

# ENRICH MONTHLY

MONTHLY BUSINESS & INNOVATION NEWS COMPILED BY ENRICH IN BRAZIL



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Dear Reader,

a warm welcome and thank you for your time and interest in our eighth edition of ENRICH Monthly in 2020.

This month, Brazilian government eliminated license requirements for import of 210 Products. Moreover, the **opening and operation of small businesses in Brazil will be simplified as of September 1<sup>st</sup>**. The rule is yet another reflection of the Economic Freedom Act, in force since September last year, which aims to make the business environment in the country simpler and less bureaucratic.

By the end of 2022, another government agreement between Ministry of Economy and General Secretariat / PR **aims to position Brazil among the 50 best countries in the Doing Business ranking by the end of 2022**. The agreement provides for the implementation of programs and actions of the Business Environment Modernization Plan (PMA), related to Doing Business International Trade and Tax Payment indicators. The aim to debureaucratize the business and public environment seems to be slowly but surely paying off. **Brazil appears in the "very high" group of the report's E-Government Development Index (EGDI)**. Highlights outlined in the UN report include Brazil's digital governance strategy, as well as the Brazilian digital transformation strategy, which relates to the transformation of the economy.

In our Success Story column, we have interviewed Dr. Josep Pique, the executive president of La Salle Technova Barcelona (Spain), managing the Innovation Park and responsible for developing new strategies. He shared his experience about intercultural working environment and how important networking is for your career and business growth.

We hope you enjoy reading the 'ENRICH Monthly' and we are happy to receive your feedback via [email!](#)

All the best for you,  
ENRICH in Brazil Team



# Latest news from Brazil and Europe

## European Innovation Council Advisory Board: A Vision and Roadmap for Impact Report

The report recommends recommend further improving implementation by drawing lessons from venture capital by introducing shorter, simpler applications, with rapid feedback and agile decision-making. According to the report, to further connect deep-tech research with market opportunities, the EIC should 'build 'portfolios of.... Read more at: [European Commission](#)

## A Fungicide Solution Developed by BASF in Partnership with Embrapa is a Highlight During Coopercitrus Expo

This year, BASF brings as a novelty to the market the fungicide Aumenax<sup>®</sup> which focuses on the resistance management of diseases such as Asian soybean rust, containing the combination of a multisite fungicide and a fungicide from the carboxamide group. The solution is highly efficient in controlling important soybean diseases .... Read more at: [Brazil-Germany Chamber](#)

## Claro Brasil Brings First 5G Network to Latin America Using Ericsson Spectrum Sharing

Taking advantage of existing spectrum assets, Claro Brasil has teamed up with Ericsson to deploy the first 5G network in Latin America using Ericsson's dynamic spectrum sharing technology. The 5G services are being rolled out initially across 12 areas in Brazil in São Paulo and Rio de Janeiro. Ericsson Spectrum Sharing is part of Ericsson's leading .... Read more at: [Ericsson](#)

## The Brazilian Giants Meet 25 Swedish Startups in an Online Matchday Organised by Ignite Sweden and CISB

The Brazilian giants Braskem, BRF, Duratex, Gerdau, Suzano and VLI Logística meet 25 Swedish startups in an online matchday organised by Ignite Sweden and CISB | Swedish-Brazilian Research and Innovation Centre. For startups, the Brazilian market is an opportunity for the emergence of new customers, projects .... Read more at: [Swedish-Brazilian Research and Innovation Centre](#)

## Herd Immunity to COVID-19 Can Be Reached When Up 20% are Infected, Study Suggests

Researchers from Portugal, the UK and Brazil produced the estimate using a mathematical model that takes into account variations in the risk of catching the disease within different population groups. Despite being good news, the finding does not diminish the importance of non-pharmaceutical interventions to contain transmission .... Read more at: [Agência FAPESP](#)

## Thyssenkrupp Elevadores Makes São Luís Shopping Escalators Safe Against the Spread of COVID-19

Developed by thyssenkrupp Elevadores, UV-C sterilizer sterilizes the handrail surface with the use of ultraviolet light and is installed internally to the equipment mechanism, so it is not visible to the user. In addition, thyssenkrupp Elevadores has designed elevator sterilizer, which acts as an air circulator and applies ultraviolet light to remove viruses .... Read more at: [Brazil-Germany Chamber](#)

# COVID-19 Exclusive

## Response to the COVID-19 Pandemic: Support Given by the Brazilian States and Their State Funding Agencies

*By Elisa Natola, Brazilian National Council of State Funding Agencies - CONFAP*

The unimaginable outbreak which affected the whole world, its countries and societies has challenged each of us, at individual and institutional level, with a number of unpredictable and urgent challenges and emergencies. All spheres of humanity have been hampered, affecting the medical, social, economic, environmental, technological spheres, and putting research and innovation in a crucial cornerstone to help in the achievement of possible solutions, together with governmental institutions, policies and plans.

In order to tackle emerging challenges faced by the current Covid-19 pandemics, the response given by Brazil has been very vast and articulated in various levels and tackled by numerous institutions.

The Federal Government, though its Ministry of Science, Technology and Innovations (MCTI) has put in place a wide range of actions, based on existing excellencies around the country, gathered under the RedeVirus network. On this basis, specific calls and targeted support has been given to large scale projects, implemented together with Federal Funding Agencies – CNPq – Brazilian National Research Council, FINEP – Brazilian Agency for Innovation, both linked to the

Ministry, in partnership with numerous other institutions, research centers and partners.

