



Innovation as a development feature of Micro and Small Enterprises

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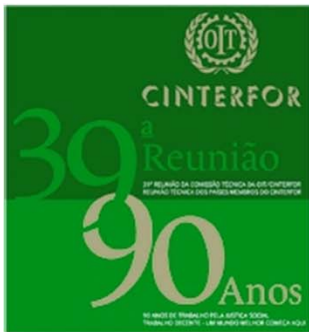
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Institutional environment pro-innovation

- **Specialized Funds (16) – stability of resources**
- **Innovation Law – ICT relationship with productive sector**
- **Goods Law – fiscal incentives and tax reliefs for productive activities**
- **Economic subvention – non refundable resources**
- **Financing Plans – BNDES and FINEP adjustment**
- **General Law of Micro and Small Enterprises – Chapter 10**
- **Individual Entrepreneur**
- **PAC – Innovation**



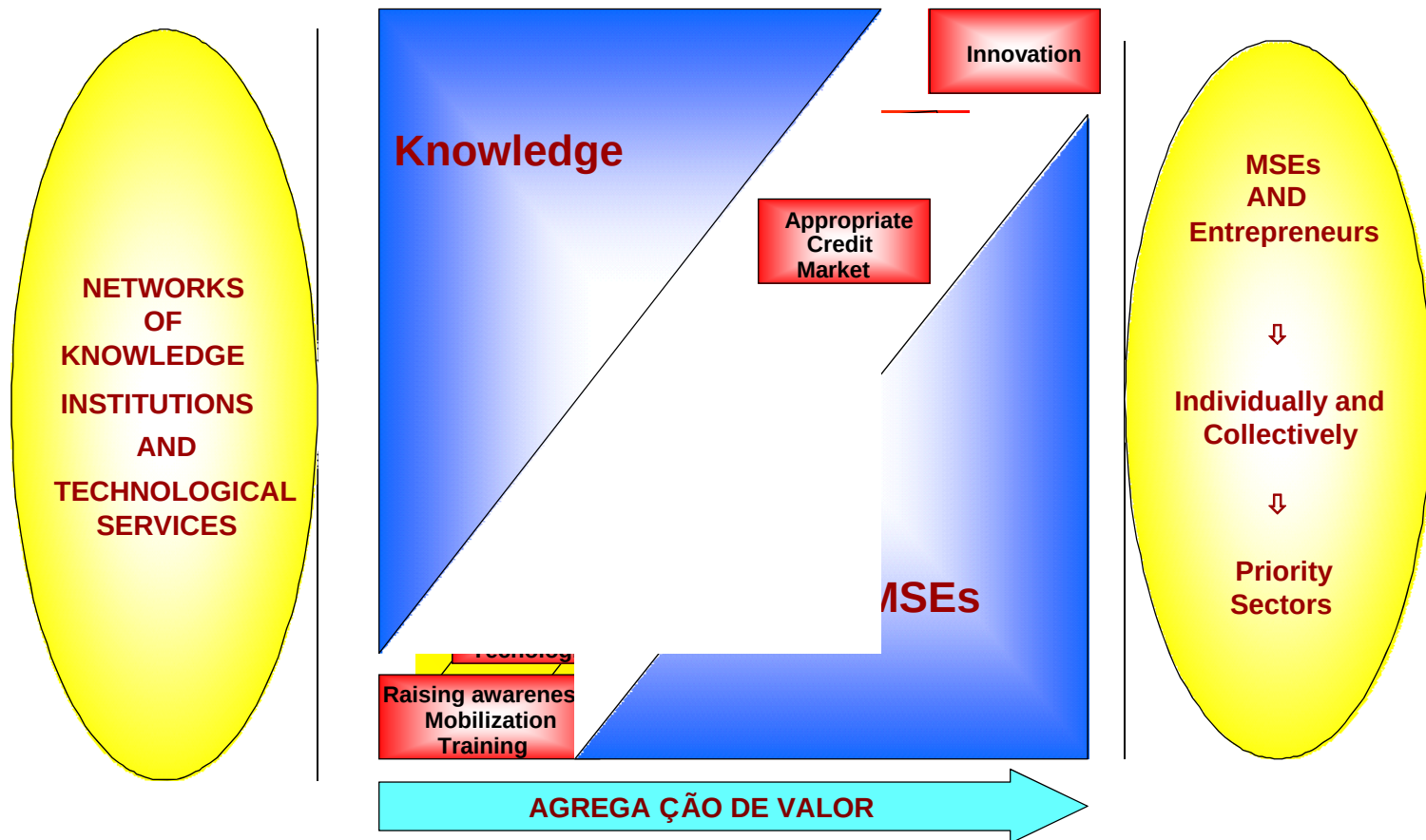
Objectives of SEBRAE's Innovation and Technology Programme



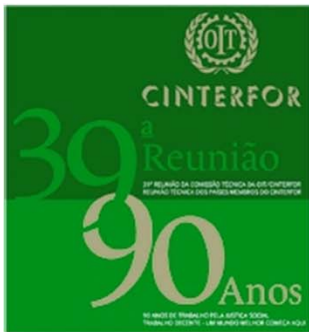
- Broaden the innovation capacity of MSEs
- Add value to MSEs' products and services
- Increase MSEs competitiveness



The path of Micro and Small Enterprises (MSEs) towards Innovation and Competitiveness



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Tools for Innovation

**SOLUTIONS
CYCLE**



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Tools for Innovation Raising awareness

Talks, seminars and offices: 300 events will be carried out around Brazil (capital city and provinces) in 2009. Up to now, 199 events have taken place and 17,000 people have participated in them.



