

## REGULATION

### "Matchmaking Sessions: Showcases in Green technologies" & Participation in Business Rounds

#### About the event and its participants

The above-mentioned event is part of the initiative "Actions to promote businesses in green technologies: innovation, intellectual property and sustainability", organized by the National Institute of Industrial Property (INPI) of Brazil and the Ministry of Development, Industry, Trade and Services (MDIC) of Brazil, in partnership with the Economic Commission for Latin America and the Caribbean (ECLAC), the EUROCLIMA+ Program, the World Intellectual Property Organization (WIPO), the AL-INVEST Green IPR Action, the Center for Management and Strategic Studies (CGEE), and the Royal Embassy of Denmark in Brazil. The event aims to promote businesses and technological partnerships in green technologies and innovation, i.e. sustainable/resilient and with low impact on the environment.

This action will also organize business rounds, in which companies (**with special attention to, but not exclusively, startups, small and medium-sized enterprises**) as well as science and technology institutions (ICTs) based on technologies specifically in the thematic areas of **Sustainable Agriculture, Renewable Energies** (applicable to the **Green Hydrogen chain**) and **Solid Waste Management**, may participate.

Regarding the profile of the participants, it should be noted that:

- ~~The focus of this effort are the so called "Green Technologies", being them: a) Protected technologies (by means of a granted patent), b) Patent applications waiting for analysis on relevant IP Offices, or c) on going projects for technological development of the same nature.~~
- The focus of this effort are the so called "Green Technologies", being them: a) Protected technologies (by means of intellectual property rights), b) Industrial Property applications waiting for analysis on relevant IP Offices, or c) **on going projects for technological development of the same nature (New wording included in the Revision of 05.15.2023)**
- This call is open to both companies and institutions **holding technologies or developing projects on green technologies**, as well as those interested in **acquiring or co-developing new projects**.

#### On the Registration and Selection of Participant

1.1. Registration for the business matchmaking stage of the event will be made **exclusively** through the online registration forms provided below, organized by their thematic areas, **under the organization of the designated consultants**, to whom any technical inquiries should be directed to:

#### **Registration Form - Sustainable Agriculture**

Consultant: Tomaz Ribeiro Lanza (tomazlanza@gmail.com):

<https://forms.gle/bD73DcLpysmHaHdK8>

## **Registration Form - Renewable Energies and Green Hydrogen**

Consultant: Luisa Barros Valentim (luisa.valentim@gmail.com):

<https://forms.gle/1CN2bA75otMxVJs48>

## **Registration Form - Solid Waste Management**

Consultant: Ricardo Abussafy (abussafy@gmail.com):

<https://forms.gle/W25BN7k9UiVdCw76>

~~1.2. Registration for matchmaking sessions will be open until **May 30, 2023**.~~

1.2. Registration for matchmaking sessions will be open until **June 7<sup>th</sup>, 23:59 PM. (New wording included in the Revision of 05.29.2023)**

1.3. **Pre-selection** of participants will be **made by the project's thematic consultants based on the information provided in the registration form**. Selection will take into consideration criteria such as:

- Relevance of the business to the thematic areas of the event;
- Potential for investment in green technologies;
- Current level of development of the presented technologies;
- Interest in establishing partnerships with companies/institutions in Latin America and Europe;
- Gender balance sensitivity;

1.4. **The final selection and allocation to their respective business rounds with potential partners will also be made by the thematic consultants**, but conditioned to the **explicit and mutual interest** among those registered in this stage of the event.

1.5. A **limited number of participants** will be chosen by the project consultants and partner intellectual property organizations to not only participate in the bilateral meetings but also present a "**showcase**" open to the public on pre-defined thematic days. The final decision on which companies and institutions will participate in the "showcase" will be made by the thematic consultants and the intellectual property industrial/intellectual institutes of each country, taking into account the same criteria mentioned above.

