



DEUTSCH - BRASILIANISCHE
WIRTSCHAFTSTAGE 2019
 ENCONTRO ECONÔMICO
 BRASIL - ALEMANHA **2019**

XXXVII German-Brazilian Economic Meeting 2019

September 15 – 17, 2019
Natal, Rio Grande do Norte

“German-Brazilian Partnership in Times of Global Change”

AGENDA

(as per September 11, 2019)

*Simultaneous interpretation German/Portuguese // **english

Sunday, 15 September 2019	
08h30 – 13h	Meeting of the Brazil-Germany Initiative for Cooperation in Agribusiness and Innovation** ---Members only--- <i>Venue: Hotel SERHS</i>
14h – 17h	2nd Annual Meeting of the Task Force Industry 4.0 ** ---Members only --- <i>Venue: Hotel SERHS</i>
18h30 – 18h40 – 18h50	Transfer to the dinner event Schedule: Hotel Wish – Hotel SERHS – Hotel Ocean Palace Beach
19h – 22:30h	Brazil-Germany Personality Award 2019* Dr. Peter Eigen, Transparência Internacional, Philipp Povel, Dafiti Exclusive event organized by the Brazil-German Chamber of Commerce-AHK (Members only and special guests) Registration <i>Venue: Arena das Dunas (Avenida Prudente de Moraes, 5121, Lagoa Nova, Natal)</i>
from 22:30h	Transfer to the hotels Schedule: Hotel Wish – Hotel SERHS – Hotel Ocean Palace Beach

Monday, 16 September 2019

Venue: Centro de Convenções de Natal – CCN

Via Costeira Sen. Dinarte Medeiros Mariz, 6664-6704 – Ponta Negra, Natal

7h30 – 7h45	Transfer to the Conference Center: Schedule: Hotel Wish – Hotel SERHS – Hotel Ocean Palace Beach
08h – 09h	Registration and Welcome Coffee
09h	National Anthem of Brazil and National Anthem of Germany performed by Concertina Orchestra of the Cowboy Museum - São João de Mipibu
	Official Opening Session of the German-Brazil Economic Meeting 2019* Robson Braga de Andrade, President , Brazilian National Confederation of Industry, CNI Prof. Dr. Dieter Kempf , President, Federation of German Industries (BDI) Amaro Sales , President, FIERN Kenneth da Nóbrega , Secretary of Bilateral Negotiations in the Middle east, Europe and Africa, Ministry of Foreign Affairs Thomas Bareiss , Vice Minister, Federal Ministry for Economic Affairs and Energy Fátima Bezerra , Governor of the State of Rio Grande do Norte General Hamilton Mourão , Vice-President of the Federal Republic of Brazil
10h30 – 12h00	Economic and Trade Panel* Kick off: Ingo Plöger , President, Latin America Business Council, CEAL Andreas Renschler , LADW Chairman, Member of the Board of Management of Volkswagen AG and CEO of TRATON SE Moderator: Alexander Busch , Correspondent for Handelsblatt, Wirtschaftswoche and Neue Zürcher Zeitung in Latin America Speakers: Stefan Mair , Member of the BDI Executive Board Federation of German Industries (BDI) Carlos da Costa , Special Secretary of Productivity, Employment and Competitiveness, Ministry of Economy Dr. Renato da Fonseca , Executive Manager of Research and Competitiveness, CNI Thomas Bareiss , Vice Minister, Federal Ministry for Economic Affairs and Energy
12h00 – 13h00	Luncheon
13h00 – 14h00	Panel I: Agribusiness 4.0: Opportunities and challenges for companies* Kick-off: Henriette Reker , Mayor of Cologne Moderator: Dr. Hildegard Stausberg , Journalistin, Die Welt Speakers: Eduardo Leduc , Senior Vice President Agricultural Solutions Latin America, BASF Besaliel Botelho , President Bosch Latin America Marc Reichardt , Chairman Mixed Commission, Brazil Section, President, Bayer Brasil Paulo Alvim , Secretary of Entrepreneurship and Innovation, MCTIC – Ministry of Science, Technology, Innovations and Communications
14h00 – 17h00 <i>In parallel</i>	Business Matchmaking (register: EEBA B2B)

