



A research agenda for emerging countries

Brazil's case

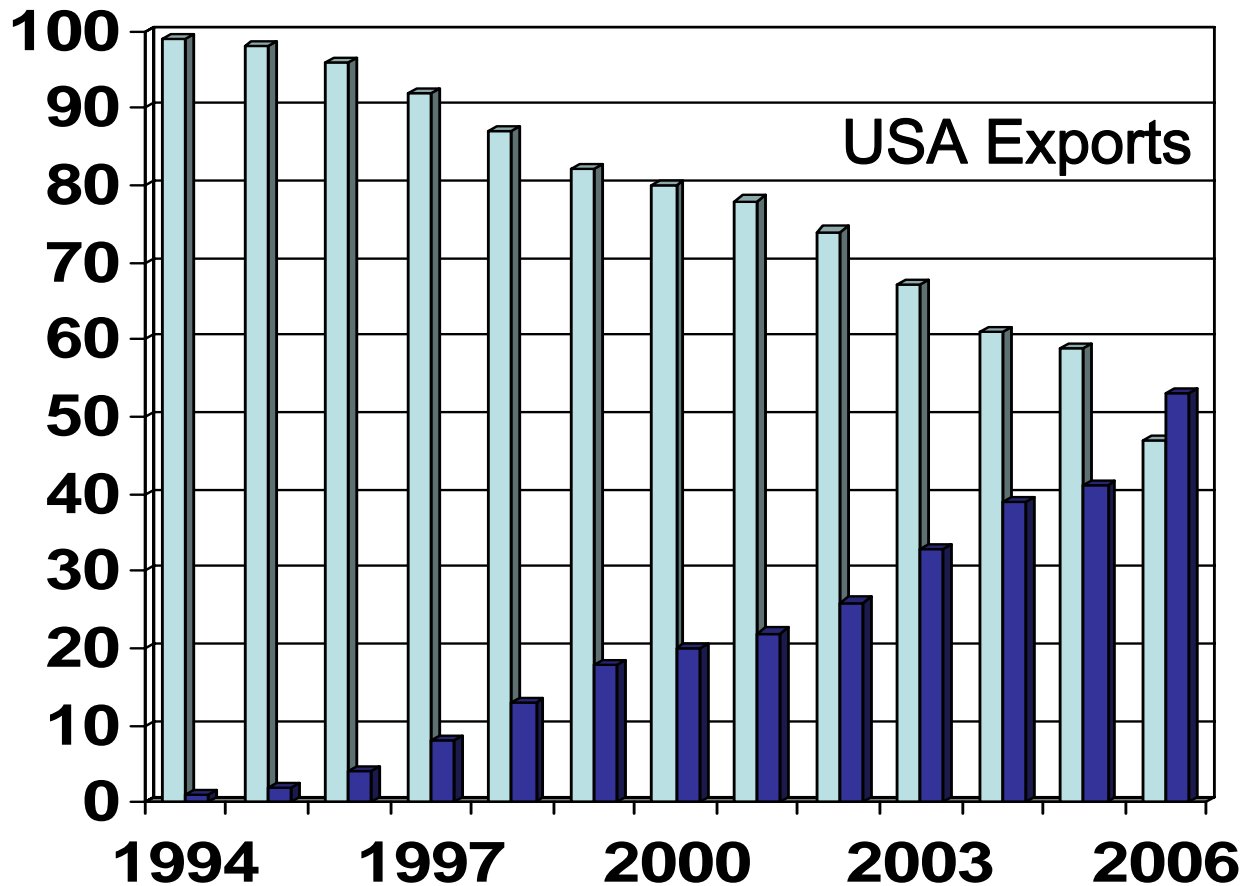
May, 2008

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CONTEXT and FUTURE



Fonte: Institut for the Future
<http://www.iff.org>

The Past



LAND



WORKERS



CAPITAL



KNOWLEDGE



?

