

ENRICH MONTHLY

MONTHLY BUSINESS & INNOVATION NEWS COMPILED BY ENRICH IN BRAZIL



SNEAK PEEK OF WHAT'S INSIDE:

Brazil and the European Union are united by research in the Atlantic Ocean

Nordex secured new wind turbine supply contract in Brazil

Equinor and Partners Award First Brazil Oilfield Contracts

Brazil to Launch Cryptocurrency Regulatory Sandbox

Brazil Levels Playing Field for Foreign Companies in Government Contract Market

Brazil Became No.4 Investment Destination in the World in 2019

Central Bank of Brazil to Launch Payment Application, PIX

Brazil Mais will Increase the Efficiency of Companies

Brazil becomes the most “digitally civil” country in Latam, despite worsening index

Small Internet Providers are Taking Over Brazilian Broadband

Job Advertisement: “Head of the Fraunhofer Liaison Office Brazil”

ENRICH Monthly Success Story: EU-Brazil Research and Innovation Partnerships towards Sustainability

Dear Reader,

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

Following a famous saying, that the year in Brazil only starts after carnival, the ENRICH team would like to welcome you with a new design of our ENRICH Monthly. Bearing this in mind: *Bom carnaval galera! We wish you an enjoyable carnival!*

In late January 2020, the United Nations Conference on Trade and Development (Unctad) announced, that Brazil was the world's fourth largest investment destination in 2019. Brazil rose from sixth to fourth place among the leading foreign investment destinations in the world - Brazil received USD 75 billion (EUR 69 billion; BRL 329 billion) in foreign investment last year, up from USD 60 billion (EUR 55.4 billion; BRL 263 billion) in 2018. The first three places in the ranking investment destination were the United States, China and Singapore.

According to the report, part of the rise in foreign investment in Brazil occurred because of the privatization program, which focused on the sale of state-owned subsidiaries and shareholdings of the government in private companies.

However, Brazil also became the most “Digitally Civil” Country in Latin America and has overcome Mexico, according to Microsoft's 2020 Digital Civility Report. The company measures the tone of online interactions and negative consequences of exposition to risks such as undesired contact, undesired sexting, frauds and scams, trolling, and mean treatment. Moreover, Brazil was the country with most politically-related uncivil interactions.

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



Brazil and the European Union are United by Research in the Atlantic Ocean

Brazil and the European Union are united by research in the Atlantic Ocean. On February 6th and 7th, the 'All-Atlantic Ocean Research Forum' takes place in Brussels. At the Forum, the Atlantic community will jointly define a vision of how it can strengthen its international cooperation to seize opportunities and face the common challenges that the Atlantic Ocean faces and the communities that depend on it.

The All-Atlantic Ocean Research Forum will showcase results and solutions for our citizens and communities from Antarctica to the Arctic, which this cooperation has produced so far, and plan the further implementation of the Galway and Belém Statements.

As an outcome of the Forum, the partners will have together set a new strategic direction for the All-Atlantic Ocean Research Alliance, which can support the implementation of the UN Agenda 2030 for Sustainable Development, the UN Decade of Ocean Science for Sustainable Development and deliver on the priorities such as the European Green Deal, the Horizon Europe Mission Healthy Oceans, Seas, Coastal and Inland Waters and other national or regional commitments taken by the different international partners.

Read more at: [EEAS](#) & [All-Atlantic Ocean Research](#)

Nordex Secured New Wind Turbine Supply Contract in Brazil

German wind turbine manufacturer Nordex has secured a new wind turbine supply contract in Brazil.

According to the 84MW contract, Nordex will deliver 24 of its AW132/3465 turbines for the fourth construction phase of a 256MW wind farm complex. The complex is located in the state of Rio Grande do Norte near the city of São Miguel do Gostoso on the Atlantic. In addition, the German turbine manufacturer also signed a 15-year service agreement for maintenance and repair of the turbines.

Nordex also delivered and installed 50 AW132 turbines for the previous three phases of the wind farm complex. Nordex said that it will install 24 wind turbines in the fourth phase of the project on 120m concrete towers. The concrete towers for the wind facility will be produced at its own local factory in Areia Branca located near the site, while the nacelles will be built in the manufacturer's plant in Bahia.

