



Cornell
SC Johnson College of Business



GLOBAL INNOVATION INDEX 2019

Creating Healthy Lives—The Future of Medical Innovation

Brazil in the Global Innovation Index



66th Brazil ranks 66th among the 129 economies featured in the GII 2019.

16th Brazil ranks 16th among the 34 upper middle-income economies.

5th Brazil ranks 5th among the 19 economies in Latin America and the Caribbean region.

Rankings in the Global Innovation Index

| | Brazil | India | China |
|------|--------|-------|-------|
| 2019 | 66 | 52 | 14 |
| 2018 | 64 | 57 | 17 |
| 2017 | 69 | 60 | 22 |
| 2016 | 69 | 66 | 25 |
| 2015 | 70 | 81 | 29 |

Wake Up America! Our Innovation Agenda Needs A Tune Up. The Endless Frontier Act Tells Us How.



John Kao Contributor

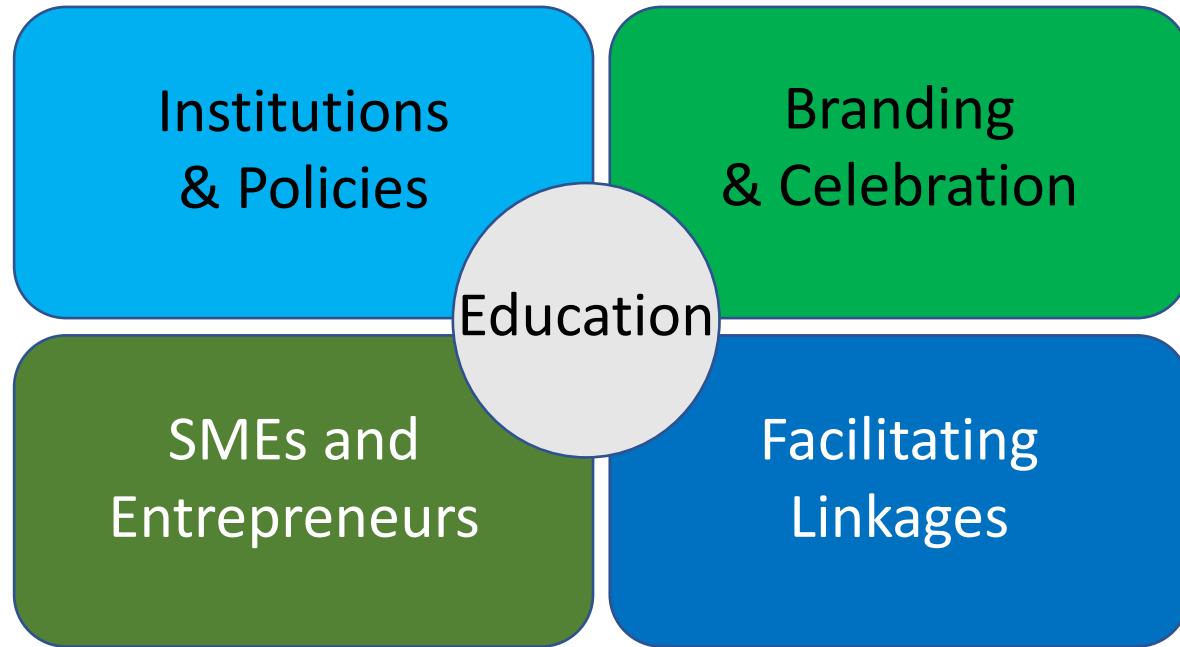
Enterprise Tech

I traffic in radical creativity for disrupted times



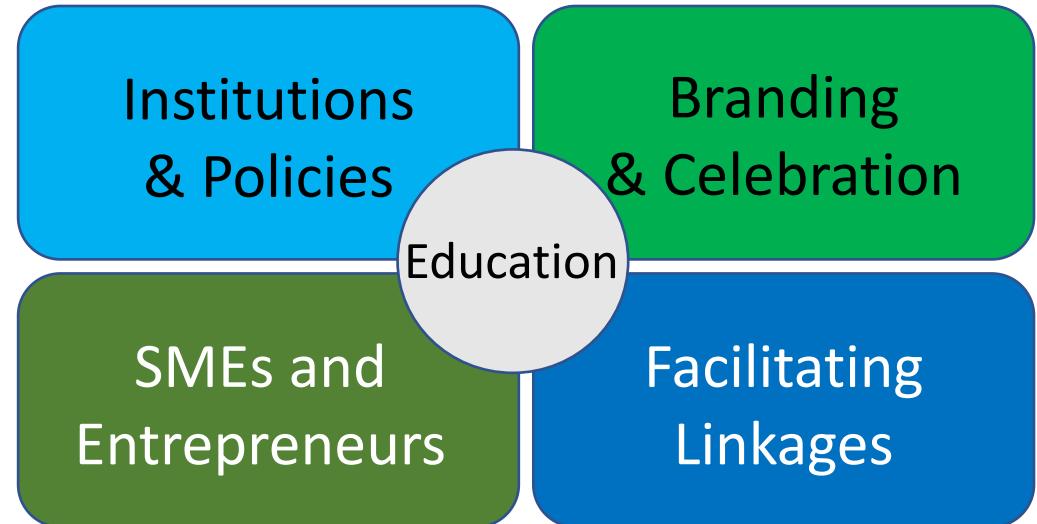
“So our national government’s role as an enabler is crucial. It must exercise a kind of wise and thoughtful stewardship that acknowledges the complexity of managing innovation at societal scale. In this, the federal government has many roles to play: setting rules of engagement in critical areas, allocating financial resources, acting as a source of demand, and defining innovation arenas, among others.”

Innovation ecosystems



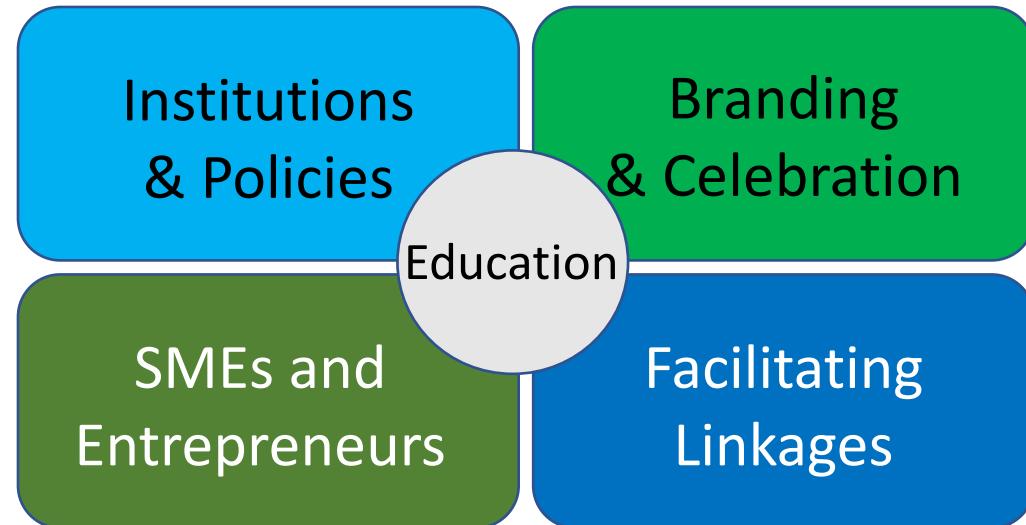
Innovation Ecosystem – Education

- ↳ Necessary education reform
- ↳ Focus on STEM subjects
- ↳ High quality universities
- ↳ International exchange

