



# Americas Competitiveness Exchange

August 25-29, 2025

## AGENDA



# Welcome to Belém

## SUNDAY

August 24, 2025

**2:00 P.M. - 7:00 P.M.**

### Hotel Grand Mercure Belém do Pará

● **Registration of participants.**

Sign in at the registration desk to receive your badge and welcome ACE Belém materials.



**3:10 p.m. Gather for bus departure.**



**3:30 p.m. Transfer to City Tour.**

**3:45 P.M.**

### City Tour

● **Feliz Lusitânia**

Architectural complex located in the historic center of Belém. Also known as the "Cidade Velha" (Old City), the site is considered the birthplace of the city. Within the complex are some of Belém's main tourist attractions, such as the Forte do Presépio (Presépio Fort), the Casa das Onze Janelas (House of Eleven Windows), the Museu do Círio (Círio Museum), and the Catedral Metropolitana de Belém (Metropolitan Cathedral of Belém).  
(Kindly be advised that no coffee break or meal service will be provided during the City Tour).



**Group Photo.**



**5:45 p.m. Gather for bus departure.**



**5:55 p.m. Transfer to Grand Mercure Hotel Belem.**

● **Dinner on your own**

## Breakfast on your own

## 9:00 A.M. ACE Belém Opening Ceremony

In Mário de Andrade Room at the **Grand Mercure Hotel**.

### ● Welcome Remarks and Presentation of the Week's Program:

- **Ambassador Unaldo Eugênio Vieira de Sousa**, Coordinator of International Relations for the State of Pará.
- **Ambassador Daniela Benjamin**, (D-DEIR/MRE).
- **Matthew Lowe**, Economic Counselor, Embassy of the United States in Brazil.
- **Kim Osborne**, Executive Secretary for Integral Development at the Organization of American States.

### 9:35 a.m.

#### ● Brazil and Pará:

##### Panorama and economic prospects

ACE Belém: Innovation for Environmental Preservation and Social Development.

Presentations of key economic assets (agriculture, trade, natural resources, green economy, and infrastructure).

#### Presentation about the Brazilian economy

- **Julia Braga**, Undersecretary for Macroeconomic Monitoring and Trade Policies at the Ministry of Finance.

#### Presentation on the Economy of Pará

- **Raul Protázio Romão**, Secretary for Environment, Climate and Sustainability of the State of Pará.
- **Paulo Eduardo Maestri Bengston**, Secretary for Economic Development, Mining and Energy of the Government of Pará

#### Questions and Partnership Opportunities

### 11:30 a.m.

#### ● Lunch offered by the Government of the State of Pará

Hotel Grand Mercure Belém do Pará

 **12:45 p.m. Gather for bus departure from Grand Mercure Hotel Belém.**

 **1:00 p.m. Transfer to Embrapa.**

## 1:30 P.M. Embrapa

The Brazilian Agricultural Research Corporation (Embrapa) is the leading agricultural in Brazil. Embrapa is one of the largest agricultural research corporations of the world, with over half a century of contributions focused on innovation, efficiency, and sustainability.

Embrapa has a presence in several countries through its Labex, virtual laboratories which facilitate research collaborations and knowledge exchange with international partners and offices. There are Labex in the United States, France, Netherlands, and the United Kingdom, South Korea, among other countries.

#### Opportunities:

**Scientific Cooperation:** Knowledge exchange sharing good practices and studies on scientific and technological research on agriculture.

**Technical Cooperation:** Capacity to undertake technical cooperation,

**Technology Business:** Embrapa's technologies and tech based businesses are another opportunity to explore synergies with other countries.

### ● Presentation of Embrapa's Activities

- **Walkymário de Paulo Lemos**, Head of Embrapa Eastern Amazon
- **Bruno Giovany de Maria**, Deputy Head for Technology Transfer

### 2:15 p.m.

#### ● Coffee Break

### 2:40 p.m.

#### ● Walking Tour including visits to two Embrapa projects:

- **Iratama Meliponary**
- **Socio-Environmental Responsibility Center**

 **3:55 p.m. Group Photo.**

 **4:00 p.m. Gather for bus departure.**

 **4:10 p.m. Transfer to Grand Mercure Hotel Belem.**

 **6:00 p.m. Gather for bus departure from Grand Mercure Hotel Belém.**

 **6:10 p.m. Transfer to Casa das Onze Janelas.**

## 6:30 P.M. Reception at Casa das Onze Janelas

A historic colonial mansion and cultural center located in Belém, Pará. It offers an opportunity to discover the region's past, architectural heritage, and the vibrant landscape of contemporary Brazilian art. Overlooking the Guajará Bay, it also provides a unique setting to explore the cultural intersections of the Amazon—both past and present.