The German company said that it will obtain the rotor blades from Brazil to ensure that the project includes the maximum share of local production.

Read more at: [Power Technology](#)

Equinor and Partners Award First Brazil Oilfield Contracts

Norway's Equinor and partners ExxonMobil and Petrogal Brasil have awarded engineering contracts for a planned Brazilian oilfield development, the Norwegian operator of the project said on Thursday.

A design contract for a floating oil production and storage vessel (FPSO) was awarded to Japan's Moderc Inc, while seabed systems (SURF) will be planned by the Subsea Integration Alliance, formed by Subsea 7 and OneSubsea.

A final investment decision for the Bacalhau field, formerly known as Carcara, will be made this year, Equinor said. Bacalhau is the traditional name for dried, salted cod which Norway for centuries has sold to Portuguese-speaking countries.

Production from the field's first phase could start in

2023 or 2024 with oil output of up to 220,000 barrels per day, and lasting for 30 years, the company said.

"Awarding these contracts is an important milestone in developing the Bacalhau area," said Anders Opedal, Equinor's head of technology, projects and drilling.

If the project gets formal go-ahead, Subsea 7's part of the order will likely generate revenue of more than USD 750 million (EUR 692 million; BRL 3.2 billion), the company said in a separate statement.

Operator Equinor has a 40 percent stake in the development, as does ExxonMobil, while Petrogal Brasil has a 20 percent stake.

Read more at: [Reuters](#)



Brazil to Launch Cryptocurrency Regulatory Sandbox

The Brazilian Securities and Exchange Commission (CVM) has announced the launch of a new regulatory sandbox containing specific guidelines for cryptocurrency and digital token issuance.

The news comes after the country's regulator stated at the end of last year that the implementation of blockchain technology is a top priority for 2020.

The CVM's regulatory sandbox acts as a testing environment for fintech and other companies to issue tokens or cryptocurrencies within a regulated environment. According to the regulator's website, the initiative is "a response to the changes that are happening in the capital market that have driven the emergence of new business models with technologies such as DLT and blockchain".

In addition to the sandbox, the CVM also announced other initiatives such as the regulation of the Economic Freedom Act and the revision of instructions on distance voting.

The CVM is looking to further the adoption of blockchain technology in Brazil, and the regulator claims it is already researching the potential implementation of what is being called an "open broker". Essentially, the CVM intends to test new technologies that will allow the sharing of customer

data between all brokers registered with the federal agency.

The idea is similar to open banking, which should be launched in 2020 by the Central Bank of Brazil. This new framework will allow the sharing of data, functions, and resources offered by banks with fintech partners.

The proposal put forward by the CVM will help investors by creating blockchain accounts distributed by the participating peers. A single identity could therefore be shared among brokers and fintechs quickly and efficiently.

The CVM also wants to deploy better registration portability similar to telephone operators. Under the proposed system, users who do not wish to proceed with the services provided by a certain entity could 'migrate' their registration to another operator.

This means users will enjoy better privacy and enhanced security of data ownership.

With the adoption of better regulatory frameworks, we could see cryptocurrency and blockchain adoption taking off in Brazil in 2020.

Read more at: [Yahoo Finance](#)

Brazil Levels Playing Field for Foreign Companies in Government Contract Market

Economy Minister Paulo Guedes has pledged to fight corruption and open up one of the world's most protected countries to foreign business and the overseas investment necessary to modernize Brazil's crumbling infrastructure. The new rules will mark a bold change in how foreign companies can operate in a country that has been plagued by corruption.

As of May, foreign companies will no longer need a Brazilian representative to take part in public tenders in a market worth an estimated BRL 50 billion (EUR 10.5 billion) a year, the ministry's secretary for management, Cristiano Rocha Heckert, said in an interview Monday. Nor will they be required to have a Brazilian tax identification, he said. .