Along with such support given at Federal level, also Brazilian States have contributed to the effort, by launching a series of initiatives and calls aimed at supporting research & innovation, seeking solutions to the pandemic outbreak, within the Brazilian States which compose the Brazilian Federation.

Support has been implemented though the Brazilian State Funding Agencies (Fundações Estaduais de Amparo à Pesquisa – FAPs), which are also part of the Brazilian National Council of State Funding Agencies – CONFAP.

Articulation between States and also with other Federal institutions has allowed to reach a wider scientific community, so as enterprises, capitalizing efforts to match common goals and therefore tackle the emergency by providing funds for research & innovation, so as promoting internal and international networks and collaborations.

In the spirit of promoting a greater visibility of the support given by the Brazilian States, so as to contribute to possible cooperation of research groups at national and international scale, CONFAP has performed a mapping of the initiatives carried out by the FAPs.



Such activity is ongoing, and up to date has identified actions launched by almost all of the 26 existing FAPs, totaling an amount of over BRL 120 Million<sup>1</sup>.

The type of support provided has been either by launching targeted calls, or by opening submission of proposals which may be received in the specific State, by allowing a re-orientation of existing funded projects to pandemic related matters, and also by mapping priorities and existing research projects within the States, in order to implement targeted actions on a following stage.

This approach has been implemented, for instance by the Consortium of North-Eastern FAPs, which is collecting data in order to implement targeted actions. Such mapping modality allows to identify the potential existing in each State, so as promoting synergies among States. In fact, the mapping involves all FAPs from the States of Alagoas, Bahia, Ceará, Maranhão, Paraíba, Pernambuco, Piauí, Rio Grande do Norte e Sergipe, and has the objective of launching a joint call, all at regional scale, for the North Eastern Region of Brazil<sup>2</sup>.

With regards to cooperation with the European Union (EU), CONFAP has promoted several initiatives, in the scope of fostering synergies among research groups financed by the EU and Brazil, respectively, or by promoting co-financing from the Brazilian side, within calls implemented under the European Framework Program supporting Research and Innovation, Horizon 2020.

An example is the now concluded call “Development of therapeutics and diagnostics combatting coronavirus infections”, launched by the European Commission (EC), together with the Innovative Medicines Initiatives (IMI)<sup>3</sup>. In the same perspective, CONFAP is also now promoting the participation and support of Brazilian FAPs to the newly launched call “Accelerating Vaccine Development and Global Manufacturing Capacity to Stop the Covid-19 Pandemic”, launched by the EC, in partnership with Coalition for Epidemic Preparedness Innovations (CEPI), call open until September 28<sup>th</sup>.

For this call, Brazilian researchers may contact their respective State Funding Agencies in order to see possible ways of participating in consortia submitting proposals within the latest vaccines call launched by the EU. Such support may be though co-financing or by combining existing financed projects, in order to be part of a wider European and international network. This

initiative confirms the will showed by Brazilian States to contribute to the Coronavirus Global Response initiative being Implemented by the EU<sup>4</sup>.

Another modality of support aimed to create synergies between projects respectively supported in response to the pandemic, both by Brazil and the EU is the promotion of “Twinning” cooperation modalities, which enables research groups to meet and exchange relevant information, in order to advance jointly in the solution of common goals. An initiative in such sense has been recently implemented by MCTI, together with the European Commission and its Directorate General for Research and Innovation (DG RTD), also in partnership with the Brazilian Ministry of Foreign Affairs, in the context of the EU-Brazil Sector Dialogues, also involving Brazilian funders at Federal and State level, in particular CNPq, FINEP and CONFAP<sup>5</sup>.

“Twinning of collaborative activities” is conceived as the collaboration on research and innovation activities of mutual interest, thus fostering peer-to-peer learning, partnership, dialogue and exchange of experience. This collaborative mechanism is foreseen by the Administrative Arrangement (AA), signed in 2018 between EC DG-RTD the three Brazilian agencies CNPq, FINEP and CONFAP. During the latest meeting of the AA Technical Steering Group (May 2020), this mechanism has been confirmed by all the involved parties as a promising way of proceeding in EU-Brazil cooperation, especially in the context of the current pandemic, as it allows to act rapidly, capitalizing the respective projects and efforts, and contributing to the idea of acting globally, to meet results in a collaborative way.

At current stage CONFAP and its FAPs are seeking possible ways of furthermore implementing this approach to cooperation in the emergency context we are living, and the mapping being performed on calls and projects supported by Brazilian States goes in such direction.

<sup>1</sup>The value does not include all the support given by re-orienting already approved projects

<sup>2</sup>[https://docs.google.com/forms/d/e/1FAIpQLSc0i-ZR1B2a5NB1V5b\\_-6if2MmzHjKTusOX7CoVNaHMRAugQw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSc0i-ZR1B2a5NB1V5b_-6if2MmzHjKTusOX7CoVNaHMRAugQw/viewform)

<sup>3</sup><https://confap.org.br/news/confap-disponibiliza-proposta-para-instituicoes-se-associarem-a-chamada-emergencial-da-uniao-europeia-para-o-diagnostico-do-coronavirus/>

<sup>4</sup>[https://global-response.europa.eu/index\\_en](https://global-response.europa.eu/index_en)

<sup>5</sup><https://europe-lac.b2match.io/>





A step forward which is desired by all parties is the creation of a targeted matchmaking platform on the Covid-19 pandemic, or optimizing the use of existing ones, thus enabling matchmaking among researchers and institutions, at global scale, working on common fields of research and innovation related to Covid-19, intended in all its spheres, from the medical, to the socio-economic and to the technological and innovation one, among others. An example of an existing platform which may be used for the scope is the ENRICH “Brazil Europe - Latin American & Caribbean RTI Networking Platform”<sup>6</sup>.

