

NEWSLETTER - 10 OF 2006

Consultancy for Incubated Enterprises | National Launching of TIC Americas | YABT Brasil goes to South Korea | YABT Brazil's Trainings

YABT Brazil promotes a consultancy program for graduating enterprises

As everybody knows, the Business Incubators are great tools for raising enterprises, once they provide a optimized networking environment and technical and structural assistance for the best development of private initiatives. The incubators support their incubated enterprises for, usually, two years. After this stage, the enterprises should graduate so that other initiatives can get in. Seeking a way to make the graduation process - or the desincubation process - easier, the Bahia Innovation Program, through the YABT Brazil, promotes a program that assures that the incubated enterprise will be able to compete on the market. The program consists on specialized consultancy for the enterprises that won former editions of the Bahia Innovation Award and are now in the end of their incubation period, in order to assure that they will go through this transition safely and efficiently.

"Initially the YABT Brazil is selecting the consultancy enterprises to provide advisement on Marketing, Finances, Strategic Management, Logistic and Relocation of the productive fields. The graduating enterprises, after a brief diagnosis of their needs, will be contemplated with the mentioned consultancy services provided by the selected enterprises and with the follow-up of the YABT Brazil", said Leonardo Gomes, vice-president of the YABT Brazil and coordinator of this project.

"We hope that, at the end of the project, the enterprises become, in general way, better structured and able to compete on the market, generate new employs and develop technologies", finished Leonardo, while he talked about the YABT Brazil's expectations towards the results of the consultancies.

The project certainly is another well succeed initiative of the Bahia Innovation Program, in order to reach its main goal: support and spread the entrepreneurial culture all over Bahia ■

TIC Americas will be launched on six of Brazil's main cities in October

The TIC Americas - *Talent Innovation Competition* -, an international entrepreneurship competition, will be launched on events on Universities of Brazil's main cities, during October.

A commission integrated by Jackson Morais, national coordinator of TIC Americas, Leonardo Gomes and Daniel Messeder, vice-presidents of YABT Brazil, will visit public institutions, non-governmental and private organizations that have already shown interest on supporting the Project, and will participate on Launching Events of TIC Americas on the main Universities from six brazilian cities: Salvador, Brasília, Rio de Janeiro, São Paulo, Florianópolis and Recife.

The first stop of the itinerary is in Brasilia, between 28th of September and 06th of October, where Jackson participates on meeting with representatives of the Government and promotes presentatios on some of the main local and national Universities. After that, the commission travels to Rio de Janeiro, São Paulo, Florianópolis and, finally, Recife.

The TIC Americas, an international Business Plan competition, was created based on the TIC 100, an event that happens successfully for 8 years. The competition is focused on four areas - Tourism, Commerce, Agrobusiness and Technology - and the target participants are young individuals with age between 18 and 35 years old. The Project is promoted by the Young Americas Business Trust (YABT) in set with organizations as the Organization of the American States (OAS), Advantech Foundation, ICDF Taiwan, IDB Youth and a large network of partners.

The main goal of this road-show is announcing the TIC Americas, in order to get the support from organizations that are important on the entrepreneur field and to make possible that much more young entrepreneurs get to know the event and can participate on it with their innovator projects ■



Picture: Jackson Morais, national coordinator of TIC Americas

Launching Agenda of TIC Americas in Brazil

28th of September to 06th of October - Brasilia
 06th of October - Salvador
 07th a 10th of October - Rio de Janeiro
 15th a 18th of October - São Paulo
 22nd a 25th of October - Florianópolis

Investments on Researching and Education splits the realities of Brazil and South Korea.

Camila Alvarez, Project Coordinator of YABT Brazil, was, on the last August, visiting the South Korea, invited by the National Institute for International Education Development (NIIED), a south-Korean governmental organization that focuses its initiatives on promoting the exchange of people - students - and knowledge.

During her stay at the country, Camila visited well known universities, research centers and big companies as Samsung, Posco and Hyundai. According to her, "it was possible to observe that the development achieved by the South Korea through the last years was based on high investments on education and research. The South Korea is not a country that stands out by the production of any important primary good on the market, as food or oil. However, they develop technology, which is what has the highest aggregate value".

Information of 2005 from the World Bank shows that the South Korea, a small asian country that had its territory devastated and split up on a war against the current North Korea, is the 11th biggest economy in the world, with a GDP of US\$787,624 billions, and keeps its actual average growth at 4% per year.

"Brazil has the 5th highest Potential Power Rate (PPR) in the world, but it is only on the 10th position on Biggest Economy's ranking (Brazilian GDP was US\$794,098 billions on 2005). The South Korea, that has only the 32nd highest PPR, decided to invest heavily on education and technological research, and now its receiving the benefits of this wonderful initiative", said Camila, highlighting that "while the South Korea invests about 10% of its GDP on research and development, Brazil uses only 1% of its resources on this sector".

Some data related to the entrepreneurial environment should be highlighted:

- The South Korea is on the 6th position on the ranking of countries that has applied patents in 2005, with 4.747 requests (Brazil was the 27th) - information of the - dado of World Intellectual Property Organization;
- The south-Korean Technological-Productive Vulnerability Rate is the lowest in the world (World Bank information). This rate is calculated based on information like: expenses on researches and technological development (proportional to the GDP), exportation of technological goods, external investments stock directly on the country and outsider technology buys;
- Over 80% of the total expenses on development researches are financed by the private sector. In Brazil, the private companies contributes only with 0,7% of these expenses.

The study of these indicators leads to the conclusion that the entrepreneurship carried out in South Korea is by opportunity, unlike Brazil which, despite being at the 6th position on the Global Entrepreneurship Monitor (GEM) rank of most enterprising countries, shows high rates of entrepreneurship by necessity the one that is encouraged by, mostly, the lack of employs.

"On this scene of high potential and low investments, the importance of institutions as the YABT Brazil, Research Support Foundations, the SEBRAE, and others, is highlighted. The projects aimed at encouraging entrepreneurship, research and innovation have to be promoted successfully if we want to see Brazil as a developed and well placed nation on the international scene", finished Camila.

YABT Brazil's Trainings are reformatted

Following the young entrepreneurs' demands in Brazil, the Training area of YABT Brazil is going through some reformulations since July of this year. The Trainings were adjusted according to the necessities presented by former participants, on researches made during and after the courses.

The Business Labs, hands-on entrepreneurship training, has now 28H on attended classes and 12H on online studies, through the YBIZ platform. This new format made possible that the program, which was given on two weeks, now has only one week duration, however with the same content, quality and workload.

The Verbal Communication Course, which is part of the Leadership Labs Program, was also reformatted and now is going to be carrying out in three days. The classes will keep reduced, with about 15 participants, in order to provide a most individualized follow-up.

With this initiative of mold its Trainings according to the entrepreneurs necessities, the YABT Brazil seeks that most young have access to its programs and to the entrepreneurial culture, in general way, as a way to encourage them to evolve professionally and personally. ■



"We work aiming at turning our products obsolete, before others do."

(Bill Gates - Microsoft Founder)