Last week in Davos, Switzerland, Guedes told business leaders at the World Economic Forum that Brazil planned to sign the World Trade Organization's Agreement on Government Procurement. Signatories pledge not to discriminate against potential suppliers from other countries when filling government contracts.

The federal government hopes to encourage all of Brazil's state and municipal governments to follow suit in the handling of contracts, Heckert said, which would expand the level playing field for foreign companies to a much larger market, valued at BRL 700 billion (EUR 147 billion) a year.

In October, Brazil dropped the requirement that foreign bids for public contracts have a notarized translation.

Read more at: [Reuters](#)

Brazil Became No. 4 Investment Destination in the World in 2019

With the help of federal enterprises privatization program, Brazil rose from sixth to fourth place among the leading foreign investment destinations in the world in 2019, informs the "Agency Brazil." According to a [report](#) released by the United Nations Conference on Trade and Development (Unctad), Brazil received USD 75 billion (EUR 69 billion; BRL 329 billion) in foreign investment last year, up from USD 60 billion (EUR 55.4 billion; BRL263 billion) in 2018.

The first three places in the ranking investment destination were the United States, China, and Singapore.

According to the report, part of the rise in foreign investment in Brazil occurred in part because of the privatization program, which focused on the sale of state-owned subsidiaries and shareholdings of the government in private companies.

"Brazil increased by 26 percent, partly driven by the privatization program launched in July as part of the administration's efforts to accelerate the economy. The first of these privatization involved a gas distribution company - Associated Gas Carrier - purchased by a consortium of investors led by the French Engie for nearly USD 8.7 billion (EUR 8 billion; BRL 38.2 billion), "said the survey.

For this year, the report says the country should continue to receive foreign investments because of the continuity of the privatization program. "In 2020, disinvestment in state-owned companies of subsidiaries should gain strength; the privatization of large companies such as Eletrobras, the largest electricity company in Latin America, and Telebras should probably attract more foreign direct investment, "the document adds.

In addition to the privatization, the report cites the projects related to the environment as factors that will help to increase foreign investment in Brazil this year. "Preliminary data on investments in the green area in the country announced support this perspective, the value of projects more than doubling, compared to 2018, especially in renewable energy and in the automotive industry," says UNCTAD.

Read more at: [DATAGRO](#)



Central Bank of Brazil to Launch Payment Application, PIX

The Central Bank of Brazil is shaking up the fintech scene of Latin America's largest country. Last Wednesday, it announced it would be launching its own payment solution that uses QR codes to process transactions.

This system—christened the Instant Payments Platform or PIX—will be available in Brazil from November of this year. One of its most attractive features is that all transactions are settled immediately. And that's regardless of the date and time, or if two users have funds in different banking or financial institutions.

To use PIX, a user needs an account whether it's with a bank, fintech or valid payment institution.

Small and medium-sized enterprises (SMEs) can benefit from this platform as it gives them the opportunity to offer customers electronic payments. That could boost their sales in the process.

But, for the government in Brasilia, it stimulates the rise of new businesses and cuts down the use of cash.

"This initiative, in line with the ongoing technological revolution, enables innovation and the emergence of new business models and promotes the use of electronic payments, reducing operational risk and the difficulties related to the use of cash," stated João Manoel Pinho de Mello, Director of Organisation for the Financial System and Resolution at the Central Bank.

From the looks of PIX, it's very much like Mexico's CoDi (short for Digital Charge or Cobro Digital). This payment system was launched by the Mexican authorities in September of last year.

Both are government-developed solutions designed to encourage electronic payments, increase the number of people with bank accounts, and reduce the use of cash.

In short: promote financial inclusion.

And it's likely PIX faces some of the challenges CoDi is currently dealing with which are primarily two inter-related matters.

The first is developing an effective top-down approach to distribute PIX among its population.

Meaning, besides the government's task of getting traditional banks on board with it (they're probably thrilled), there are other stakeholders in play. Among them are fintechs, retailers and small businesses. But above all else, are individuals that need to be educated on its use and the benefits it can bring. That of course, conveys a big effort.

And second, it also implies the need to break down misconceptions about electronic payments and reassure users on the security of processing transactions through PIX.

