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14.09 MONDAY | OPEN EVENT

PLACE: MEETING ROOM – USP INNOVATION AGENCY

08:30 Participants Registration

09:00 Welcome and Introductions:

Marco Antonio Zago (USP President)

Authorities Introductions table:

Axel Zeidler (German Consul General)

Anna Barkhausen (Information Centre Director - DAAD)

Luciane Ortega (USP Innovation Agency)

Maurício Baptista (USP International Cooperation Office)

Ricardo Schuch (Brazilian Centre WWU – Münster)

Wilhelm Bauhus (Innovation Office AFO-WWU Münster)

10:00 Key Lecture 1: Research at USP

(Antonio Saraiva, Pro-Rector Adjunct for Research – USP)

10:30 Break

11:30 Funding Opportunities

Support Programs of the German Academic Exchange Service (DAAD) in Brazil and the Internationalization Program Strategic Partnerships and Thematik Networks (Anna Barkhausen, DAAD)

12:30 Lunch Time

14:00 Key Lecture 2: A educação de inovadores

Valter Pieracciani (Simultaneous translation)

15:00 The German House of Science and Innovation

São Paulo (DWIH-SP) - Scientific and Technological Cooperation between Brazil and Germany (Márcio Weichert)

15:40 The BIOTA-FAPESP program for research in biodiversity

(Roberto Gomes de Souza Berlinck, Biota USP)

16:20 End of the opening event

17:00 Getting to know each other

Group dynamics (Catharina Kähler, AFO - WWU)

18:30 Welcome Cocktail

CONTACT

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BIO INSPIRATION

LEADERSHIP TRAINING

Inspired by Minds and Nature II

at Universidade de São Paulo





15.09 TUESDAY

PLACE: MEETING ROOM – USP INNOVATION AGENCY

08:30 Lecture: Internationalization at the USP

Raul Machado Neto (USP International Cooperation Office)

09:00 Lecture: Business Model Strategies

From Blue Ocean to Surviving as a Hydra (Ansgar Buschmann, WWU)

10:30 Break

11:00 Workshop: Innovative solutions

Interactive workshops stimulating the creation of new companies and products using pencils, paper etc. (Sarah Oliveira, Münster)

12:30 Lunch Time

(Dancing break: Eurythmics inspires by Sonja Katharina)

14:00 Lecture: German-Brazilian business interaction

Opportunities and pitfalls (restrictions, laws, export...)
(Claudia Bärman Bernard, AHK)

15:30 Break

16:00 Lecture: Patent Strategy of the University of Münster

(Katharina Krüger, AFO - WWU)

17:30 Lecture: Patent and Intellectual Property in Brazil

(Maria Aparecida de Souza, USP Innovation Agency)

19:00 Free Time

16.09 WEDNESDAY

PLACE: PARQUE CIENTEC

08:30 Walking tour around Parque CienTec (Environment: Ecosystem Trail)

10:30 Break (Yoga Break: Herbert Voigt WWU)

11:00 Visit to the interactive offers of Parque CienTec

12:00 Return to USP

13:00 Lunch Time

(Dancing break: I am hip hop by Pia Selders 1)

PLACE: MEETING ROOM – USP INNOVATION AGENCY

14:00 Lecture: Social Entrepreneurship and Social-Environmental Business

An overview of the Brazilian reality (Graziella Maria Comini, FEAUSP)

15:30 Break (Dancing break: I am hip hop by Pia Selders 2)

16:00 Lecture: How Bio-Inspiration emerges at WWU?

(Wilhelm Bauhaus, AFO WWU)

17:00 Visit to Urano Garden (Shopping Center Eldorado)

19:00 Free Time

17.09 THURSDAY

PLACE: MEETING ROOM – USP INNOVATION AGENCY

08:30 Lecture: Interculturality as a Factor Steering Entrepreneurship from the Academic Point of View

Different mode of thinking between Brazilian and German young students
(Luciane Ortega, USP Innovation Agency)

10:00 Break (Dancing break: My capoeira experience by Damla Demirkaya 1)

10:30 Lecture: Co-development, Technology Transfer and Licensing

(Alexandre Lima, USP Innovation Agency)

11:30 Transfer to Botanic Garden

12:00 Lunch Time

(Dancing break: My capoeira experience by Damla Demirkaya 2)

14:00 Guided Tour to Botanic Garden (R\$ 5.00 = ca. € 1.30 per person)

16:00 Break

16:30 Lecture: Garden of innovation

(Herbert Voigt, Botanic Garden - WWU)

18:30 Free Time

18.09 FRIDAY

PLACE: INSTITUTO BUTANTAN

08:30 Guided Tour to Instituto Butantan

10:15 Break

PLACE: MEETING ROOM – USP INNOVATION AGENCY

11:00 Idea-Mining

(Moderation: Bauhaus, Catharina Kähler and Katharina Krüger)

12:00 Lunch Time

(Karate is leadership by Herbert Voigt, WWU)

13:00 Idea-Mining (sequence)

16:30 Break

17:00 Idea-Mining (sequence and conclusion)

Interactive discussion: How to integrate Bio-Inspiration and Academic Studies?

Reflections and Feedback (Wilhelm Bauhaus, AFO - WWU)

19:00 Suggestion: Closing Cocktail at Clube do Churrasco

This Cocktail will not be supported by the organization and the costs must be paid by the participants themselves)

21:00 Transfer for the Hotel and the Hostel

19.09 SATURDAY

Suggestion: Trip to Embu das Artes (Responsible: Wilhelm Bauhaus)

For German and Brazilian interested participants

The trip will not be supported by the organization and the costs must be paid by the participants themselves. The price for the bus transport will be shared between the participants. A previous inscription will be necessary until 28th August.

20.09 SUNDAY

Free Time. Departure to Germany