- **Networking space with the presence of dignitaries, such as the State Governor and Secretaries of State of Pará.**

### 7:00 p.m.

#### ● Welcome Remarks

- **Representative of the Government of Pará**

### 7:15 p.m.

#### ● Networking

Networking session with high-level authorities of the State of Pará, representatives of the city of Belém, and the ACE Delegation.

 **9:30 p.m. Gather for bus departure.**

 **9:40 p.m. Transfer to Grand Mercure Hotel Belem.**

**Attire: Business casual - Wear closed-toe shoes at all times. Reminder: All participants must carry a valid passport ID**

 **7:20 a.m. Gather for bus departure from Grand Mercure Hotel Belém.**

 **7:30 a.m. Transfer to the Federation of Industries of the State of Pará (FIEPA).**

## 8:00 A.M. Federation of Industries of the State of Pará (FIEPA)

With more than 70 years of history, FIEPA is the main representative of Pará's industrial sector, serving as a platform to promote competitiveness, innovation, and sustainable development. FIEPA operate several key institutions that jointly support industrial growth through education, social development, internationalization, and business intelligence. These include:

- **National Service for Industrial Learning (SENAI):** Provides technical education and professional training to support the qualification of the industrial workforce.
- **Social Service of Industry (SESI):** Promotes workers' quality of life through initiatives in health, education, and workplace safety.
- **Euvaldo Lodi Institute (IEL):** Encourages innovation and entrepreneurship by connecting academia and industry.
- **International Business Center (CIN):** Supports companies in foreign trade and global market integration.
- **Innovation and Economic Sustainability - REDES:** Strengthens local value chains through supplier development and sustainable business practices.
- **Credit Access Center (NAC):** Offers technical guidance and support for companies seeking financing.

### Collaboration Opportunities:

- **FIEPA** supports SMEs through its International Business Center (CIN), helping them access global markets.
- **REDES** strengthens local supply chains and promotes sustainable, inclusive business models.
- **The NAC program** improves credit access through training and advisory services, while the Industry Observatory provides strategic insights for industrial development and innovation.

**8:00 a.m. - 8:50 a.m.**  
● **Registration and Breakfast**

**9:00 a.m.**  
● **Official Opening**

- **Clóvis Carneiro**, Vice President of the FIEPA System
- **Laudemar Gonçalves de Aguiar Neto**, Ambassador and Secretary of Trade Promotion, Science, Technology, Innovation and Culture at the Ministry of Foreign Affairs
- **Pedro Netto**, Northern Regional Representative, ApexBrasil

**9:30 a.m.**  
● **Panel: COP Journey + Sustainable Business in the Amazon**

### Moderator:

- **Dericky Martins**, President of CTMA and Coordinator of the COP+ Journey

### Guests:

- **Denise Acosta**, Entrepreneur at Frutali
- **Fátima Chamma**, Founder of Chamma da Amazônia Cosmetics
- **Representative of CTC** - Castanhal Textile Company)
- **Q&A Session**

**10:30 a.m.**  
● **Panel: Global Women - E-commerce as a Strategy for International Expansion**

### Moderators:

- **Cassandra Lobato**, Manager of the International Business Center (CIN) at FIEPA
- **Adamita Mizuno Inoue**, ApexBrasil Competitiveness Coordinator

### Business Success Cases:

- **Uruçun Amazonian Mead**
- **Ana Lídia**, Quri Cosmetics
- **Daniela Cunha**, Dúvidas

**11:30 a.m.**  
● **EcoAmazon Fashion Show - Sustainable Runway**

Presentation of a fashion show featuring companies in sustainable fashion and accessories, inspired by Brazilian biomes. This highlight of the event will reinforce Brazil's cultural richness and creativity, while also showcasing the export potential of the sector. The show will feature designers from all five macro-regions of Brazil, who will present inspiring collections and multiple creative perspectives.