On the next page, the outcomes of the mapping performed by CONFAP, divided by Brazilian Region and by State<sup>7</sup> can be found.

More information on the respective calls and evolution of the selected projects may be found on CONFAP’s website, being updated on a stable basis, due to the rapid evolution of the actions being implemented<sup>9</sup>.

The overall effort made by Brazil, also though the support given by its States is converging with international cooperation efforts and the common will is to promote global responsiveness, conscious of the fact that acting together is nowadays mandatory, in order to overcome the current crisis and its immediate and future consequences.

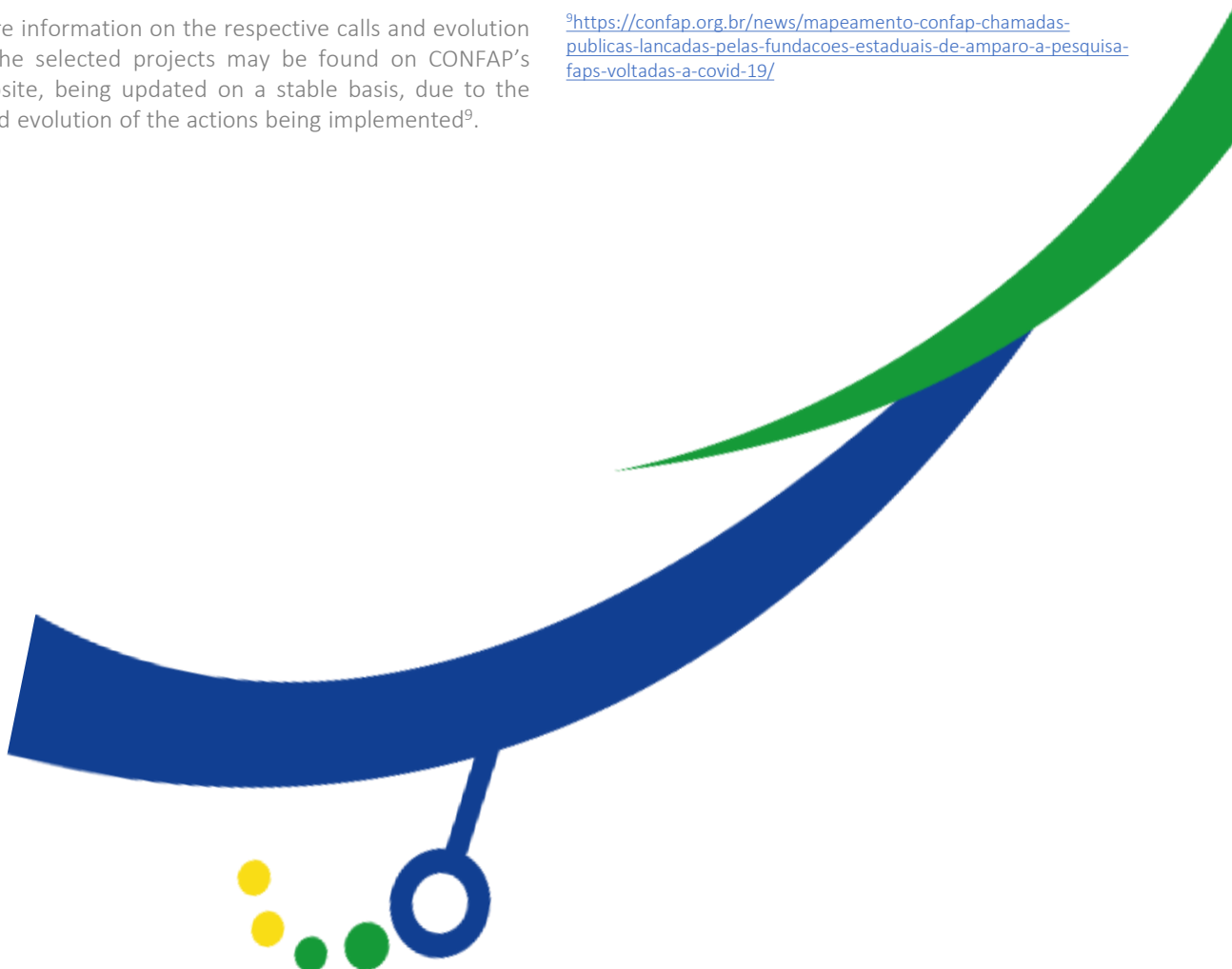
In this perspective, CONFAP promotes partnerships and joint actions with strategic international players, especially with the European Union, laying on long lasting ties and common views.

