



## ENRICH in Brazil – Innovation Bootcamp

### New markets – New opportunities

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**Location:** La Salle Technova - Barcelona

**Date:** 24<sup>th</sup> – 25<sup>th</sup> October 2019

*“A 1.5 day intensive programme which includes training and coaching sessions, developing global competences for the Brazilian market and setting up a business in Brazil. Participants will be provided the skills and knowledge for developing their ideas to prepare an internationalisation plan, legal advice and much more! “*

#### Agenda

##### Day 1

<b>08.30 – 09.00</b>	Arrival and registration
<b>09.00 – 09.15</b>	Introduction & welcome
<b>09.15 – 09.45</b>	ENRICH in Brazil and what it can offer (IASP – International Association of Science Parks and Areas of Innovation)
<b>09.45 – 11.15</b>	Brazilian business culture (uGlobally)
<b>11.15 – 11.30</b>	<i>Break</i>
<b>11.30 – 13.00</b>	Disruptive micro-multinational – Why should startups be global? (uGlobally)
<b>13.00 – 14.30</b>	<i>Lunch</i>
<b>14.30 – 17.30</b>	Activity – Lean internationalisation plan (uGlobally)
<b>17.30 – 18.00</b>	Conclusions

##### Day 2

<b>09.00 – 10.00</b>	What are business angels looking for in your company? (IESE - Business Angel Network)	
<b>10.00 – 11.00</b>	What can Intellectual Property do for your business? Brazil's landscape and tips to succeed (IPR SME Helpdesk)	
<b>11.00 – 11.15</b>	<i>Break</i>	
<b>11.15 – 14.00</b>	IPR one to one sessions (on demand)	Lean internationalisation plan – (extra time available to finalise the internationalisation canvas)



## Who is it for?

This 'ENRICH in Brazil' Innovation Bootcamp is aimed at European start-ups and companies looking to expand to international markets and specially to Brazil or to start collaboration with Brazilian entities.

Participants will gain valuable insights and business skills, some of which will be orientated towards Brazil and with a focus on this bilateral EU-Brazil interaction but many of the sessions will provide essential information and takeaways to be applied to business in general.

## Organisations collaborating with ENRICH in Brazil



LATIN AMERICA  
IPR SME HELPDESK



laSalle  
Technova Barcelona