14h00 – 15h00	<p>Panel II: Infrastructure and Energy: Efficiency through innovative technologies*</p> <p>Opening remarks: Agnes Maria de Aragão da Costa, Head of the Special Advisory in Regulatory Affairs Ministry of Mines and Energy, MME Thomas Bareiss, Vice Minister, Federal Ministry for Economic Affairs and Energy</p> <p>Moderator: Wagner Cardoso, Executive Manager of Infrastructure, CNI</p> <p>Speakers: Oliver Pietz, DB Engineering & Consulting GmbH, Executive Director Latin America Henrique Petersen Paiva, Head of Government Affairs and Sustainability Siemens Brazil Verônica Sanchez da Cruz Rios, Deputy Special Secretary , Presidency of the Republic - PPI</p>
15h00 – 15h15	Coffee Break
15h15 – 16h15	<p>Panel III: Digitalization and Productivity: Strategic Solutions for SMEs *</p> <p>Opening Remarks: Dr. João Emílio Gonçalves, Executive Manager of Industrial Policy, CNI</p> <p>Moderation: Thomas Timm, Executive Vice-President AHK Brasil</p> <p>Speakers: Dr- Hans-Toni Junius, CEO, Waelzholz Daniel da Rosa, CEO, Steering Unity, ThyssenKrupp Brazil Dr. David Carlos Domingos, Managing Director, Fraunhofer Project Center for Advanced Manufacturing, ITA Gustavo Barcelos, Department of Decentralized Credit Operations, FINEP - Studies and Projects Financing Agency Marcelo Cruzeiro, Manager, Digital WEG, WEG</p>
16h15 – 17h15	<p>Panel IV: Health and Education: Quality of Life in Industry 4.0*</p> <p>Opening Remarks and Moderation: Frederico Lamego, Executive Manager of International Relations, SENAI</p> <p>Speakers: Armando Lopes Jr., Siemens Healthineers Regional Manager Brazil Denise Souza, Quality Manager, Draeger Safety do Brasil Ltda. Paulo Mól, Director of Operations, SESI Antonio Lacerda, Senior Vice President, BASF / President, Technology and Information Committee, AHK Brasil</p>
17h15 – 17h30	<p>Opportunities for foreign investment in the current administration* Eduardo Bolsonaro, President of the External Relations and National Defense Committee, Brazilian House of Representatives</p>

17h30 – 18h15	<p>Closing Session of the German-Brazilian Economic Meeting 2019 and Presentation of Host of DBWT 2020*</p> <p>Marc Reichardt, Chairman Mixed Commission, Brazil Section, President, Bayer Brasil Prof. Dr. Dieter Kempf, President, Federation of German Industries (BDI) Andreas Renschler, LADW Chairman and Member of the Board of Management of Volkswagen AG Ambassador Roberto Jaguaribe, Ambassador of Brazil to Germany, Ministry of Foreign Affairs Ambassador Dr. Georg Witschel, Ambassador of Germany in Brazil Amaro Sales, President, FIERN</p> <p>Presentation of DBWT 2020</p>
18h15 – 18h30	Transfer from the Conference Center to the dinner event
From 19h00	Activity: Cultural presentation (SESI Big Band) and cocktail at Natal Port
21h45 – 22h00	<p>Transfer to the hotels Schedule: Hotel Wish – Hotel SERHS – Hotel Ocean Palace Beach</p>

<p>Tuesday, 17 September 2019 Venue: Centro de Convenções de Natal – CCN. Via Costeira Sen. Dinarte Medeiros Mariz, 6664-6704 – Ponta Negra, Natal</p>	
8h30 – 8h45	<p>Transfer to the Conference Center: Schedule: Hotel Wish – Hotel SERHS – Hotel Ocean Palace Beach</p>
09h – 12h In parallel	Business Matchmaking (register: EEBA B2B)
09h – 12h	Meeting of the German-Brazilian Mixed Commission <i>Delegates only</i>
09h – 12h	<p>Technical visits (by previous registration; 40 participants max in each)</p> <p>Route 1 = Guararapes (Apparel) Route 2 = Sterbom – Ice cream, fruit pulp, mineral water and ice, ice cream cones. Route 3 = Digital Metropolis Institute (IMD) - (Technological park) Route 4 = CTGAS-ER (renewable energy) Route 5 = CASA PASSIVA / Passive House</p>
12h00 – 14h	Luncheon for ALL participants
14h00	<p>Transfer to the hotels Schedule: Hotel Wish – Hotel SERHS – Hotel Ocean Palace Beach</p>