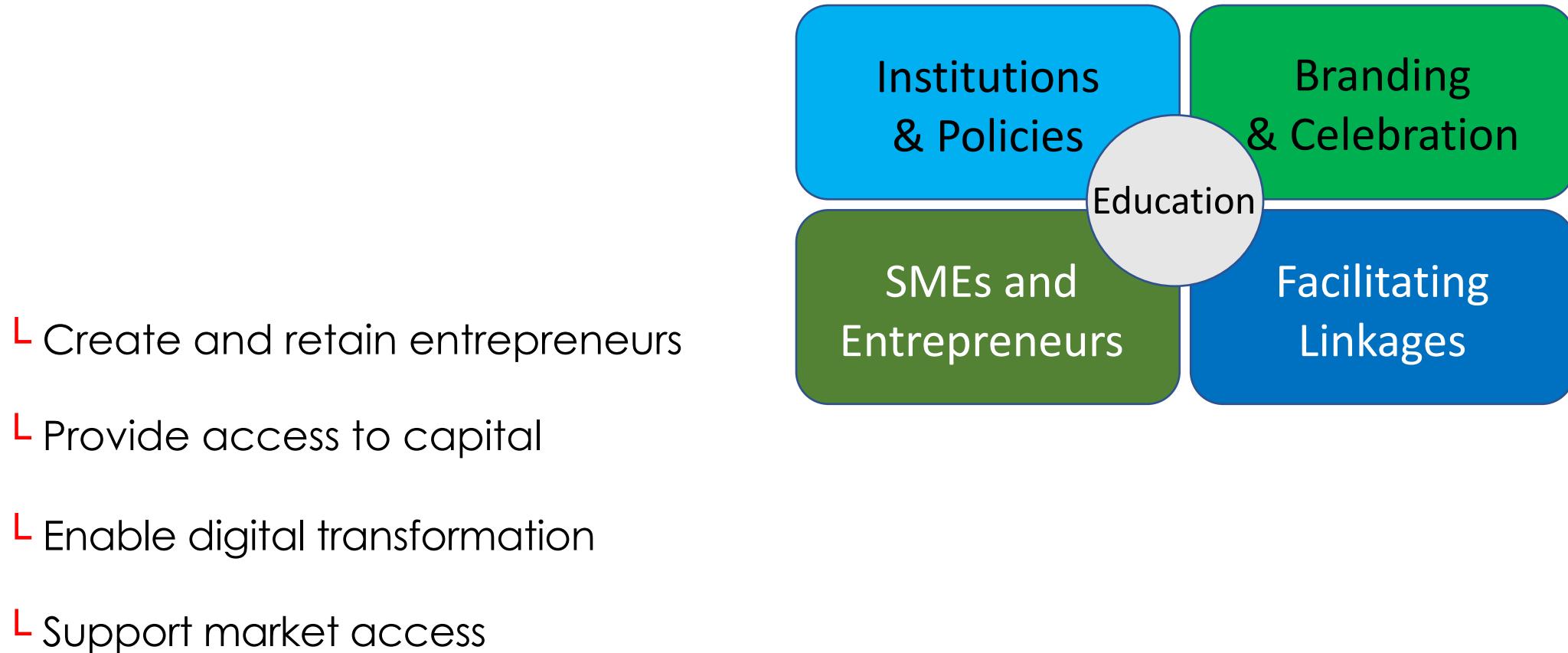


Innovation Ecosystem – Institutions and Policies

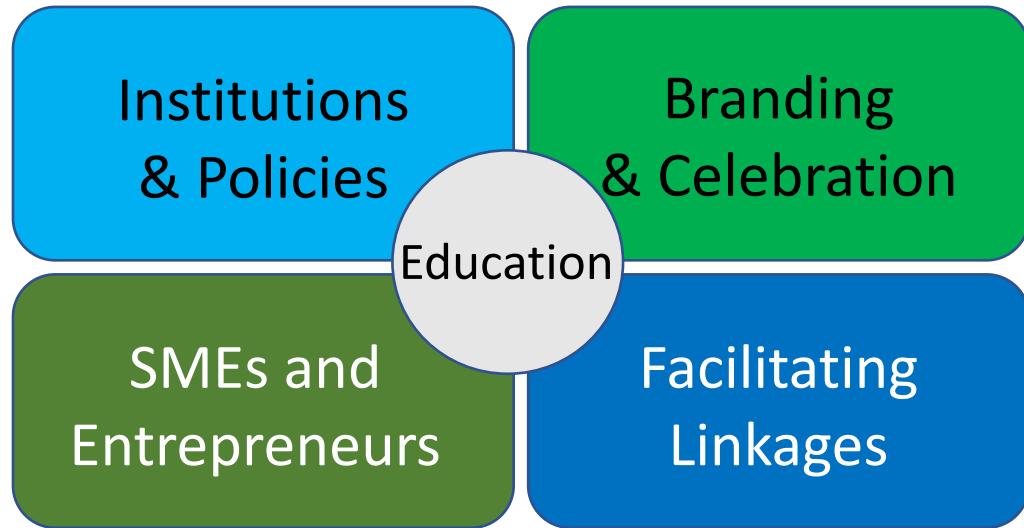
- ↳ Political leadership
- ↳ Quality and stability of regulation
- ↳ Ease of doing business
- ↳ Support for R&D investments



Innovation Ecosystem – SMEs and Entrepreneurs

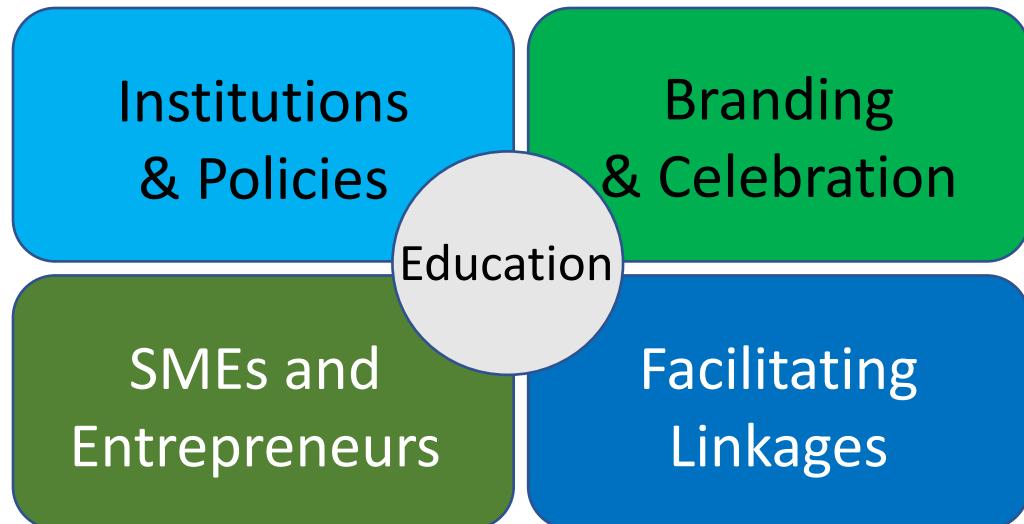


Innovation Ecosystem – Facilitate Linkages



- ↳ Support university-industry collaborations
- ↳ Facilitate links to global knowledge (IP)
- ↳ Stimulate industry focused ecosystems
- ↳ Encourage networks of entrepreneurs

Innovation Ecosystem – Branding & Celebration



- ↳ Celebrate successful entrepreneurs
- ↳ Bring entrepreneurs closer to students
- ↳ Clarify and focus on strengths
- ↳ Build brand in key markets



