

# 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 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



**BRAZILIAN - DANISH  
INNOVATION COOPERATION**

# The structure of the Danish project



# Project Overview

## ACTIVITIES TIMELINE

Innovation Support

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

Phase 1: Agribusiness (2019-2020)

Phase 2: Health (2021-2022)

Phase 2: Renewable Energies (2023-?)

Sector activities: Main focus for business rounds and matchmaking

Governance

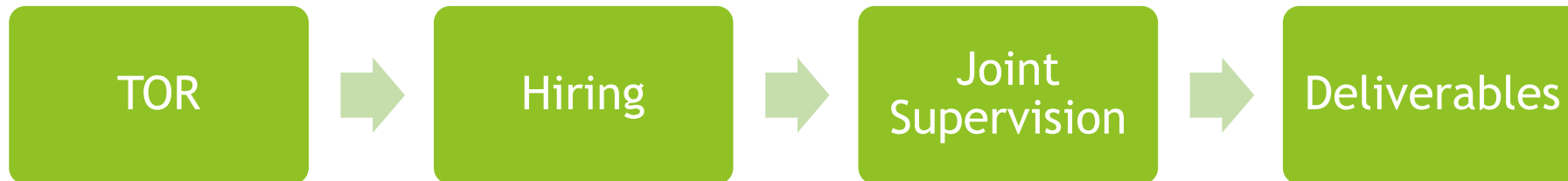
Steering Committee meetings

# BRIEF INTRODUCTION - “Matchmaking” Model 2





# The structure of the LAC Acceleration Project





### 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

### ADVANTAGES OF HIRING CONSULTANTS/ OUTSOURCING COMPANIES:

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

# How to Build a new history?



# 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

**INPI** INSTITUTO NACIONAL DA PROPRIEDADE INDUSTRIAL



# Background

## Background

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

## Goals

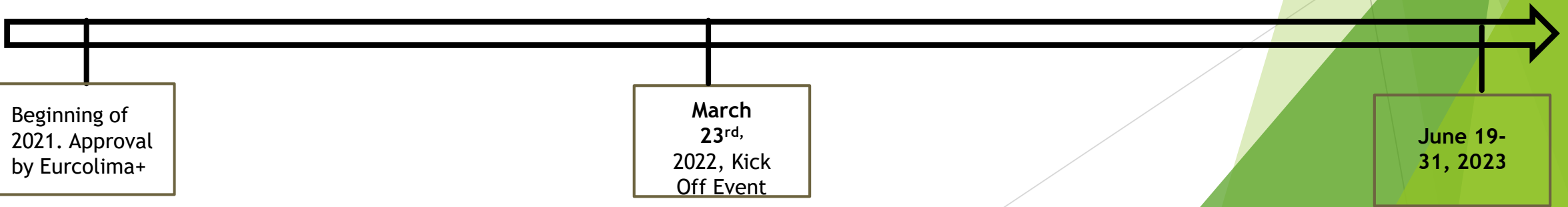
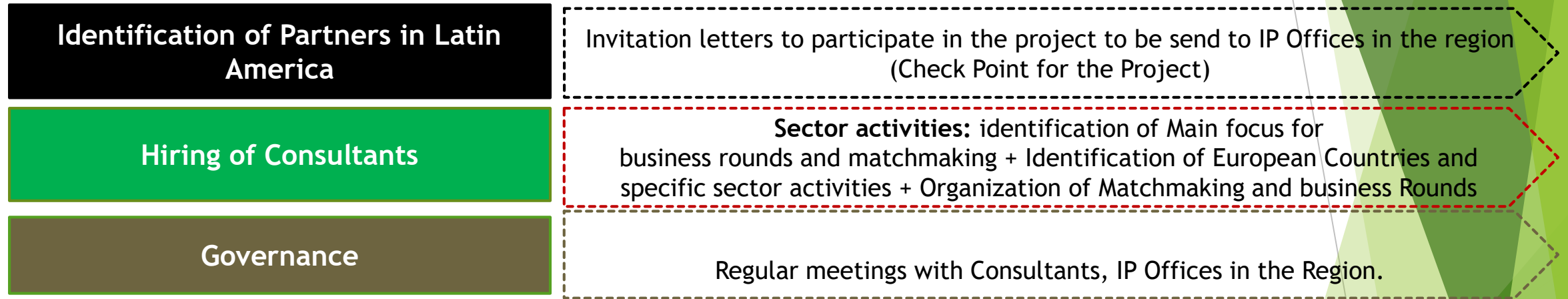
- ▶ Build up a multilateral network, facilitate knowledge sharing between academic and business environments
- ▶ Encourage and foster innovation, co-development, new business cases/collaboration/products
- ▶ Innovative solutions and - in the long run - new IP applications

## Themes:

- ▶ Sustainable agriculture
- ▶ Waste Management
- ▶ Sustainable Energy

# MULTILATERAL Project Overview for GREEN TECHNOLOGIES

## ACTIVITIES TIMELINE



# SHOWCASES



Renewable  
Energy

**22 June**



Green  
Hydrogen

**23 June**



WIPO Green

**26 June**



Sustainable  
Agriculture

**27 June**



Waste  
Management

**28 June**



# Necessary Resources



Showcases in Green  
Technologies

- 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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