



Brazil-Germany Tech Challenge 2023

Secure a project with a Brazilian Corporate
and win tickets to Web Summit Rio!



Bundesministerium
für Wirtschaft
und Klimaschutz

ANPEI



de:hub
digital ecosystems

ABOUT

An aerial photograph of Rio de Janeiro, Brazil, showing the bay, Sugarloaf Mountain, and the city. The image is overlaid with a semi-transparent white box containing text. There are decorative red and yellow circular shapes on the right and bottom edges of the page.

Beginning of 2023, a consortium consisting of both public and private sector players from Brazil and Germany came together to discuss how bridges between both countries in the area of innovation can be built.

The idea to run a Tech challenge, similar to the one de:hub had ran with Japanese corporates in 2022, was formed.

The goal: Connecting young Tech-talents from Germany working on innovative solutions with renowned corporates from Brazil – so that “they can do great stuff” together.

MEET OUR CORPORATES



LIBBS

Libbs is a Brazilian pharmaceutical company, which has been in the market for more than 60 years, currently employing more than 2,800 employees . The company invests 10% of its revenue in R&D and innovation and sells around 90 products in more than 200 forms of medicines, distributed in the following specialties: cardiovascular, gynecology, oncology, hematology, dermatology, respiratory, transplants and central nervous system. Libbs was the first pharmaceutical industry to implement the National Drug Control System (traceability).

More info: <https://www.libbs.com.br/>

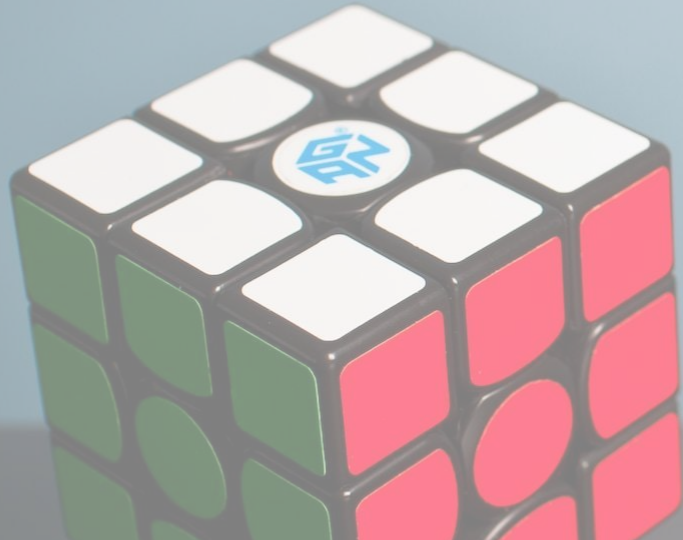
INDORAMA/OXITENO

In April 2022, Indorama Ventures, a Thailand based Chemicals company, acquired the Brazilian Oxiteno, becoming a leading global supplier in high-value surfactant markets.

Oxiteno is a leader in the production of surfactants and specialty chemicals in the Americas and was founded in 1973. The company is present in eight countries in the Americas, Europe and Asia and has 11 industrial units in Brazil, the United States, Mexico and Uruguay, in addition to five R&D centers and eight commercial offices in Argentina, Belgium, China and Colombia.

More info: <https://oxiteno.com/eu/en/>

The Challenges



Challenge Libbs:



To find (Tech/Technologically supported) solutions to improve patient adherence to medication treatment for chronic diseases

Background:

Patients who need to maintain a regular medication schedule, such as those with diabetes, high blood pressure, or those taking contraceptives, often struggle to adhere to their treatment. They may forget to take their medication or sometimes cannot recall if they have taken it, leading to underdosing or overdosing. This situation impairs the effectiveness of the treatment, and patients may claim that the medication does not work or that they do not see improvement due to non-adherence.

Desired outcome:

To find a sustainable, effective Tech solution that has the potential to be implemented throughout our business lines and that has a big positive impact on our patients' treatment and therefore health.

More info on Libbs: <https://www.libbs.com.br/>

Challenge Oxiteno/Indorama



To identify a tech solution that can accelerate the digitization process in: (1) Data extraction of non-structured files, (2) Create internal database management with partners, and (3) innovative communication solutions.



Background

As many years developing and implementing new products, we've generated loads of R&D data in several types of files. Therefore we are looking for solutions to convert these data into a standard format (excel, for example). We are also looking for a tool to centralize the partnership management with interactive dashboards and reports. Thirdly the tool should have innovative ways to communicate about innovation and strategic subjects to the whole company.

Desired outcome:

A secure, all-encompassing tool that can be individualized to our needs, but is also stable and easy to be implemented in order to streamline processes, build bridges between departments and prevent silos through more efficient communications. If not all requirements can be met in one tool, the priority challenge is the first one (data).

More Info: <https://oxiteno.com/eu/en/>

HOW IT WORKS



Details – Tech Challenge

Eligibility

Startups based in Germany, forming part of the de:hub Initiative, no less than 10 years old

What's in it for you?

Secure a project with a renowned Brazilian corporate – your entry door to the international corporate world as well as a unique cultural and business experience

Deadline

Applications are open until November 13th, 2023

How to apply

Please send in your application via the [link here](#)

Timeline

Deadline

Applications open until 13th of November 2023

End of November

Finalists for each challenge will be contacted

December 13th, 2023:

Online Pitch event before Brazilian Corporates

Special prize: Win 2 Tickets to Web Summit Rio!

For further questions, please contact
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