

ENRICH in Brazil

Training: Innovation Management

Location: EBN Innovation Network - Avenue de Tervueren 168 Bte 25, 1150 Woluwe-Saint-Pierre, Brussels, Belgium

Date: 3rd October 2019

Target Audience: Innovation managers, Research Actors, R2M, B2B, Business Actors

Agenda

13.00 – 13.30 **Arrival and Registration**

13.30 – 13.45 **Introduction & Welcome**

Mr. André Barbosa

Sociedade Portuguesa de Inovação (SPI)

<http://spi.pt>

13.45 – 14.00 **Discovering ENRICH Centres and ENRICH in Brazil**

Who are we and how we can support your business to internationalise

Mr. André Barbosa

Sociedade Portuguesa de Inovação (SPI)

<http://spi.pt>

14.00 – 15.45 **Research, Development and Innovation (RDI) Management**

Key-concepts

Linking research, innovation and development

Interfaces and knowledge production management

Ideas management and evaluation of opportunities

Project management



Practical tools to support innovation management

Mr. André Barbosa

Sociedade Portuguesa de Inovação (SPI)

<http://spi.pt>

15.45 – 16.15

Networking coffee

16.15 – 17.00

Protecting your innovation abroad: Intellectual Property in Brazil

Mrs Giovanna Paola Girardi

Intellectual Property (IP) Expert – Latin America IPR SME Helpdesk

<https://www.latinamerica-ipr-helpdesk.eu/>

17.00 – 17.45

Managing international partnerships:

Understanding Brazilian / European cultural and business language

Road mapping activity: How to effectively manage an innovation cooperation project

Mr. Edouard Léonet

Project Manager - EBN

<https://ebn.eu/>

17.45 – 18.00

Closing remarks