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Tools for Innovation Raising awareness

Handbooks: 115,000 copies have been distributed in talks and seminars to the enterprises involved in projects and SEBRAE's Points of Service delivery around Brazil.



**Handbook:
Innovation as a
Competitive Strategy for MSEs**

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Tools for Innovation Raising awareness

Website: www.sebrae.com.br/inovacao, where you can find everything about innovation (information, support, etc.)



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Tools for Innovation Raising awareness

Blog: www.facadiferente.com.br – a means to promote discussion as a support to the radio programme; videos with successful experiences, radio and television programmes available.



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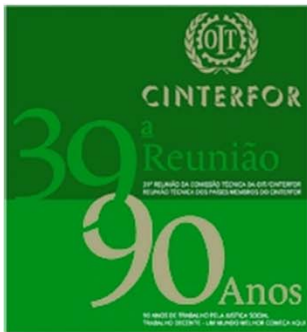


Tools for Innovation Training

Kit I 9 – materials for the entrepreneur to work within the enterprise, from set-up to implementation



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Tools for Innovation Training

Training Knowledge and Technology Institutions to address MSEs in a better way.
Example: SBRT – Brazilian Service of Technical Answers, a free service where specialists from different areas answer technical doubts of individuals or legal persons registered in the system.

The screenshot shows the SBRT website interface. At the top, there's a header with the SBRT logo and navigation links: 'Sobre o SBRT', 'Termo de uso', 'Cadastre-se', and 'Contato'. Below the header, there's a 'Bem-vindo' (Welcome) section with a brief description of the service. To the right, there's a search section with fields for 'Palavra(s)-chave:' (Keyword) and 'Assunto:' (Subject), a dropdown menu to 'Escolha um assunto onde procurar' (Choose a subject where to search), and a 'Buscar' (Search) button. Below the search section, there's a 'Notícias' (News) section with the text 'Notícias não disponíveis' (News not available). The overall design is clean and professional, with a green and white color scheme.

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Tools for Innovation Training

- **Courses on innovation strategies and management (both face-to-face and distance) – Goal: 5,000 MSEs trained by 2009 and 10,000 by 2010;**
- **20 TV programmes (Futura Channel in 2008) and broadcast in other TV channels throughout the country in 2009 and 2010;**
- **Shooting of 54 videos - all available at SEBRAE's Website and used at events of all the System;**
- **120 radio programmes on the topic of innovation, broadcast in 850 radio stations with national coverage in 2009;**



Tools for Innovation Consultancy

Business to business CONSULTANCY – SEBRAE is “knocking at MSEs’ door” and helping to implement innovation

Local Innovation Agents Project (ALI)

Operating in 18 training units (TU) in 2009, with the goal of catering for 16,800 MSEs.

- **In operation: DF, PR, RN, GO, ES, PE**
- **In training: MS, SE, BA, CE y PB**
- **Hiring: AC, AM, AP, PA, RO, RR y TO**

In 2010, the project will be operating in more than 9 TUs, covering a total number of 30,000 micro and small enterprises throughout Brazil.



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Tools for Innovation Additional Resources

- **Training MSEs to access the Tender Specifications of the MCT, Finep, BNDES and other sources.**
- **Design and pilot implementation of the Innovation Bonus, aimed at MSEs (in development)**



OTHER EXISTING SUPPORT INSTRUMENTS FOR MICRO AND SMALL ENTERPRISES

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SEBRAE's Support to MSEs in Technological Dissemination

- Technological leverage
- PRUMO – Mobile Units
- Technical Answers - SBRT
- Fairs, Missions and Technical Visits
- Technological Clinic and Workshops



SEBRAE's Support to MSEs by Providing Technological Services

- **Conformity Assessment**
- **Geographical Indication**
- **Package Design - ABRE**
- **Certification Coupon**
- **Metrology Coupon**
- **Technological Consultancy**
- **Energetic Efficiency**
- **Environmental Management**
- **Waste Reduction: Five less which are more**
- **Cleaner Production**
- **Occupational Safety and Health**
- **Design**



SEBRAE's Support to MSEs by Providing Technological Services

- ABNT Net
- Points of Service Delivery (Incubators)
- Safe Food – PAS:
 - Indústria (industry)
 - Campo (rural)
 - Mesa (handling)
 - Transporte (transport)



SEBRAE's Support to MSEs in Innovation Enhancement

- Technological Innovation Project
- Support to Business Incubators
- Research and Development Project
- Product and Process Development
- Demonstration Units



SEBRAE's Support to MSEs in Technological Training

- **De Ojo en la Calidad**
- **Total Rural Quality**
- **Good Practices in Food Services: Safety Management**
- **Occupational Safety and Health: its incorporation in business management**
- **Advanced enterprises – course, dialogue, planning**
- **Basis for Excellence (the path to success)**
- **Processes (standardization and continuous improvement)**
- **Efficient Alliances (satisfying clients, suppliers, partners, collaborators and the society)**



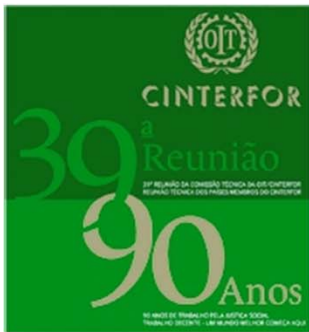
SEBRAE's Support to MSEs in Technology and Innovation Management

- **Technological Prospecting Study**
- **Competitive Intelligence**
- **Awarding Excellence**
- **Solutions Development and Dissemination**



SEBRAE's Support to MSEs in Technological Infrastructure

- Technological Services Centre
- State Design Centres and Units
- Business Incubators Network
- Local Network of Technological Services Supply
- State Metrological Network



Thank you !!!

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www.sebrae.com.br

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