 **11:55 a.m. Group Photo.**

**12:00 p.m.**  
● **Closing Remarks and Networking brunch with FIEPA's representatives**

This event will also honor the 27th anniversary of the FIEPA International Business Center

 **1:15 p.m. Gather for bus departure.**

 **1:20 p.m. Transfer to Ecopark Benevides.**

## 2:30 P.M. Ecopark Benevides

● **Ecopark Benevides**, established in 2014, holds a series of companies with bioeconomy assets at a global scale. The Brazilian company Natura is the anchor of the industrial complex that combines innovative companies, respect for natural habitats, engagement of the the local community, and collaboration among private organizations.

● **Natura &Co Holding S.A.** is the largest Brazilian cosmetics company by revenue. The Natura & Co Group is present in 73 countries across all continents. Natura's mission combines promoting a beauty experience rooted in the delicate balance between nature and science. Their innovative formulas combine the biodiversity of the Amazon Forest with the latest, greatest cosmetic technology in all their products.

### Opportunities:

- Share good practices.
- Innovative nature based solutions.
- Trade and investments opportunities.

**Note:** Possible visit to Teatro da Paz afterward, considering it was not visited on Sunday. Definition pending on estimated duration of visit to Ecopark Benevides.

 **5:30 p.m. Group Photo.**

 **5:35 p.m. Gather for bus departure.**

 **5:45 p.m. Transfer to Grand Mercure Hotel Belem.**

● **Dinner on your own**

**Attire:** Business casual. **Reminder:** All participants must carry a valid passport ID

### Breakfast on your own

 **7:50 a.m.** Gather for bus departure from Grand Mercure Hotel Belém.

 **8:00 a.m.** Transfer to The Federal University of Pará (UFPA).

## 8:30 A.M. The Federal University of Pará

The Universidade Federal do Pará (UFPA) is the largest public university in the Amazon region with more than 50.000 students and 3.000 faculty members across 12 campuses across multiple cities in the state of Pará. UFPA is a national reference in research and innovation. Some of its stand out fields of study include: biomedical sciences, parasitology, tropical diseases and geosciences. UFPA also excels on environmental, social science, engineering, computer science and artificial intelligence.

#### Opportunities:

- Share good practices.
- Knowledge exchange

**8:35 a.m.**  
● **Opening Remarks**

- Provost of The Federal University of Pará (UFPA)
- Provost of The State University of Pará (UEPA)

**8:45 a.m.**  
● **Presentation of Research conducted by the Local Universities.**

ACE delegates will have the opportunity to interact and connect with projects and initiatives developed by UFPA and UEPA in fields related to innovation, environmental preservation and sustainability. This is the perfect opportunity to discuss knowledge exchange initiatives, partnerships and collaboration agreements with the scientists and leaders of the universities of Pará.

**9:50 a.m.**  
● **Coffee Break**

**10:35 a.m.**  
● **Panel: Cutting-Edge Research Infrastructure**

**Objectives:** Learn about cutting-edge technology projects and best practices in research support developed in the State of Pará and across Brazil.

#### Moderator:

- **Fábio Gomes Moura**, Professor at UFPA

#### Speakers:

- **Marcel Botelho**, General-Director of the Amazon Foundation for Support of Studies and Research (FAPESPA)
- **José Roque**, Director of the National Center for Research in Energy and Materials (CNPEN)
- **Alessandra Rodrigues Gomes**, Coordinator of the National Institute for Space Research (INPE) in Belém

**Main programs:** grants and scholarships for scientific research projects; academic and applied research; collaboration between universities, research centers, companies; innovation and technology transfer; etc.

 **12:20 p.m.** Group Photo

 **12:25 p.m.** Gather for bus departure.

 **12:30 p.m.** Transfer to Amazônia da Cuia.

**12:50 p.m.**  
● **Lunch**

 **2:30 p.m.** Gather for bus departure.

 **2:40 p.m.** Transfer to Teatro Waldemar Henrique.

## 3:15 P.M. Teatro Waldemar Henrique

**3:20 p.m.**  
● **Panel: The Brazilian Innovation Ecosystem**

#### Objectives:

Panel will provide an overview of the innovation and entrepreneurship ecosystem. It features the leading Brazilian institutions and programas including Industrial Research EMPRAPII, ANPROTEC, ApexBrasil among others.