Read more at: [Contxto](#)



Brasil Mais will Increase the Efficiency of Companies

The President of the Republic, Jair Bolsonaro, signed February 18th, Decret nº 10.246 for the creation of the Brasil Mais program. Coordinated by the Special Secretariat for Productivity, Employment and Competitiveness of the Ministry of Economy (Sepec / ME), Brasil Mais will be managed by the Brazilian Agency for Industrial Development (ABDI) and executed by the National Service for Industrial Learning (SENAI) and the Brazilian Service of Micro and Small Companies (Sebrae).

The initiative aims to increase the efficiency of companies and expand the country's productivity and competitiveness, in a journey of digital transformation. The goal is to serve 200 thousand micro, small and medium enterprises in industry, commerce and services from all over the national territory, by 2022. The program brings together low-cost methodologies and tools aimed at improving management and production capacity, to reduce waste and improve processes, in a digital transformation scenario.

"It is a fast and low-cost implementation program that offers micro, small and medium entrepreneurs solutions to improve management, innovate processes and reduce waste", analyzes the special secretary for Productivity, Employment and Competitiveness of the Ministry of Economy, Carlos Da Coast. "In view of the evidence of stagnation in Brazilian productivity in the last 30 years, the federal government sought international experiences and impact initiatives to face the problem quickly and effectively", he adds.

"By promoting the improvement of production and management processes, Brasil Mais will contribute to start the journey of digital transformation of the productive sector, favoring the increase of companies'

productivity and the country's competitiveness", said ABDI President, Igor Calvet. ABDI will have the mission of managing the program's platform and performing data management, "which will contribute to the monitoring of the program's results and the formulation of future actions aimed at micro, small and medium companies", according to Calvet.

To participate in the program, companies must register through the gov.br/brasilmais portal, answer a questionnaire to assess the degree of maturity, productivity and management. After this stage, the company will be referred to the assisted service of one of the partners of Brasil Mais: Sebrae or Senai.

According to the president of Sebrae, Carlos Melles, "the increase in Brazilian productivity necessarily involves micro and small companies, which represent 99% of the country's business. We believe that Brasil Mais will be the gateway to disseminate managerial improvements and technological innovations in order to increase the participation of small businesses in the Gross Domestic Product (GDP), from 27 percent to 40 percent in the next decade," he said.

"Brasil Mais's main objective is to support companies in the industry, commerce and services, from all over the national territory, so that they can achieve gains in productivity and become more competitive", said the president of the National Confederation of Industry (CNI), Robson Braga de Andrade. "We believe that the program will stimulate the increase in investments necessary for the much-desired resumption of the country's economic and social development, enabling the generation of more and better jobs for Brazilians".

◆◆◆◆



Hub

Strategic partners of the initiative, Sebrae and Senai will be responsible for assisting companies and applying the methodologies, divided into two axes: Best Productive Practices (Senai) and Best Management Practices (Sebrae).

Senai will contribute to the improvement of production processes for industrial customers. The institution will serve establishments ranging from 11 to 499 employees. It will provide professional training, promoting collective learning in groups of six to eight companies, and will conduct consultancies specialized in practices and technologies that enhance production results, based on lean manufacturing methodologies. There will be 1 300 consultants working across the country, in addition to teachers and tutors from training courses, online and in-person and support teams.

Sebrae will serve micro and small companies, primarily, in trade and services. The body will offer technical guidance and individual consultancy, so that clients can improve management skills and practices. After an in-depth diagnosis of the management of the firm, a customized action plan will be designed, contemplating a package of consultancies specialized in management and innovation for each company assisted by Brasil Mais. The partner will provide 1.1 thousand Local Innovation Agents (ALI) in partnership with CNPq, which will have the function of monitoring companies individually, in addition to hundreds of consultants who will provide specialized assistance. Micro and small companies that choose this axis should have gross revenue of up to BRL 4.8 million (EUR 1 million).

Phases

The first stage of this Brasil Mais program journey is optimization. The goal is for the companies served to reduce waste, increase productivity and improve processes and costs. From the intervention, it is expected that companies adopt management based on indicators and, thus, improve their positioning in the market and increase their sales. To this end, the initiative will train customers and provide local innovation agents who will provide technical support and help entrepreneurs in choosing best productive and managerial practices.

