

Conference on Industry-University Interactions in Brazilian Physics
 International Centre of Theoretical Physics – South American Institute of Fundamental
 Research
 IFT-UNESP Auditorium
 October 18, 2018

Time	Session
09:30 – 10:10	Carlos Graeff and Wagner Valenti (research dean and director of innovation agency, UNESP)
10:10 – 11:00	Carlos Brito Cruz (scientific director, FAPESP)
11:00 – 11:15	Coffee break
11:15 – 11:55	Newton Frateschi (director of innovation agency, UNICAMP)
11:55 – 12:45	Roundtable discussion with morning speakers
12:45 – 14:15	Lunch break
14:15 – 14:30	Arnaldo Betta (COO, Braincare)
14:30 – 14:45	Gustavo Frigieri (scientific director, Braincare)
14:45 – 15:05	Jarbas Castro (president OPTO, IFUSP São Carlos)
15:05 – 15:25	Isa Oliveira (COO, Optimum soluções)
15:25 – 15:35	Hilda Cerdeira (Epistemic co-founder, IFT-UNESP)
15:35 – 15:45	Raphael Cobe (AI2/NCC, IFT-UNESP)
15:45 – 16:00	Coffee break
16:00 – 17:00	Roundtable discussion with afternoon speakers

- **Arnaldo Betta** (COO, Braincare)—Braincare: from science to the market, for the benefit of all people.
- **Carlos Brito Cruz** (Scientific director, FAPESP)—University-Business research collaboration in Brazil: challenges and opportunities.
- **Carlos Graeff** (Dean of research, UNESP)—Research and Innovation in UNESP.
- **Gustavo Frigieri** (Scientific director, Braincare)—Braincare: from science to the market, for the benefit of all people.
- **Hilda Cerdeira** (Epistemic co-founder, IFT-UNESP)—Multidisciplinary and the future of innovation.
- **Isa Oliveira** (COO, Optimum Soluções)—From the laws of physics to the physics of laws.
- **Jarbas Caiado de Castro Neto** (President of OPTO, USP São Carlos)—Case study of an optoelectronics medical equipment manufacturer in Brazil.
- **Newton Frateschi** (Executive director of UNICAMP Innovation Agency)—Building an ecosystem around a university: the Inova case.
- **Raphael Cobe** (AI2/NCC, IFT-UNESP)—HEP, AI and the digital social innovation.
- **Wagner Valenti** (Director of UNESP Innovation Agency)—Research and Innovation in UNESP.