1.6. The results of the selection will be announced by **June 10, 2023**, through the emails provided in the registration forms.

### About the matchmaking bilateral meetings (Business Rounds)

2.1. The bilateral matchmaking meetings will take place exclusively in virtual format between **June 19 and June 30**.

2.2. The bilateral rounds will adapt, **as much as possible**, to the availability of the participants based on what is stated in their registration form, as well as their time zone needs.

2.4. Participants in the bilateral rounds will have presentation templates available in "ppt" format. The organizers recommend that the meetings be based on a pitching format, that is, **a brief presentation of**

**no more than 10 minutes**, followed by question and answer sessions that encourage the other side to want to engage in future negotiation rounds.

2.5. If desirable, participants will receive confidentiality agreement templates to preserve sensitive information disclosed by participants. The negotiation to finalize the terms will be up to the participants themselves and will be subject to their full responsibility.

2.4. The bilateral meetings will be limited to a maximum duration of **30 minutes**, which will be moderated by the event organizers. Participants are expected to adhere to this time limit in formulating their presentations.

2.5. During the bilateral matchmaking rounds, a maximum of **two representatives per company or institution** will be allowed to participate.

2.6. Interpreters for the **English, Portuguese, and Spanish** languages will be provided as needed by the participants. Participants must indicate the need for interpreters in the registration form so that they can be properly allocated.

2.7. The number of meetings per company will vary depending on the supply, demand, and profiles of the companies that register for the event. **The organizers do not commit to a minimum or maximum number of meetings for this event.**

On the preparatory sessions:

3.1. Participation in the preparatory sessions organized by the project's consultants, and assisted by the participating Latin American intellectual property institutes, **is mandatory** for participation in the matchmaking rounds.

3.2. The dates and times of the preparatory sessions will be announced later by the consultants through the email registered in the **registration form**.

On the “showcases”

4.1. The showcases will be an opportunity for companies previously selected by the consultants to present their technologies to an open audience on a specific thematic day for their patent category.

4.2. The presentations should have a business pitch format and will be limited to a maximum of **30 minutes**, which will be mediated by the event organization.

4.3. The showcases will be presented between **9am and 12pm**, following the tentative thematic days calendar below:

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~~**June 22nd: Protected Technology and Proposed Technological Development in Renewable Energies**~~

~~**June 23rd: Protected Technology and Proposed Technological Development in Green Hydrogen Patents**~~

**June 26th:** Technology affiliated with WIPO Green

**June 27th:** Protected Technology and Proposed Technological Development in Sustainable Agriculture

**June 28th:** Protected Technology and Proposed Technological Development in Waste Management

**June 22nd:** Showcase for Green Technologies in Renewable Energies **(New wording included in the Revision of 05.15.2023)**

**June 23rd:** : Showcase for Green Technologies in Green Hydrogen **(New wording included in the Revision of 05.15.2023)**

**June 26th:** WIPO Green Showcase in Climate Smart Agriculture Technology (CSA) **(New wording included in the Revision of 05.15.2023)**

**June 27th:** Showcase for Green Technologies in Sustainable Agriculture **(New wording included in the Revision of 05.15.2023)**

**June 28th:** : Showcase for Green Technologies in Solid Waste Management **(New wording included in the Revision of 05.15.2023)**

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4.4. It will be the consultants' responsibility to coordinate with the selected companies and entities the order of the presentations for the participants' convenience.

4.5. The organizers reserve the right to consult and suggest with the selected participants so that the presentations reflect, as far as possible, the diversity that exists within the industrial segment, including, but not limited to, gender representation.

#### On legal protection

4.1. The event organizers and partner intellectual property organizations are not responsible for any intellectual property violations that may occur during the matchmaking rounds or as a result of the event.

4.2. The event organizers are not responsible for any eventual changes in the activities calendar resulting from force majeure.

Rio de Janeiro, May 26th, 2023

Leopoldo Nascimento Coutinho  
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