<sup>6</sup><https://europe-lac.b2match.io/>

<sup>7</sup>Updated to August 2020

<sup>8</sup>„Emergency convocation“ – no call launched

<sup>9</sup><https://confap.org.br/news/mapeamento-confap-chamadas-publicas-lancadas-pelas-fundacoes-estaduais-de-amparo-a-pesquisa-faps-voltadas-a-covid-19/>





State	FAP	Focus	Type of financing	Target Group	Budget / R\$
<b>NORTHERN REGION</b>					
Amazonas	FAPEAM	Diagnostics	Research, Scholarships	Researchers	~1.62 Million
Amapá	FAPEAP	New Technologies	Digital Platforms	Enterprises / Start-ups	60.000
Rondônia	FAPERO	Mapping is ongoing, call to be launched			
<b>NORTH-EAST REGION</b>					
Bahia	FAPESB	Treatment, Diagnostics, New Technologies	Research, Technology, Innovation	Researchers	220.000
Ceará	FUNCAP	Treatment, Diagnostics, New Technologies	Research, scholarships, equipment	Researchers	2 Million
Maranhão	FAPEMA	Vaccines, Treatment, Diagnostics, New Technologies	Research, Scholarships	Researchers	1 Million
		Services for the population in Emergency Care Units	Scholarships	Health sector staff	~448.000
Paraíba	FAPESQ	Vaccines, Treatment, Diagnostics, New Technologies	Research, Equipment	Researchers	2 Million
Piauí	FAPEPI	New Technologies	Research	Researchers	200.000
Pernambuco	FACEPE	Treatment, Diagnostics,	Research	Researchers	Re-orientation of approved projects
ALL	Ongoing mapping of ongoing research relevant for Covid-19 in view of future joint call for the North-eastern Region				
<b>CENTRE-EAST REGION</b>					
Distrito Federal	FAPDF	Treatment, Diagnostics, New Technologies	Research, innovative technologies and products	Enterprises / Start-ups, Researchers	30 Million
		Treatment, Diagnostics, New Technologies	Research	Enterprises/Start-ups, in partnership with Fundação Oswaldo Cruz	10 Million
Goias	FAPEG	Projects in all areas of knowledge affected by the pandemic	Research	Researchers	1.2 Million
Mato Grosso do Sul	FUNDECT	Diagnostics, New Technologies	Equipment	Enterprises / Start-ups, Researchers	Not defined
<b>SOUTH-EAST REGION</b>					
Espírito Santo	FAPES	Vaccines, Treatment, Diagnostics, New Technologies	Research, Equipment, Scholarships	Enterprises / Start-ups, Researchers	3 Million
Minas Gerais	FAPEMIG	Vaccines, Treatment, Diagnostics, New Technologies	Research	Researchers	1.98 Million
Rio de Janeiro	FAPERJ	Vaccines, Treatment, Diagnostics, New Technologies	Research, Equipment, Scholarships	Enterprises / Start-ups, Researchers	25 Million
São Paulo	FAPESP	Vaccines, Treatment, Diagnostics, New Technologies	Research	Enterprises / Start-ups	20 Million (50% from FAPESP / 50% from FINEP)
		Vaccines, Treatment, Diagnostics	Research, Scholarships	Researchers	10 Million
<b>SOUTHERN REGION</b>					
Paraná	Fundação Araucária	Treatment, Diagnostics, Prevention, Orientation	Scholarships	Researchers, Medical Staff	4 Million
		Treatment, Diagnostics, New Technologies, Prevention	Senai Institutes of Research and Innovation: development of projects for enterprises	Enterprises / Start-ups	1 Million
Rio Grande do Sul	FAPERGS	Treatment, Diagnostics, New Technologies, Socio-Economic impact	Research, Equipment, Scholarships	Researchers	5 Million
Santa Catarina	FAPESC	Impacts on the health system, economic recovery, social distancing	Research	Researchers	500.000
		Innovation projects, all fields of knowledge	New products and solutions	Enterprises / Start-ups	500.000



## Brazil Eliminates License Requirement for Import of 210 Products

The Foreign Trade Secretariat of the Ministry of Economy (Secex / ME) eliminated the requirement for automatic import licenses for 88 products and non-automatic licenses for 122 other different goods. In total, these items represented, respectively, an amount of EUR 2.4 billion and EUR 2.3 billion in foreign purchases, just last year.

According to data from Secex, the novelty allows the dispensation of 159 thousand automatic licenses and 111 thousand non-automatic licenses approved in 2019, guaranteeing Brazilian importers savings of more than EUR 3.5 million with the payment of fees that were charged for obtaining these documents.

Among the products that can be imported without the need for licenses are wall coverings, acrylic wires and steel tubes, which previously depended on Secex approval - directly or through delegation of competence to Banco do Brasil - as a requirement prior to completion of imports into the country.

"The measure adopted by Secex rationalizes controls of an economic and commercial nature exercised

through import licensing. The goal is to reduce the time and costs of compliance incurred by private operators in trade between Brazil and the world ", explains Foreign Trade Secretary, Lucas Ferraz.

### Red tape and integration

The initiative complies with the governmental guideline on reducing bureaucracy, improving the business environment and improving the efficiency of state action on foreign trade operations, in accordance with the Economic Freedom Law (Law No. 13,874, of September 20, 2019) and the Trade Facilitation Agreement, signed within the scope of the World Trade Organization (WTO), to which Brazil is a signatory.

"This is an important contribution to the greater integration of the country in the global supply chains, which is added to the other actions undertaken by the federal government in order to reduce costs and increase the competitiveness of the Brazilian economy," says Ferraz.

Read more at: [Ministry of Economy of Brazil](#)

## Brazil Allows Exemption of Licenses and Licenses for Individual Microentrepreneurs

The opening and operation of small businesses in Brazil will be simplified as of September 1st. The Resolution No. 59 of August 12, approved by the Committee for the National Network Management Registration Simplification and Legalization of Companies and Businesses (CGSIM), allows individual microentrepreneurs (Meis) are exempt from public acts of release of economic activities relating to the category. The rule is yet another reflection of the Economic Freedom Act, in force since September last year, which aims to make the business environment in the country simpler and less bureaucratic.