#### Speakers:

- **Adriana Ferreira de Faria**, President of the National Association of Entities Promoting Innovative Enterprises (Anprotec)
- **Guilherme Calheiros**, Director of Planning and Management at Embrapii (Brazilian Company for Industrial Research and Innovation)
- **Ryan Ramkhelawan**, Co-Founder and Managing Partner of Lasting Machine Ventures
- **Clarissa Franco**, Acting Coordinator, ApexBrasil
- **Sheila Pires**, Director of the Department of Support for Innovation Ecosystems, Ministry of Science, Technology, and Innovation.

**5:20 p.m.**  
● **Coffee Break**

**5:45 p.m.**  
● **Innovation Showcase**

#### Moderator:

- **Natasha Main**, Co-Founder, Innovation Exchange Coalition (IEC)

#### Presenters:

- **Brian Leon Dennis Jones**, Agio Digital Ltd. - The Bahamas
- **Luis Fernando Carneiro Magalhães**, O2eco Tecnologia Ambiental- Brazil
- **Michelle Guimaraes Souza Correa**, Navegam, Brazil
- **David Franklin**, Naviday Health, United States
- **Alexandre Bezerra Pereira da Silva**, and **Billy Anderson Pinheiro**, Amachains, Brazil
- **Juliana Carepa Monteiro**, Jucarepa, Brazil
- **Faine Nayara Gomes da Silva** and **Lindomal dos Santos Ferreira**, Fênix Amazônica, Brazil

**6:45 p.m.**  
● **Networking Space**

 **7:30 p.m.** Gather for bus departure.

 **7:35 p.m.** Transfer to Grand Mercure Hotel Belem.

● **Dinner on your own**

### Breakfast on your own

 **8:30 a.m.** Gather for bus departure from Grand Mercure Hotel Belém.

 **8:40 a.m.** Transfer to Guamá Science and Technology Park.

## 9:10 A.M. Guamá Science and Technology Park

The Guamá Science and Technology Park stands out for its activities in the areas of Information Technology, Biotechnology, Bioeconomy, Energy, and Mining. With more than 30 resident companies, 40 associates, 12 research and development laboratories, as well as a technical school. This collaboration enables a vibrant and dynamic environment that encourages applied research, innovative and sustainable entrepreneurship, and the generation of solutions for local and global challenges.

#### Services offered include:

- a) The iConnect network, that brings together independent professionals, research and development laboratories and the industrial sector;
- b) Export training program PEIEX that increases the international competitiveness of Brazilian companies, and services in innovation management, business planning, competitive intelligence and support for technology transfer.

#### Opportunities:

- Share good practices.
- Innovative nature based solutions.
- Trade and investments opportunities.

**9:15 a.m.**  
● **Welcome Reception**

**9:45 a.m.**  
● **Visit to the Guamá Technology Park**

#### Opening Remarks

- **Renato Francês**, Technical Director of the Guamá Science and Technology Park.
- **Víctor Dias**, Secretary of Science, Technology, and Higher, Professional and Technological Education of the State of Pará.

**10:00 a.m.**  
● **Panel: Development of Technology Parks**

#### Moderator:

- **Adriana Ferreira de Faria**, President of the National Association of Entities Promoting Innovative Enterprises (ANPROTEC)

#### Speakers:

- **Eduardo César Cordeiro Vieira**, CEO of Sapiens Parque
- **Jorge Luis Nicolas Audy**, Superintendent of Innovation and Development at Pontifical Catholic University of Rio Grande do Sul
- **Sheila Pires**, Director of the Department of Support for Innovation Ecosystems, Ministry of Science, Technology, and Innovation.

 **11:45 a.m.** Group Photo.

 **11:50 a.m.** Gather for bus departure.

 **12:00 p.m.** Transfer to Usina da Paz.

## 1:00 P.M. Usina da Paz

The "Usina da Paz" are multifunctional complexes with the aim of promoting peace, citizenship and social inclusion. These centers have delivered over 9.7 million citizen services to date including healthcare, education, cultural programming, sports, and professional development. All services are offered free of charge. Since the first Usina da Paz opened in 2021, more than 14 units have become fully operational in Pará and other cities.

**1:00 p.m.**  
● **Lunch**

**3:00 p.m.**  
● **Presentation of the Usina da Paz Project and tour.**  
**Objectives:**  
Visit to the Usinas da Paz project, with participation from representatives of the State Secretariat for Citizenship Articulation.

