COMPETITIVENESS & INNOVATION IN THE OAS

Policy Dialogue

Exchange of Experiences

Collaboration

Connecting:
- TALENT/PEOPLE
- INSTITUTIONS
- NETWORKS

GOALS FOR THE AMERICAS:
- Support institutions driving productivity, entrepreneurship, innovation and SME development
- Incorporating innovation and transformative technology to create added-value and diversification of sustainable and inclusive economies
COMPETITIVENESS, INNOVATION & TECHNOLOGY

COMPETITIVENESS FORUM (ACF)
- WORK PLAN 2016 – 2018
  Chair: Mexico

SCIENCE AND TECHNOLOGY MINISTERIAL (REMCYT)
- PLAN OF ACTION 2016 – 2020
  Chair: Guatemala

MECHANISMS TO DEEPEN THE DIALOGUE & FOSTER REGIONAL PARTNERSHIPS
The Inter-American Committee on Science & Technology

4 WORKING GROUPS

INNOVATION Leader: Mexico

ENGINEERING & HUMAN RESOURCES Leader: Argentina

QUALITY INFRASTRUCTURE Leaders: Canada - Panama

TECHNOLOGICAL DEVELOPMENT Leader: Guatemala

RESULTS

INDICATORS

DIALOGUE ON EMERGING TECH

SOCIAL INNOVATION AWARD

ENGINEERING & HUMAN RESOURCES

MOBILITY PROGRAM

PARTNERSHIPS ENGINEERING SOCIETIES

QUALITY INFRASTRUCTURE

OAS-SIM AGREEMENT

PROJECTS WITH GERMANY AND US

TECHNOLOGICAL DEVELOPMENT

ACADEMY OF TECHNOLOGY TRANSFER / US DAVIS

ToT NETWORK OF NETWORKS/CAF

OAS SIM AGREEMENT

PROJECTS WITH GERMANY AND US
• High growth of goods and services with high intangible value as a percentage of international trade

• Product niches and high consumer standards

• Our Products and Services? Place in the value chain?

• Limited capacity in Latin America and the Caribbean to transform low public and private investment in CI&T into high-value products, services and IP income
Why Intellectual Property (IP)?

• Mechanism to capture the intangible value and transform it into tangible economic advantages;

• IP is a means to appropriate, negotiate and monetize knowledge and intangible assets;

What Kind of IP?

• Strengthening National IP Systems is important but not enough

• IP Training Learning by Doing: Problem, industry and results oriented

• Technology Transfer Ecosystem and Infrastructure

• Long-term vision with no immediate return on Investment

• Just one way to promote innovation, connect research to market; Many factors play a role
Caribbean IP Value Capture

- Producers rely on commodities, establishing new processing or manufacturing or processing plants.
- Intangible Value in products is captured in the importing country (distributors and retailers) and not in the country of origin.
- Intense Competition between developing countries for a SMALL and SHRINKING value of products.
- Producers receive commodity prices not sufficient to improve living conditions.

Keys to Generate IP Value Capture

- Build on key assets and capabilities: Biodiversity, creativity, culture.
- Learning by Doing, Training to Improve ability to generate income.
- Move beyond the gate and the border, closer to consumers building bottom up from communities.
- Move up the product chain to control intangible value of products and services through IP and business strategies.
- Own, control, manage the intangible value.
- Empower with information, bargaining power, engage more equally with international partners.

Role of IP in International Trade
Advancing Value-Added Innovation in the Caribbean

Innovation and Competitiveness are Local: Act Locally, Think Globally

Bottom Up/Niche oriented:

• What are our strengths? Which are the key assets, talent, skills in our communities?
• Clusters are not created but nourished
• Build around existing strengths, companies and SMEs in strategic sectors + start ups
• Good Quality Science and Engineering are critical/Both Basic & Applied
• Low hanging fruit focus on engineering and technological innovation solutions
Aligning Regional Assets and capabilities:

• A common sense proposition not easily implanted in emerging countries

Connect:

• Funding on Research, Researchers, Enabling Ecosystem with Clear Rules and Incentives for EVERYONE, Priorities and programs of national/regional governments

• Interests of local and global industry and business

• Linked to the needs, problems and economic activities of the communities

• Has worked for Land-grant Universities in the United States

• TTO: 10 Years to ROI; 20-30 Years to Support Regional Economy

• Complementary Mission for Universities and Colleges
Aligning Regional Assets and capabilities
Academia de Transferencia y Comercialización de Tecnología para las Américas
La Paz, Baja California Sur, México
Del 1 al 11 de marzo de 2016

Academy of Technology Transfer and Commercialization for the Americas"
BACKGROUND


- A UC Davis accredited program for the Americas.

- To date we have trained 119 professionals from 17 countries.

- All participants receive a full tuition scholarship and participants cover their own travel and/or accommodation expenses.
The objective of the Academia is to develop highly trained human resources (includes technology managers and IP attorneys) in the technology transfer and commercialization space, as well as an opportunity for international exchange and networking.