After enrolling in the Entrepreneur's Portal , the candidate for MEI will express his agreement with the content of the Term of Science and Responsibility with Effect of Exemption from Business License Permit. The document will be issued electronically and allows the immediate exercise of its activities.

Read more at: [Ministry of Economy of Brazil](#)



Microentrepreneurs

## Partnership Provides for Joint Actions to Increase the Brazilian Position in the Business Environment Ranking

Agreement between Ministry of Economy and General Secretariat / PR aims to position Brazil among the 50 best countries in the Doing Business ranking by the end of 2022. The agreement provides for the implementation of programs and actions of the Business Environment Modernization Plan (PMA), related to Doing Business International Trade and Tax Payment indicators.

### Planned measures

In the area of international trade, actions are planned involving the completion of the implementation of the Single Foreign Trade Portal (Siscomex) and the Electronic Phytosanitary Certificate in exports and imports, in addition to the development of solutions to simplify and facilitate the flow of data and information through between public and private ports in the country.

"We will continue to direct efforts on this and other projects, so that we continue to reap good results for the improvement of our position in Doing Business and for the general business environment in Brazil," said Special Secretary Roberto Fendt.

Regarding the payment of taxes, the second memorandum mentions measures such as monitoring the proposed tax reform, reducing actions and procedures required of taxpayers, as well as

administrative and legislative measures to unify payment guides.

The special secretary of the Federal Revenue of Brazil, José Barroso Tostes Neto, understands that Brazil must be in a much better position than the current one. "At the end of this administration, we will be able to put Brazil in the position it should be in, which is a position compatible with its importance, with its role and with the degree of development that its economy requires," he said.

With the signing of the memoranda, the three Special Secretariats will form working groups to implement the necessary actions and projects, in order to guarantee the achievement of concrete goals and results. The documents also provide for periodic evaluation of activities and the sharing of lessons and results through publications, seminars, workshops, conferences and other means of easy access and low cost.

The Special Secretary for Modernization of the State, José Ricardo de Freitas Martins da Veiga, was confident with the results that will be achieved. "We are on the right way. The result can only be one, that Brazil reaches much better positions, year after year, in the Doing Business Report", he explained.

Read more at: [Ministry of Economy of Brazil](#)



# BNDES Overcome BRL 10 Billion in Credits Guaranteed for Small and Average Companies

The Emergency Credit Access Program (PEAC), operated by the National Bank for Economic and Social Development (BNDES), reached the mark of BRL 10 billion in credits granted to 12,529 small and medium-sized companies (SMEs), with 80 percent of this amount guaranteed by the program. These companies employ more than 660,000 people.

The program began operating on June 30. "PEAC aims to grant guarantees that contribute to normalize the functioning of the credit market aimed at small and medium-sized companies. In less than two months, the more than BRL 10 billion in financing made through the program demonstrates its effectiveness, as well as the importance of joint action by the government and the private sector in creating innovative solutions", said the Credit and Guarantee director from BNDES, Petrônio Cançado.

One of the financial institutions that most used PEAC to offer guarantees to SMEs was Banco Safra, which has already released BRL 3.1 billion in credits. For Safra, it is very important to participate in PEAC, said Eduardo Pinto de Oliveira, Products director at the financial institution.

"We know that, at times like this, the granting of credit

is essential to preserve companies. This program, created in an effort by the BNDES with the Ministry of Economy, reduces risks and allows the wheel of the economy to continue turning through credit".

PEAC aims to unlock credit for small and medium-sized companies that earned between BRL 360,000 and BRL 300 million in 2019. Through the program, guarantees are granted, mitigating the economic impacts of the Covid-19 pandemic. The guarantee coverage is 80 percent of the value of each operation, limited to up to 30 percent of the total value of each financial agent's portfolio for credit operations granted to small companies, and up to 20 percent of the total value of each portfolio financial agent for operations with medium-sized companies.

The PEAC's emergency guarantee is not only available for credit operations contracted with BNDES funds (through some of its credit lines), but also those offered by the financial institutions themselves. Such resources can be used by companies for different purposes, according to each line, including to reinforce their working capital.

Read more at: [BNDS](#)



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**BNDES Overcome BRL 10  
Billion in Credits Guaranteed  
for Small and Average  
Companies**

# Understanding Innovation Policymakers in Brazil

Through the Global Innovation Policy Accelerator programme, we seek to have a deep understanding of the world of innovation policymakers, their context, needs, challenges, and activities, so that we can help them develop innovation policies that match society's ambitions.

We have been working with policymakers across Latin America, India, South East Asia, Brazil, Egypt, Kenya, Jordan, Turkey and South Africa. Through our work, we have learned a lot about the innovation policy systems in these countries and we will be publishing country reports about all of them. Read our previous reports on India, Indonesia, the Philippines, Malaysia and Vietnam.

In this report we highlight what we have learned about the challenges and priorities of innovation policymakers

working in Brazil. The main findings help us understand and interpret the Brazilian science, technology and innovation system.

It is the culmination of many conversations and interviews with different innovation policymakers in the Brazilian innovation system, across a number of government departments. This report has quotes from those conversations that we have kept anonymous. We would like to thank everyone who contributed to the insights that follow. Note that the original review and research was undertaken in 2019, and many facts and figures date from that point.

Read more at: [Nesta](#)

Click [here](#) to download the report.

