Regional Initiatives for a successful B2B matchmaking and business rounds in green technologies

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2019: a year to remember!

- In 2019, INPI started negotiations alongside with the Royal Embassy of Denmark for the establishment of a new type of memorandum of understanding.

- IN 2019, INPI requested to “renew the vows” alongside with the organization of a project destined to Mercosur countries + Chile.
2020: a year to forget!

SOURCE:
https://www.economist.com/weeklyedition/2020-03-21
2020: a year to forget! ….. OR NOT?

SOURCE: https://www.bbc.com/portuguese/curiosidades-50872998
BRIEF INTRODUCTION - “Matchmaking” Model 1
The structure of the Danish project

- Launching event
- BR tech solutions event
- DK tech solutions event
- Innovation Camp
- Closing event
Project Overview

ACTIVITIES TIMELINE

Innovation Support

Phase 1: Agribusiness (2019-2020)

Phase 2: Health (2021-2022)

Phase 2: Renewable Energies (2023-?)

Governance

Horizontal activities: General focus on capacity building related to IP creation and IP commercialisation

Sector activities: Main focus for business rounds and matchmaking

Steering Committee meetings
BRIEF INTRODUCTION - “Matchmaking”
Model 2
The structure of the LAC Acceleration Project

1. TOR
2. Hiring
3. Joint Supervision
4. Deliverables
ADVANTAGES OF HIRING CONSULTANTS/ OUTSOURCING COMPANIES:

- Fresh Approach
- Avoid Overload at the Organization
- It's a Project! (Begin- Middle-End)
- Budget Constraints

ADVANTAGES OF IN HOUSE SOLUTIONS:

- Use of IP Office Database, Expertise, Knowledge Capital and Studies
- Use of own Network within the National Innovation System (an IP Office is part of its NIS!)
- Knowledge retained within the Organization
- May generate budgetary opportunities for the organization
How to Build a new history?

Source: https://www.progressalean.com/5w2h-tecnica-de-analisis-de-problemas/
1st Motivating question: **WHAT?**

- A Matchmaking Platform.
1st Motivating question: WHAT?

- Holistic understanding about the importance of matchmaking activities involving Industry, Academy and Society as a whole.

**BENEFITS:**

**Industry:** Acquire or co-develop Technologies

**Academy:** Sell, License or co-develop Technologies

**Society:** introduction of technologies
2nd Motivating question: Why?

- Gains to the Industry and Society as a whole, specially for developing countries.
- An IP Office may also act for the benefit of the NIS.
2nd Motivating question: Why?

- To generate innovation or IP Assets, benefiting Industry, Academy and Society as a whole.

- An IP Office may also act for the benefit of the NIS and, specially, for the generation of new IP Assets to be protected/granted by them.

- To show an IP Office is a relevant actor within the NIS and towards Innovation or Industrial Policies.
3rd Motivating question: When?

- A matchmaking process with an outsourced company may last around 6 months.

- Avoiding last year's holidays and beginning of activities in January, and considering when companies/employees tend to shut down for vacations is important for the project.
3rd Motivating question: When?

- An In-House matchmaking process may start when ever, end when ever and even include important follow ups with the actors.
4th Motivating question: Where?

- All carried out in a distance mode.
- Online platform
- Technical visits are always relevant post-pandemic period
4th Motivating question: Where?

- May be in presence or online matchmaking events

- If in presence, organizers need to consider necessary physical infra-structure with sufficient rooms for business rounds, catering services, simultaneous or consecutive translation and so on

- Online events have the advantage of limited infrastructure needs..., but also contains other problems or special needs to be considered!
5th Motivating question: Who?

- IP Office officials act as supervisors alongside with WIPO Green

- IP Office officials may act limitedly to provide data and technological information permitted by their own national laws
5th Motivating question: Who?

- IP Office officials make use of their own NIS network to gather interested parties.
6th Motivating question: How?

- A total “learning by watching”/ Imitative Learning experience
6th Motivating question: How?

- A total “learning by doing” experience
7th Motivating question: How much effort?

- “Non exclusive” position
- May need extra help
7th Motivating question: How much effort?

- Half time job
- Extra help may be needed
MULTILATERAL MATCHMAKING AND BUSINESS ROUNDS
Background

- Sectorial Studies developed by Argentina, Chile and Brazil in Sustainable Agriculture and Waste Management carried out in 2022 (to be published by WIPO)
- Sectorial Study developed by Brazil in Renewable Energy (2022)

Goals

- Build up a multilateral network, facilitate knowledge sharing between academic and business environments
- Encourage and foster innovation, co-development, new business cases/collaboration/products
- Innovative solutions and - in the long run - new IP applications

Themes:

- Sustainable agriculture
- Waste Management
- Sustainable Energy
MULTILATERAL Project Overview for GREEN TECHNOLOGIES

ACTIVITIES TIMELINE

Identification of Partners in Latin America

Hiring of Consultants

Governance

Invitation letters to participate in the project to be send to IP Offices in the region (Check Point for the Project)

Sector activities: identification of Main focus for business rounds and matchmaking + Identification of European Countries and specific sector activities + Organization of Matchmaking and business Rounds

Regular meetings with Consultants, IP Offices in the Region.

Beginning of 2021. Approval by Eurcolima+

March 23rd, 2022, Kick Off Event

June 19-31, 2023
SHOWCASES

Renewable Energy
Green Hydrogen
WIPO Green
Sustainable Agriculture
Waste Management

22 June
23 June
26 June
27 June
28 June
Necessary Resources

- Virtual Platform
- Simultaneous Translator
- Technical Moderator

*Time Schedule: 9 AM until 12 PM.*
LAST REMINDERS!
INCLUSION AND DIVERSITY ARE NOT ONLY IMPORTANT...MAY GENERATE BUSINESS TOO!
WHAT ABOUT FINANCING?
IP OFFICES ARE READY TO PROVIDE MENTORSHIPS AND TECHNICAL ASSISTANCE TO MATCHMAKING PLAYERS!
Thank you!

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