Called digital transformation, the second stage aims to support companies, to improve production and management processes based on the adoption of

digital technologies appropriate to the reality of the enterprises. Finally, for companies with advanced maturity, the program provides for a third phase dedicated to accelerating the adoption of Industry 4.0 technologies. For this last phase, in 2020, pilot projects will be carried out in order to test the proposed methodology. After validating this process, the method will be applied to a larger number of companies.

The initiative will offer, in addition to assistance and guidance, digital content composed of Manuals of Best Productive and Managerial Practices, podcasts, e-books, access to training courses links and even self-diagnosis tools, which help managers to understand the maturity of companies according to a mode of production, management and adoption of digital tools.

Services

Brasil Mais will serve industry, commerce and services. The portion of assisted assistance by companies should last three to six months. The strategic partners will pay for the program together with the companies. In phase 1 of the Best Productive Practices axis, companies will pay a fee of BRL 2 400 (EUR 505), which is the cost of 16 hours of individual consultancy. In the digitalization phase, the companies will pay BRL 6 thousand (EUR 1260), corresponding to 40 hours of consultations offered by Senai, plus the costs of the sensors and the online monitoring system, to be defined. In the area of Best Management Practices, the service provided by Sebrae will have the companies' counterpart around BRL 1 200 (EUR 252), which may vary according to the type of consultancy required for each company.

The objective is that, with the improvement of management and production processes, the companies served recover the amount invested in a few months.

Results

The Brasil Mais program will run until December 2022. The results of the project and its advantages will continue to produce benefits for the companies served. As a legacy of the program, entrepreneurs are expected to improve their view of the leadership, management and production processes of their company, in addition to improving the ability to plan in the short and long terms, identify investment opportunities and adopt a culture of continuous improvement.

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

Brazil Becomes the Most “Digitally Civil” Country in Latam, Despite Worsening Index

Brazil has overcome Mexico to become Latin America’s most “digitally-civil country,” according to [Microsoft’s 2020 Digital Civility Report](#). The company measures the tone of online interactions and negative consequences of exposition to risks such as undesired contact, undesired sexting, frauds and scams, trolling, and mean treatment.

Perspective. The higher a country’s Digital Civility Index (DCI), the safer people feel online. Global DCI has reached 70 percent, its highest ever. Brazil’s index rose by 2 percentage points to 72 percent. While high, it was significantly lower than its neighboring countries—ranking 15th out of 25 research nations.

Mexico and Chile reached 75 percent, while Argentina sat at 76 percent. Colombia and Peru posted the worst scores—80 and 81 percent, respectively, on par with South Africa. When considering the main sources of risks, Latin American pointed out family and friends, while Brazilians pointed out strangers.

Concerns. Brazil was the country with most politically-related uncivil interactions. Moreover, 71 percent of young internet users said they have been at risk online and 78 percent say they suffered consequences as a result, but only 63 percent said they knew where to ask for help.

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

Small Internet Providers are Taking Over Brazilian Broadband

Brazil’s small broadband providers exceeded expectations in 2019, posting growth of 32 percent over the year. As a group, these companies control one-third of the market, which translates into 9.88 million homes. America Movil’s Claro, the market leader, provides services to 9.58 households on its own. The growth of small operators is fueled by Brazil’s transition into higher-speed fiber-optic broadband connections, and two-thirds of this segment are controlled by smaller companies. In 2019, fiber optic connections reached 10 million homes—a 72 percent increase from the previous year.

Why it matters. Small providers focus their efforts on Brazil’s countryside, bringing internet access to areas which have been long forgotten by major players. **Comparing.** Data from Brazil’s telecom regulators Anatel shows that in the poor Northeastern region—where small providers control 73.3 percent of fiber optic connections—the technology already reaches 36.5 percent of all broadband points. That rate is 32 percent in the richer Southeast. **Strategy.** These internet providers are overcoming Goliaths thanks to their laser focus on niche segments and changes in consumer behavior. Big companies often sell TV-phone-internet combos—which come at high prices—while small providers specialize in faster and cheaper internet.