Knowledge weight

\$ 20 / ton

1 Kg = \$ 0,02



\$ 250 / ton

1 Kg = \$ 0,25



1 Kg = \$ 1000



1 Kg = \$ 3000

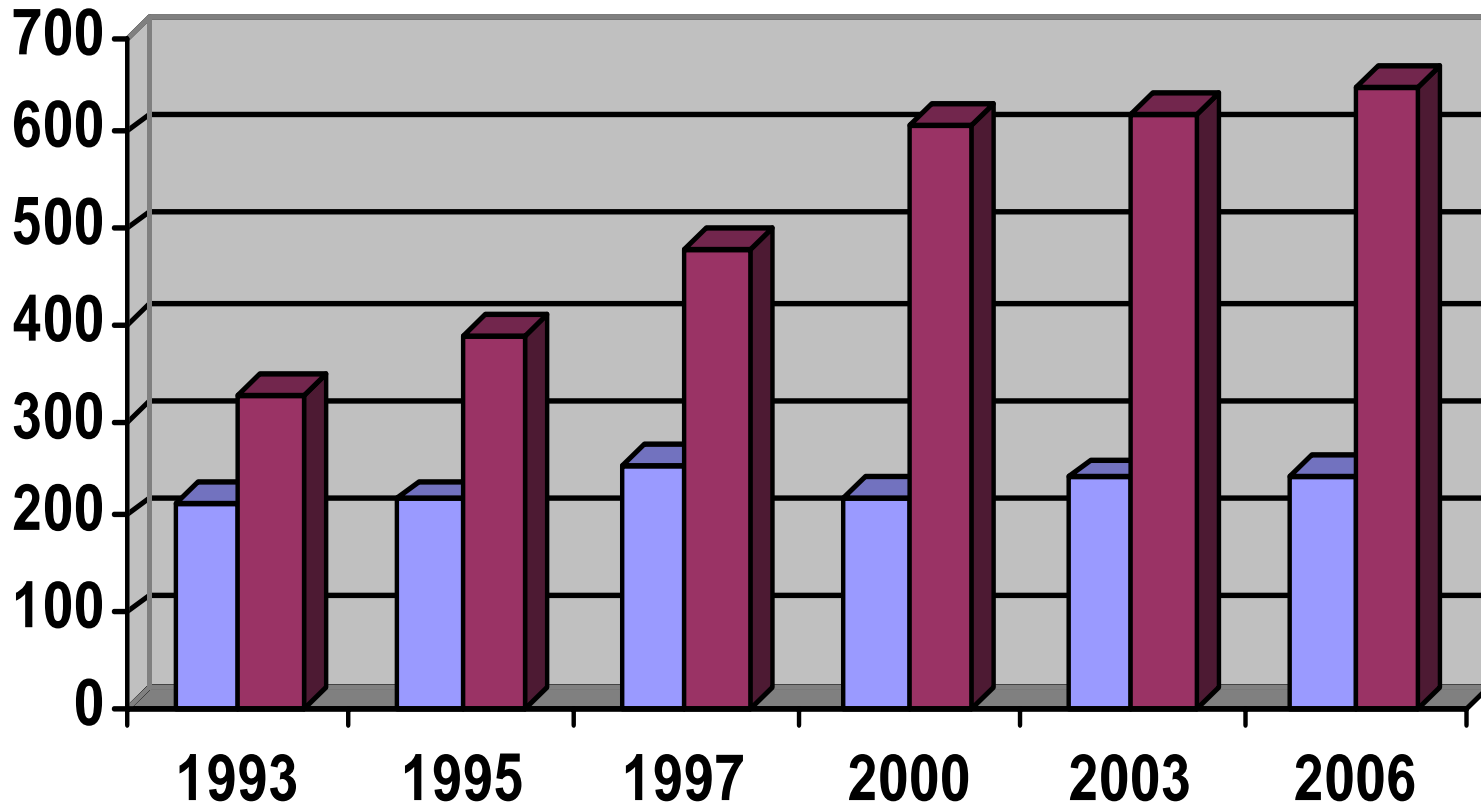


1 Kg = \$ 20.000.000



Knowledge weight

■ R\$/ton exp ■ R\$/ton import





Intellectual Capital for Communities
in the Knowledge Economy

What we want to be?



Gerente de Recursos Humanos

Gerente de Marketing

Gerente de Logística

Gerente de Segurança

Gerente de Recursos Humanos

Gerente de Comunicação

Gerente do Projeto

Supervisor Interno

Gerente de Produção

Gerente de Desenvolvimento de Produtos

Zé

WWW.DANOSSE.COM

How to change ???

Sistemathic approach

1. **Awareness** (change the mindset)
2. To have a **strategy**
3. To build an adequate **environment**
4. To **act...**

Awareness

- Introduce the innovation and knowledge society topics into business and policies agendas
- Educational initiatives (graduate and post-graduate courses, MBA)
- Conferences, articles, ...

- Biotech
- ICT
- Energy (biofuels)
- Entertainment
- Aerospace



Merci!
Thank you!
Gracias!
Obrigado!

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