**4:15 p.m.**  
● **Panel: Public Policies for Development**  
**Objectives:**  
Discuss the strategic role of innovation as a driver of economic growth and global competitiveness, highlighting initiatives and public policies that promote the integration of science, technology, and innovation into Brazil's economic development strategy.

#### Opening and moderation:

- **Michael Hennessey**, Senior Specialist at the Competitiveness, Technology and Innovation Division of the Inter-American Development Bank.

#### Speakers:

- **Maurício Pinto Pereira Juvenal**, National Secretary of Micro and Small Enterprises at the Ministry of Entrepreneurship - MEMP
- **Daniel Gomes de Almeida Filho**, Secretary of Technological Development and Innovation at Ministry of Science, Technology and Innovation - MCTI
- **Perpétua Almeida**, Director of Sustainable Economy and Industrialization at the Brazilian Industrial Development Agency.

 **6:00 p.m.** Group Photo.

 **6:05 p.m.** Gather for bus departure.

 **6:10 p.m.** Transfer to Grand Mercure Hotel Belem.

● **Dinner on your own**

**Morning attire: Business casual** - Wear **closed-toe shoes** at all times.  
**Reminder:** All participants must carry a valid passport ID

**Evening attire: Business**

## Breakfast on your own

 **7:50 a.m.** Gather for bus departure from Grand Mercure Hotel Belém.

 **8:00 a.m.** Transfer to Dona Nena's Chocolate House on Combu Island.

## 8:10 A.M. Casa do Chocolate Da Dona Nena on Combu Island

Located on Combu Island in Belém, Casa de Chocolate Dona Nena carries out sustainable projects that preserve the forest and honor the ancestral knowledge of Amazonian peoples. A successful example of the bioeconomy in practice, the company also offers guided tours allowing visitors to experience local chocolate production in the heart of the Amazon rainforest.

### Opportunities:

- Share good practices.
- Trade opportunities.

**9:30 a.m.**

● Visit to Casa do Chocolate Da Dona Nena on Combu Island

### Objectives:

Visit to an example of a business that values environmental sustainability and respect for local culture, providing a basis for possible reflections on the theme of "sustainable micro-entrepreneurship"

 **11:00 a.m.** Transfer to Lunch

**12:00 p.m.**  
● Lunch

 **1:50 p.m.** Gather for bus departure.

 **2:00 p.m.** Transfer to Gasômetro venue.

**2:30 p.m.**

● Panel on small and medium enterprises, local micro-entrepreneurship, and traditional economic activities.

### Opening and moderation:

- **Pedro Henrique de Souza Netto**, Head of ApexBrasil's Office for Northern Brazil.

### Speakers:

- **Mauricio Pinto Pereira Juvenal**, National Secretary of Micro and Small Enterprises at the Ministry of Entrepreneurship – MEMP
- **Márcio de Miranda Santos**, General Director of the Amazonian Bio Business Center (CBA)
- **Maria Domingos Ribeiro Paulino**, Technical Director of SEBRAE Pará

 **4:15 p.m.** Group Photo.

 **4:20 p.m.** Gather for bus departure.

 **4:30 p.m.** Transfer to Grand Mercure Hotel Belem.

 **7:05 p.m.** Gather for bus departure from Grand Mercure Hotel Belém.

 **7:15 p.m.** Transfer to Gasômetro venue.

## 7:45 P.M. Gasômetro venue

Teatro Gasômetro is situated within a botanical park and features a distinctive architectural design. The seating area includes a central location surrounded by concrete bleachers, framed by openwork iron structures and a glass dome that lend the venue an elegant and unique ambiance.

### 8:00 p.m. Closing Remarks

- **Ambassador Unaldo Eugênio Vieira de Sousa**, International Relations Coordinator of the Government of Pará
- **Matthew Lowe**, Economic Counselor, Embassy of the United States in Brazil.
- **Kim Osborne**, Executive Secretary for Integral Development, Organization of American States

### 8:15 p.m. ACE Belém Highlights

**8:35 p.m. Official Announcement and Transition Ceremony of the next ACE Fall 2025 Host**

**8:45 p.m. Certificates of Recognition for Participant**

**9:00 p.m. Amazonia Jazz Band**

**9:40 p.m. Networking**

 **10:30 p.m.** Gather for bus departure.

 **10:40 p.m.** Transfer to Grand Mercure Hotel Belem.



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