## Brazilian Lawmakers in Showdown to Double Science Budget

A coalition of academic and business groups is fighting to secure more funding for research and industrial innovation in the country. The legislation that they are backing, which would more than double the core Brazilian science and innovation budget for 2020, sailed through the Senate on 13 August with a near-unanimous vote.

Scientific societies, including the Brazilian Academy of Sciences, and business and industry groups have banded together in support of the legislation, which would release cash from a special fund for industrial innovation and other research.

Read more at: [Nature](#)

## Brazil Ranks High in UN E-government Survey

Brazil is one of the fast-movers listed in the latest United Nations e-government survey, along with Argentina, Chile and Costa Rica. This is the first time Brazil appears in the "very high" group of the report's E-Government Development Index (EGDI). Highlights outlined in the UN report include Brazil's digital governance strategy, as well as the Brazilian digital transformation strategy, which relates to the transformation of the economy. The UN report also cited Brazil's policy frameworks for digital inclusion and improved access to public data and information.

Read more at: [Forbes](#)



## Startups Avoid Redundancies and Boost Revenue Amid Crisis

Most Brazilian startups have not reduced their workforce despite the pressure of the Covid-19 crisis, according to a new survey released by the Brazilian Service of Support for Micro and Small Enterprises (SEBRAE) in partnership with the Brazilian Innovation Agency (FINEP).

The survey with 833 small and medium enterprises (SMEs) carried out between May 28 and 3 June has found that 76 percent of tech-based, innovative businesses have not made any employees redundant as a result of the pandemic and 16 percent have continued to hire. On the other hand, 36 percent of

the businesses deemed "traditional" in the survey had to let staff go since the new coronavirus outbreak began and recruitment has been mostly stagnant.

Some 13 percent of the startups polled have also managed to boost their revenues despite the crisis, something that has been reported by only 4 percent of the traditional SMEs. However, tech startups have more difficulty in accessing credit: this has been reported by 52 percent of these innovative businesses in relation to 39 percent of smaller enterprises where business models don't rely on technology.

Read more at: [Forbes](#)

## Nubank Announces First International M&A

São Paulo-headquartered fintech Nubank announced the purchase of Cognitect, a North American software engineering consultancy, in its first international acquisition. The value of the transaction has not been disclosed. Cognitect has provided services to the Brazilian fintech, which will incorporate its approximately 20 employees, since 2014. This is Nubank's second acquisition - in January, the company had purchased Plataformatec, a Brazilian software consulting firm. The fintech also has an engineering team in Berlin, Germany. Valued at USD 10.4 billion in 2019, Nubank has approximately 26 million customers across its operations in Brazil, Mexico and Argentina.

Read more at: [Forbes](#)

## The Fintech That Wants to Save the Amazon

Brazilian fintech Moss was created four months ago with an ambitious goal: to help save the Amazon rainforest by providing liquidity to local carbon credit markets. It developed a marketplace connecting individual investors to internationally-certified conservation projects that sell carbon credits.

Using blockchain technology, Moss has already traded 1.7 million metric tons of carbon dioxide equivalents, amounting to BRL 12 million (USD 2.3 million) — which makes the startup Brazil's largest carbon-credit purchaser.

Instead of simply neutralizing carbon footprints with donations — as normally happens in carbon-removal platforms — Moss users may purchase carbon credits and keep them as an investment. The process is certified with a blockchain system that permanently preserves records, preventing the same bond being sold twice.

Read more at: [The Brazilian Report](#)

## Will 2020 See the Overhaul of the Payments Market in Brazil?

PIX, an instant payment platform created by the Brazilian Central Bank, is one step closer to its launch date. On 12<sup>th</sup> August, the monetary authority approved and published the regulations for the new platform, which is set to begin operating in November, as the latest addition to the ebullient payments market in Brazil.

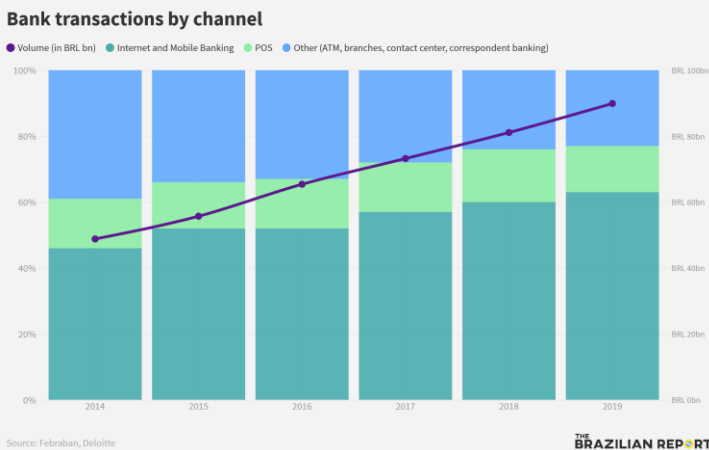
“The payments market in Brazil ten years ago was extremely concentrated, with elevated tariffs, little competition, and therefore, very high prices, which led even to underutilization of some payment tools such as credit cards,” says Paulo Furquim de Azevedo, coordinator at the Center for Regulation and Democracy with Insper, speaking to The Brazilian Report.

Over the past six years or so, however, a series of decisions have transformed Brazil into fertile land for innovation, according to Mr. Azevedo. He explains that the innovation rush in Latin America’s largest economy has had two main driving factors: the inefficiency of traditional systems, and a more encouraging regulatory environment.