The strategy has met success, but not only due to new broadband consumers: the decline of landline telephony and cable TV has played a part, with both falling 10 percent last year.

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



Job Advertisement: "Head of the Fraunhofer Liaison Office Brazil"

Fraunhofer Liaison Office in Brazil is looking for a Head of the Fraunhofer Liaison Office in Brazil.

With an annual research volume of EUR 2.6 billion, the Fraunhofer Gesellschaft is the largest research institution for applied research in Europe. At 72 institutes in Germany and at selected international locations, more than 26,600 employees develop new technologies for industry. The company's main research fields are microelectronics, information and communication technology, production technology, materials research, surface technology, security and defense research, and life sciences.

The Fraunhofer Liaison Office Brazil represents the interests of the Fraunhofer-Gesellschaft in Brazil and advises the Fraunhofer Headquarters and the Fraunhofer institutions. The office's activities focus on marketing and business development, as well as observing the science and innovation landscape in Brazil.

The Liaison Office Brazil supports Fraunhofer in working with commercial companies in Brazil, develops strategic partnerships with the Brazilian science organizations and serves as an interface to science policy.

To enhance our team in Sao Paulo, the Fraunhofer gesellschaft is looking for a committed employee for scouting topics, technologies and partners as well as marketing and sales with the following tasks:

- Monitoring technology development in Brazil, identifying research trends, focusing on one of the main innovation regions in Greater Sao Paulo and other economically strong regions in Brazil.
- Active participation in the announcement of the Fraunhofer umbrella brand, public relations work in marketing.
- Active support of the Fraunhofer Institutes in establishing contacts and acquiring industrial and research partnerships in Brazil, on-site support for Fraunhofer employees.
- Participation in the development of strategic activities of the Fraunhofer Gesellschaft in Brazil (e.g. through events and workshops).
- Expansion and strengthening of the Fraunhofer network in Brazilian industry, science and politics.
- Concept and implementation of events.

The working languages are English, German and Portuguese. Country and market experiences as well as professional project management skills are essential.

For the above mentioned tasks, which are carried out in

close coordination with the Fraunhofer foreign agency department and representations of the Fraunhofer headquarters, Fraunhofer Gesellschaft is looking for a manager for the Fraunhofer Liaison Office.

Requirements:

You have an honest, decisive and resilient personality with an academic background. You characterize yourself as someone with a comprehensive understanding and interest in scientific and technological topic. You are familiar with the national and international scientific landscapes and well networked. Ideally, you have already demonstrated your leadership skills and skills in science management in a well-known science institution or in a similar interface function in research and development for industry.

In addition, you bring:

- strategic planning and management skills
- excellent communication and team building skills
- master's degree or higher and several years of professional experience in industry and / or science
- proven experience with the Brazilian and / or German academic research system as well as industrial experience
- technical understanding and affinity for scientific and technological transfer of innovations
- very good knowledge of German, Portuguese and English languages.

Recruitment is made through a local employment contract with the German-Brazilian Chamber of Commerce.

Please send your application documents (cover letter, curriculum vitae and certificates) in electronic form to info@fraunhofer.org.br

Application deadline: 20.03.2020

For further information, please do not hesitate to contact:

Ms. Andrea Mandalka, Fraunhofer Foreign Agencies and Representatives Department,

Tel: +49 (0) 89 1205-4725

Email: info@fraunhofer.org.br

You can find information about the Fraunhofer Gesellschaft at:

<http://www.fraunhofer.de>

EU-Brazil Research and Innovation Partnerships towards Sustainability

Success Story

by Berna Windischbaur, FFG

Vienna. Based on an interview with Dr. Luis Rodolfo Mariani Bittencourt for ENRICH in Brazil.

