to move away from free lancing to business creation as a career option. The objective of the PRIMI programme is to start 5000 new companies. 120,000 Real grant is provided followed by interest free loan of 120,000 Real. 130 entrepreneurs from region Florianopolis have been selected (in cooperation with incubators) to receive this support. Program focuses on management and marketing for technology based businesses.

PAPI is subsidy program (cooperation of several governmental organizations) in collaboration with Sebrae and under the leadership of Finep. 37 companies (will be) supported in Santa Catarina.

Carlos Hubertos Schneider: "PRIMI important for technological hub Florianopolis. Program will make companies more dynamic and promote technological development in Brazil."

Mohsen Khalil, Director of Information Communication and Technology, The World Bank/ IFC

Found it refreshing to notice young faces and many women in the audience. This was an indication of innovation and social change. Traditionally innovation and the information revolution was seen to be of importance for large companies, when in fact it should be seen in the context of positively affecting the people on the ground. Opportunity means inclusion which means empowerment. The question is how can technologies be used to promote inclusion? Also, how can SMEs be helped to scale and become more productive in the economy?

Luiz Henrique da Silveira, Governor State of Santa Catarina, Brazil

Santa Catarina occupies 1% of Brazil (of similar size as Portugal) but on same level as most dynamic economies (8% growth rate). During the last six years its growth rate has been higher than the Brazilian average. It is the 5th largest producer of foods in Brazil, and the 3rd largest producer of value-added products. Per capital income is 15,000 Real. Only 3% live below the poverty line (same as the US before the financial crisis). The objective is for Florianopolis to become one of the largest centres of innovation and entrepreneurship in the world. Academic and scientific clusters of excellence will be the vehicles to achieve this.

Service industry, tourism, and science based development are focus areas for economic development. Scientific institutions are main basis for development. Examples for innovations from research in Florianopolis include voting machine to prevent fraud; and top box - allowing high resolution TV from analogue transmission. There is a cluster of 400 technology companies in Santa Catarina. "*More software companies than bakeries in my home town*".

Technology based companies create highly qualified jobs. E-government fully implemented. SAPIENS science park important tool for attracting new investments - started with small incubator. Two research institutes under construction – aimed at reducing import of pharmaceuticals by own low cost production. Arena sapiens park (car race ring – multi use arena) – center for transportation technologies. 450 technology companies pay approximately 150 mio Real in taxes annually. Challenge for the future is to consolidate Florianopolis as a model for development, where economic, social and environment are

addressed. Many of the programmes will depend on national investment, e.g. an international airport. Are introducing a surface train to take cars off the roads.

Proposal: Establishment of partnership between innovation regions to establish sustainable development plans. Annual meeting for assessing the growth and development of global network.

David Martin, President of Mosaic Collateral Asset Management Inc. (M-CAM) USA

Transforming values of an alternative destiny.

3 social dynamics imperative in any social transformation: values, resources, leadership.

Underlying hypotheses are seldom clearly stated or discussed. Social innovation is just as important as technological innovation. The system has been designed to limit accountability – and then society is surprised that leaders are not accountable.

Destroy the Silicon Valley myths – it was built on massive interventions of government.

Innovation cannot be built on myths / lies.

We lack for collective will to take the opportunities that are already here. Passion is the fuel