<p>09h – 12h</p>	<p>Technical visits (by previous registration 40 participants max in each)</p> <p>Route 1 = Guararapes . (Apparel) Created from a single clothing store in 1947, the Guararapes group has evolved to become Brazil’s largest accessible fashion company. With an operation that includes retail chain Riachuelo’s 317 stores around the country and e-commerce, one factory in the greater Natal area and one in Fortaleza, distribution centers in Guarulhos, Natal and Manaus, Midway Mall in Natal, a financial institution, two modern theaters among other service companies that provide support to the group, it employs over 40 thousand people, with the mission of working for fashion democracy in Brazil. The Guararapes factory located in the city of Extremoz, in the greater Natal area, occupies an area of over 500 thousand m², employs 9,000 people producing 150 thousand pieces of apparel per day that supply Riachuelo stores and e-commerce. Guararapes</p> <p>Route 2 = Sterbom – Ice cream, fruit pulp, mineral water and ice, ice cream cones. Ster Bom initiated its activities in 1991 as an Ice cream producer. Currently the Ster Bom group produces ice cream and popsicles, ice cream cones, frozen fruit pulp, mineral water and ice cubes in its five producing units in the state of Rio Grande do Norte, where it is considered the largest producer of frozen foods. Ster Bom has a fleet of 180 vehicles through which it supplies over 8,000 retail outlets in various states of Brazil. Its mission is to invest in quality and technologic innovations that provide sustainable development. In a pioneering decision, in 2015 it installed a photovoltaic energy farm which currently produces 3,500 - 1,5 MW/hour of electricity solar panels reducing energy costs and helping the environment. Sterbom</p> <p>Route 3 = Digital Metropolis Institute (IMD) - (Technological park) IMD is an academic unit of the Federal University of Rio Grande do Norte, focused on the promotion of high quality technical, undergraduate and graduate level programs in the state, based on social and digital inclusion. It is noteworthy 70% of their students come from the public system. Aimed at developing an Information Technology hub in Rio Grande do Norte, through public, private and academic initiatives, IMD’s work in R & D, talent development and incentives towards entrepreneurship culture has resulted in Inova Metr�pole, an incubator for technology based companies. IMD</p> <p>Route 4 = CTGAS-ER (renewable energy) CTGAS-ER , Gas Technologies and Renewable Energy Center, headquartered in Natal, Rio Grande do Norte, operates throughout the country according to three axes: professional education, technological development and technological support services to the natural gas and renewable energy industries - wind and solar. CTGAS-ER's vision is to establish itself as a center of excellence in technology and professional training in renewable energy, where SENAI's renowned experience in professional education, service provision and technological development plays a crucial role. CTGAS</p>
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	<p>Route 5: CASA PASSIVA / PASSIVHAUS / Passive House</p> <p>The official opening of the first Passive House in South America, certified by the German Passive House Institute, was in Natal in July 2018. The construction has a built area of 56 m², with total energy efficiency. Technology and materials come from Germany, and the planning and construction are carried out with the participation of Brazilian engineers and companies, for demonstration and training purposes This allows students to deepen their practical experience and enables local and national builders to have an opportunity to have contact with the technology used in the passive house which can be adopted in the future in their buildings.</p> <p>The project was funded by the Federal Government of Germany through the Federal Ministry of Education and Research (Bundesministerium für Bildung und Forschung - BMBF) in a partnership between SENAI-RN and RLP AgroScience - Rhineland Palatinate Research Institute, Karlsruher Institut für Technologie - KIT (Karlsruher University Institute of Technology), Handwerkskammer Trier - HWK Trier (Trier Labor Training Chamber); DLR-Geschäftsfelds „Wissenschafts-, Innovations- und Bildungsmanagement (German Aerospace Center - Division of Science, Innovation and Educational Management). Casa Passiva - PassivHaus</p>