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Ecossistemas de inovação



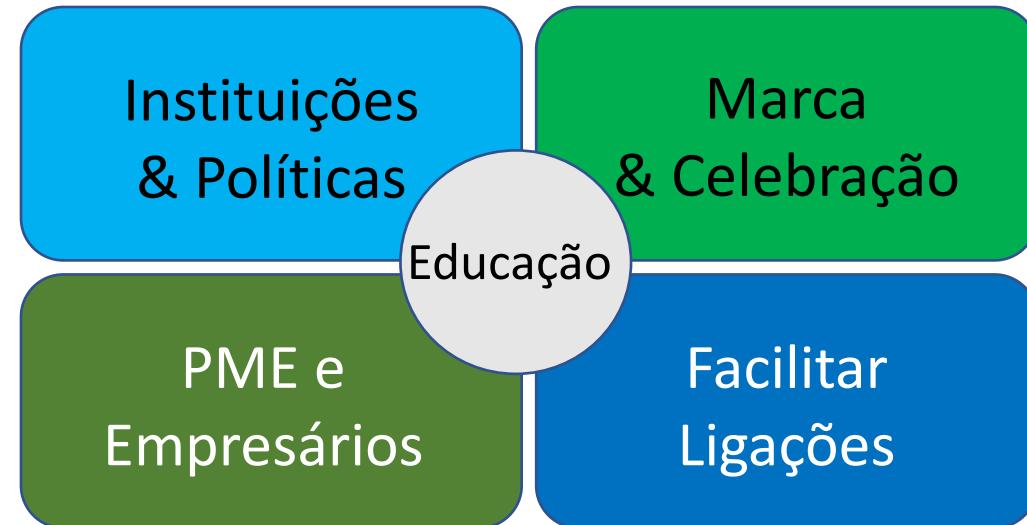
Ecossistema de inovação – educação

- └ Reforma necessária da educação
- └ Foco em assuntos STEM
- └ Universidades de alta qualidade
- └ Intercâmbio internacional



Ecossistema de inovação – instituições e políticas

- └ Liderança política
- └ Qualidade e estabilidade da regulamentação
- └ Facilidade de fazer negócios
- └ Suporte para investimentos em R&D

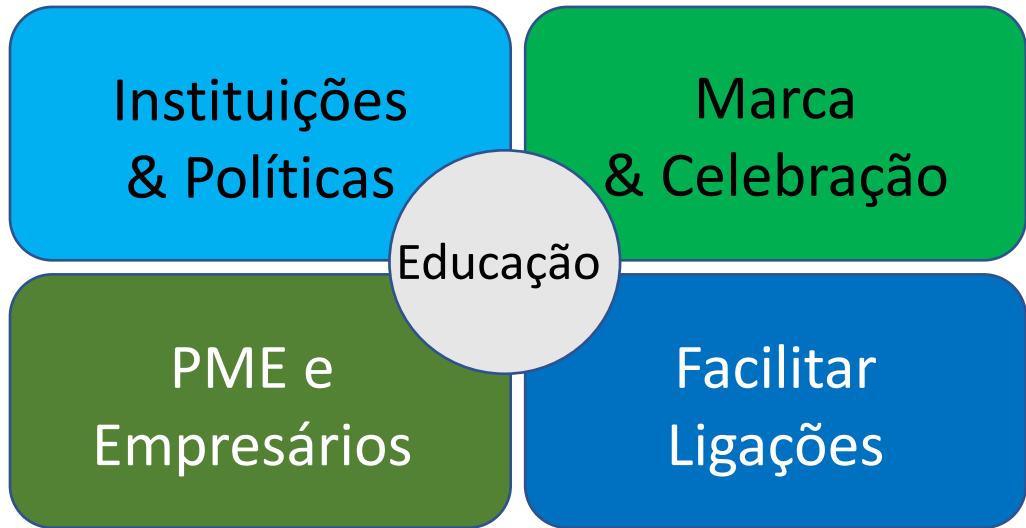


Ecossistema de inovação – PME e empresários



- └ Atrair e reter empresários
- └ Fornecer acesso ao capital
- └ Habilitar o uso da tecnologia
- └ Acesso ao mercado de apoio

Ecossistema de inovação – Facilite LINKAGES



- └ Colaborações da universidade-indústria do apoio
- └ Facilite links para o conhecimento global (IP)
- └ Estimular os ecossistemas focados na indústria
- └ Incentivar as redes de empresários

Ecossistema de inovação – Branding e celebração



- └ Celebre empreendedores bem-sucedidos
- └ Aproximar os empresários dos alunos
- └ Esclareça e concentre-se em pontos fortes
- └ Construa a marca em mercados chave