The Academia is a 2-week program of advanced training, comprising 90 hours of classroom lectures, group exercises and two field trips to successful companies that collaborate with CIBNOR (PIASA® -Promotora Industrial Acuasistemas and Acuacultura Mahr - Mejoramiento Genético de Camarón).

23 expert mentors and experts from the region leading different institutions around the world, who shared professional experiences including successful case studies and provided guidance and coaching.

47 participants from 12 countries in Latin America (Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Ecuador, Guatemala, Honduras, Mexico, Panama, Venezuela), appointed to Technology Transfer Offices or entities with responsibilities in these topics in public and private sectors.
Participants were organized in 7 working groups, with the goal of developing a commercialization strategy for a selected technology and do a presentation using the motto: “From idea to market”. This team effort allowed participants to implement technology transfer and commercialization concepts that they learned during the program.

On the last day of the Academia each team had 20 minutes to showcase their technology presenting: IP strategy, competitive advantage, business model, market opportunity, and commercialization strategy.

This was a competitive exercise where the two top pitches won an invitation to a regional event organized by OAS.
<table>
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<tr>
<th>Group</th>
<th>Title</th>
<th>Sector</th>
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<td>1</td>
<td>Uso de Plasma Rico en Plaquetas para el tratamiento de la Mastitis Subclínica en Bovinos</td>
<td>Agro/Biotechnology</td>
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<tr>
<td>2</td>
<td>Medidor de Humedad de Café</td>
<td>Precision Agriculture</td>
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<td>3</td>
<td>Criopreservación de Germoplasma de Especies Acuáticas</td>
<td>Aquaculture</td>
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<td>4</td>
<td>Máquina Eco vending reversible para acopio controlado y compactación de envases pet y aluminio impulsada por energía solar</td>
<td>Waste Management Technology</td>
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<tr>
<td>5</td>
<td>SATPCAP Sistema de Apoyo al Transporte de Carga Peligrosa</td>
<td>Transportation &amp; Logistics</td>
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<tr>
<td>6</td>
<td>Kadewash Cleantech</td>
<td>Textiles</td>
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<tr>
<td>7</td>
<td>Sistema de Aeronave Pilotada a Distancia como Herramienta de Información Geográfica y Visión Artificial</td>
<td>Geographic Information System</td>
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THE ACADEMY GENERATES A NETWORK OF TECH TRANSFER PROFESSIONALS IN THE AMERICAS

- Please check the video of the Academy by clicking here
RIAC ACTIVITIES

www.riacnet.org
88 representatives from 28 countries including 11 Ministers and over 60 Presidents and Directors of Competitiveness Councils and leaders and experts from multilateral institutions, the private sector, academia and the civil society.
Working Group of Experts on Subnational Competitiveness - GTECS

2013
Lima, Peru

2014
Montevideo, Uruguay

2015
Buenos Aires, Argentina

2016
Basque Country, Spain

2017
Bogotá, Colombia
250+ experiences gathered in the Signs of Competitiveness Reports
The Americas Competitiveness Exchange on Innovation and Entrepreneurship is a great opportunity for decision and policy makers in the Americas to see results and best practices of economic development initiatives and meet high level authorities, leaders of private sector associations, public and private universities with research and innovation centers, looking to explore and expand links and develop partnerships, investment and business opportunities between economies and key stakeholders.
The ACE is the ideal opportunity for decision makers to establish long-term global/regional partnerships and to see the results and good practices of economic development initiatives in the Americas that seek to strengthen innovation and entrepreneurship ecosystems.
PAST EDITIONS 2014

First Americas Competitiveness Exchange - March 31st – April 4th, 2014, United States
Georgia, South Carolina and North Carolina
Featured sites: Advanced Technology Development Center, The Georgia Tech, Clemson University, BMW Manufacturing Solution, North Carolina Research Campus in Kannapolis, among others.

Second Americas Competitiveness Exchange - August 11 – 15th, 2014, Mexico
Mexico City, Aguascalientes and Guadalajara
Featured sites: Mexico’s National Entrepreneurship Week, Technological University of Aguascalientes, The Advanced Technology Center CIATEQ, among others

IN 2015

THIRD AMERICAS COMPETITIVENESS EXCHANGE
April 20-24, 2015, Minneapolis Minn., Wisconsin and Chicago, Ill.
FOURTH AMERICAS COMPETITIVENESS EXCHANGE
October 2015, Cordoba, Argentina
THE 5TH AMERICAS COMPETITIVENESS EXCHANGE ON INNOVATION AND ENTREPRENEURSHIP (ACE)

https://www.youtube.com/watch?v=D_chbZTQ4Mo

https://www.youtube.com/watch?v=LBpYnOGJBjE
http://www.riacevents.org/ace/canada2016/
The tour will showcase six different clusters:

- Information Communication Technology (ICT)
- Clean Tech
- Life Sciences
- Agri-food
- Advanced Manufacturing
- Financial Technology

The tour will include multiple visits in Toronto, Kitchener-Waterloo, Hamilton and the Niagara Region.