“There is a big group of innovations and startups that are entering this market and causing disruption, and, at the same time, watchdogs have modified regulation, acting towards enabling the development of such businesses,” he says, adding that these measures have also fostered competition.

## Can COVID-19 be Detected by Voice? Brazilian Scientists Want to Find out

A team of researchers from the University of São Paulo’s Medical School and the Institute of Mathematics and Statistics (IME-USP) is leading a study to develop “Spira,” a tool that would allow Covid-19 to be detected by voice, using machine learning and artificial intelligence. So far, over 11,000 voices have been collected. Spira stands for “System for the Early Detection of Respiratory Insufficiency through Audio Analysis.



PIX is part of the so-called ‘BC# Agenda’ — a plan by Central Bank Chairman Roberto Campos Neto to promote “financial democratization” and digitize the Brazilian economy. One of the pillars of this process is technological innovation.

In order to access the tool, individuals must first ask banks to link their smartphones to their accounts, as the Central Bank explained to The Brazilian Report. For now, the platform will only work for payments within Brazil.

Despite being significantly cheaper than current tariffs on bank transactions, the operations will still have a cost, charged to the recipient bank. The Central Bank said that for every 10 transfers, the cost will be just 1 cent. Today, Brazilians pay up to BRL 15 to transfer money to another bank. Costs nearly double for in-person transactions at bank branches.

Read more at: [The Brazilian Report](#)

### How it works

Scientists have fed a computer with voices of both Covid-19 patients and healthy people, and then teach the computer to differentiate them. The system will then attempt to find patterns in the two groups.

Read more at: [The Brazilian Report](#)

## 3rd EULAC PerMed Summer School

“Implementing Personalised Medicine (PM) Research into practice: Ethical, Legal and Societal Aspects ( ELSA) perspective”.

This summer school is opened up to researchers from both Europe and LAC regions and the experts/speakers come from both regions to facilitate the exchange of information and strategies about ELSA issues related to research on PM.

During these three days, you can learn about ELSA (ethical, legal, and social aspects) – related topics to Implementation research on Personalized Medicine to apply in your work.

The Summer School will offer you a European overview of the developed strategies for the use of available and new tools on PM addressing these aspects.

Background: Mainly bio-medical and PM researchers (also admitted Healthcare providers)

The participation is free of charge and open to all eligible applicants.

Priority to participants from LAC countries.

**Application Deadline: 15.09.2020**

For more information click [here](#).

## EU announces Call for Proposals for Promoting Capacity Building of Civil Society Organizations - Brazil

The European Union (EU) has announced a call for proposals to promote the capacity building of Civil Society Organizations to broaden their role in the public debate and implement initiatives that reinforce participatory democracy and lead to equitable, sustainable and inclusive development.

### Lots:

- Lot 1 – Civil society participation
- Lot 2 – Development Sustentável, bio-economy and Circular Economy
- Lot 3 – Rights of indigenous peoples

### Funding Information:

The overall indicative amount made available under this call for proposals is EUR 5,400,000.

### Duration:

The initial duration foreseen for an action cannot be less than 36 months nor exceed the maximum of 48 months.

### Location:

The actions must be in Brazil , with the specificities that can be read [here](#).

For more information click [here](#).

CALLS – SCHOLARSHIPS – ANNOUNCEMENTS – FUNDING



## Networking – A medium for Accessing the World, Scaling and Growing Fast

by Alicia Shelley, International Association of Science Parks and Areas of Innovation (IASP)

**Malaga.** Based on an interview with Dr. Josep Pique for ENRICH in Brazil

This month, the ENRICH Monthly interview series spoke with Dr. Josep Pique who is the executive president of La Salle Technova Barcelona (Spain), managing the Innovation Park and responsible for developing new strategies. In the past he was Director of the Office of Economic Growth at Barcelona City Council, and was also CEO of the world-renowned innovation district 22@Barcelona.

Mr Pique, with a degree in Telecommunications Engineering, MBA, PhD on Ecosystems of Innovation from Ramon Llull University and Diplomas in entrepreneurship from both MIT and UC Berkeley (USA) has a strong background in technology and entrepreneurial activity. He is the author of numerous publications, on topics covering urban regeneration, knowledge cities, open innovation, the evolution of innovation ecosystems, and the role of the triple helix model in cities, meaning he has extensive knowledge and experience in the realm of science, technology and innovation.

In terms of his connections to Brazil, Pique has found

himself in Brazil at least 10 times over the past 5 years, averaging a trip almost one every six months. What started as a personal trip back in 1996 to Iguazu led to a passion for the country and exploring what it had to offer, discovering the sheer size and variety of the country, which is so much more than beaches or forests. Professional connections began in 2007 with an event in Canoas and Rio de Janeiro (a meeting for the International Association of La Salle’s Universities), and more business opportunities stemmed from there, building at the IASP World Conference in Recife in 2013, and the Smart City Expo in Curitiba, where likeminded people were interested in reciprocal visits to Barcelona (also a Smart City).

For Josep Pique, this mix of leisure and business is also representative of how he sees Brazil, and its best feature: its diversity. He waxes lyrical on all that you can find in this one country – it has everything you may need, as well as joining people and cultures from all across the world:

*“It is so interesting because if you wish to discover the world you can go to Brazil and see it in all its expressions. This diversity is so great; diversity is the basis of creativity and in Brazil you have so much innovation and hybridisation – connecting things that are not yet connected.”*



Pique’s main connections to Brazil come on one hand via education and research, and the other via a variety of innovation-based projects. In terms of education, this stems from La Salle’s Universities - La Salle has two in Brazil, La Salle Canoas and La Salle Rio de Janeiro - as well as schools, meaning there is a great relationship as well as mobility of students between the two countries. Not only with the La Salle universities, they also have connections with the Pontifícia Universidade Católica do Rio Grande do Sul –(PUCRS), where they are involved in joint programmes.

