



ENTERPRISE EUROLODGING WEBINAR

KNOWING BRAZILIAN MARKET

Introduction:

Enterprise Eurolodging (E²) is an initiative of [Association of Science and Technology Parks of Spain \(APTE\)](#) with the support of [International Association of Science Parks and Areas of Innovation \(IASP\)](#).

The aim of Enterprise Eurolodging is to promote the first internationalisation activities of entrepreneurs and startups by providing them with valuable information about the possibility of carrying out softlanding in 37 science and technology parks in 9 countries.

During the next months this initiative is going to organize several webinars to know deeply the markets of the countries represented in E². The goal is to provide valuable information to the companies to help them to consider the possibility to connect with these markets.

TENTATIVE PROGRAMME– OCTOBER 20th 17:00 CEST

ENTERPRISE EUROLODGING – CONNECTING COMPANIES TO THE BRAZILIAN MARKET

- 17:00 – *Welcome by Josep Piqué, president of APTE's internationalisation committee*
- 17:10 - *Diplomatic relations with Brazil, Brazilian Embassy in Spain*
- 17:20 – *Business culture in Brazil – Antonio del Corro, Chamber of Commerce Brazil-Spain and Francisco Arbos, Chamber of Commerce Brazil-Catalonia*
- 17:30 – *Characteristics of the Brazilian innovation system: STPs and incubators. Rodrigo Méndez, Director of International Relations for Brazil at ANPROTEC*
- 17:40 – *Key sectors for investing and doing business in Brazil. André Barbosa – SPI ([INCOBRA](#))*
- 17:50 – *Fostering the collaboration of innovative companies and entities with Brazil. Filipe Miguel Cassapo – President [ENRICH BRAZIL](#)*
- 18:00 – *Economic and Fiscal Incentives - Isabel Rata García-Junceda, Spanish economic and trade advisor in Brasilia*
- 18:10 – *Technological Incentives – M^a Pilar de Miguel Ortega, CDTI delegate in Brazil*
- 18:20 – Q&A

LINK TO WEBINAR: <https://global.gotomeeting.com/join/443195341>