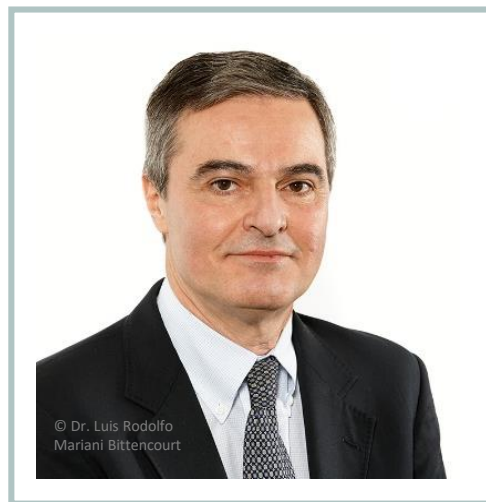
Dr. Luis Rodolfo Mariani Bittencourt, the Chief Technology Officer at RHI Magnesita, is the guest of the ENRICH Monthly, February 2020 issue.

Born and raised in Brazil, Dr. Bittencourt completed his bachelor's degree in Universidade Federal de Minas Gerais in the field of Mining Engineering. During his employment at Magnesita, he received a chance to further his education. He received his master's degree in Metallurgical Engineering at the University of Utah and his Ph.D. in Ceramic Engineering at the University of Missouri. Upon completion of his Ph.D., he went back to Magnesita, where he worked for 34 years in different units and positions. He is currently leading the research and innovation activities of the company, traveling every month between Europe and Brazil.

Started as a family business in 1834 in Germany, the company took its recent form as RHI Magnesita in 2017 following the merger of two leading refractory companies, namely RHI and Magnesita. Its headquarter is in Vienna. Currently, the company has four Research Centers in Europe (Austria), Brazil, the US, and China. The fifth research and development facility is under construction in India.

KEY FACTS about [RHI Magnesita](#)

- 1 700 global patents and patent applications
- 63 million USD investment in research and development and technical marketing
- 120 000 individual products
- 14 000 employees
250 research and development specialists and 450 apprentices every year
- 3.1 billion Euro revenue (2018)



Magnesite is a magnesium carbonate mineral, found in 1908 in Austria, is used to produce magnesium oxide (MgO), which serves as a refractory material for the steel industry and as a raw material for the chemical industry.

RHI Magnesita is the global leader in refractories that are used in all the world's high-temperature industrial processes. Without them, the steel, cement, lime, non-ferrous metals, glass, energy, environment, and chemical industries couldn't exist.

According to Dr. Bittencourt, the most important aspect of Brazil-Europe cooperation is to bring the competencies together and create value for both sides. Mining activities (active mines and mineral processing) are one of the areas where Brazil has a competitive advantage and knowledge. Cooperation with Europe provides the opportunity to bring industrial and academic knowledge together, create new ideas, and develop new technologies. The company, therefore, promotes collaboration in both basic and applied science.





TOP TIPS FROM THE CTO OF RHI MAGNESITA FOR A SUCCESSFUL INTERNATIONAL COLLABORATION

Establishing international partnerships requires time, time to look for the best partner, and more time to get to know them. Dr. Bittencourt is convinced that openness and internationalization are growing in Brazil. Therefore, selecting the right international partner is the key initial step. RHI Magnesita has established long-lasting collaborations with some universities in Europe and Brazil, such as the Montan University - [Leoben](#) (AT), the [Federal University of São Carlos](#) (BR). They experience clear value creation by improving existing products and services and the generation of new ideas and products.

Not surprisingly, funding is one of the challenges for cooperation. Dr. Bittencourt indicates that at the European level, there are very interesting programs and funding opportunities, especially on emerging topics. However, the bureaucracy is relatively deterrent. On the

Brazilian side, processes are relatively easier, but fewer opportunities are available, especially on the new and emerging topics.

Speaking of emerging topics, sustainability is one of these areas that Europe has more to offer due to current political pressure at the EU level, following the [UN's SDGs](#). "What is happening in Europe now in the area of sustainability will sooner or later come to Brazil. Therefore, European experience can certainly be valuable for Brazil."

We thank Dr. Luis Rodolfo Mariani Bittencourt very much for sharing his valuable experience and being an "Ambassador" for increasing scientific and technological cooperation between Europe-Brazil.