They also have shared programmes with Pontifícia Universidade Católica do Paraná (PUCPR), Pontifícia Universidade Católica do Rio de Janeiro, Universidade Federal do Rio Grande do Sul, Universidade Federal de Santa Catarina, and Universidade Federal Fluminense. In

the case of the Universidade Federal de Santa Catarina they are in the process of developing joint research into ecosystems of innovation. They receive research students in Barcelona, the Spanish students go there to study, and Josep Pique himself has also been on exchanges to continue with this research.

In terms of projects these are all innovation-based, such as work being carried out on the Pact of Innovation - PACTO ALEGRE in Porto Alegre, and in Santa Catarina they are creating Centres of Innovation in order to develop ecosystems of innovation across the state. Other large projects have also been the development of a Technology Park in Maricá (Rio de Janeiro State), still in progress, and the Poles of Innovation in the State of Ceará with the district of innovation in Fortaleza and the Technology Park in Eusebio.



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From these projects, Josep Pique has created a close network of contacts, with many people counting on him for his knowledge and expertise, and he has signed agreements with high level representatives in a number of cities and regions to act as a liaison point, and thus also receives many delegations from Brazil visiting La Salle in Barcelona.

Many of Pique's professional relationships and contacts in Brazil come via networking, from having participated as a delegate and a speaker, both in person and virtually, in a number of events, and from being linked to networks such as ANPROTEC (Brazilian Association of Science Parks and Business Incubators) or IASP (International Association of Science Parks and Areas of Innovation). For him, being in a network such as these creates a framework of global trust, and is a form of validating and vouching for the quality of the connection.

In his experience in terms of culture it is very easy and quick for the Brazilians and Spanish to connect. In some ways it is related to elements such as culture, timing and the food, but also the sense of loyalty that people have once a connection has been made, creating trust and a bond that goes beyond paperwork. Pique explains that trust is a fast track passport in international relationships. In bureaucratic matters Brazil provides a legal framework that requires a certain knowledge and specialization, but he has found that in his experience he has always worked with professionals working to a high international standard who understand how to do things well. Agreements are reached quickly and it is usually quick and efficient to then move forward in setting up a series of dates and a calendar to work from. Of course, as in any other part of the world key partners need to be identified to manage the day by day tasks, but he underlines that despite what some may think about procedures in Brazil, everything is usually under control in these business contexts.





Spanish companies or innovation actors find it easier to stay and work or expand within Spanish speaking LATAM Countries, instead of Brazil, perhaps because of language or perceived barriers, but in Pique's opinion they are missing out. The economic power and market is bigger in Brazil, it is simply a matter of understanding how to connect with it, which is where entities such as ENRICH in Brazil comes in. Pique suggests that the low level of interaction between Brazil and Spain, not using the available platforms enough, may be due to the special cultural proximity between Brazil and Portugal, where it is easier to interact for language reasons. Also, there are many links from Brazil to Germany and Italy, and so he sees this as there being space for growing collaboration. There are many Brazilian exchange students, and connections between universities, meaning that a bridge is already there but the economy is yet to be developed enough.

Pique feels that this is the real challenge – taking advantage of all the capabilities and opportunities that are out there, and wonders why there are not more Brazilian-Spanish professional links and relationships. To his view, perhaps it is a sheer number of people making reciprocal plans and visits, and the increase in mobility, such as of university or PhD students, may help this.

There are many key topics within the Smart Cities context in terms of urbanisation (including water/energy/ mobility/ waste) which are ideal for sharing knowledge, expertise and learning from both sides. Industry 4.0 in the south of Brazil has a lot of industrial legacy from Italy and Germany generating plenty of opportunities, and there are other fields where Spain is not as advanced as Brazil, such as sustainability (more specifically, the challenges related to sustainability) where Brazil has a lot of experience, for example within the field of agri-business/agrifood. In some of these cases Spain may have the technology but does not have the size of Brazil, and it is here especially where Pique sees it as important to connect, share and exploit this knowledge and experience.

In Pique's words, "Brazil is not flat" and he is not referring to the geographical landscape (although it is indeed true) - with this he describes the huge variety of businesses, skills, and people you can find, but he has not encountered any problems or difficulties whatsoever in any of his projects or visits. He would wholeheartedly recommend to anyone to begin making Europe-Brazil connections and discovering the opportunities that await.

## Josep Pique's top 5 tips and advice for anyone wanting to connect and do business internationally

- Get a delegate – find someone you trust. Josep Pique has someone who helps manage the connections on both sides. Finding a reliable partner is essential.
- Choose a specialisation – identify why you are important. Once you establish a position, you can then grow very fast and become relevant.
- Visit and visit! You should visit the place as well as receive a visit in return. Some meetings can be done digitally, but you still need to see the people. This creates trust, which goes beyond professional life. When you meet people you go with them to the places where they go. 'Living' with them takes you to an understanding beyond what is on paper.
- Be professional, and others will be professional. If you are clear, you will find people like you. If you have standards, others will have the same.
- Use your networks to scale and discover – a way of growing fast. It is not just about one country – networks are a way to access the world.