



EUBrasilCloudFORUM

Fostering an International dialogue between Europe & Brazil

EUBrasilCloudFORUM Marketplace

A unique entry-point to access relevant information about EU-BR collaboration in ICT, for all stakeholders interested in new partnerships and business opportunities

Sara Pittonet Gaiarin

Project Manager at Trust-IT Services and Communication, Engagement and Dissemination leader in EUBrasilCloudFORUM

s.pittonet@trust-itservices.com |  sara.pittonet |  sarapittonet

About EUBrasilCloudFORUM



UnB

University of Brasilia



University of São Paulo



Federal University of Santa Catarina



University of Coimbra



Trust-IT Services Ltd
Communicating ICT to markets

Trust-IT Services



Waterford Institute of Technology

EUBrasilCloudFORUM is funded by the European Commission under the Cooperation Programme, Horizon 2020 grant agreement No 689495, and by the Brazilian Ministry of Science, Technology, Innovation & Communication (MCTIC).

About EUBrasilCloudFORUM

Scope: to enable Europe and Brazil to formulate and develop a common strategy for Research & Innovation in Cloud Computing

www.eubrasilcloudforum.eu



1

FORUM

A community driven engagement forum for EU-Brazil policy and research and innovation dialogues



2

ROADMAP

EU-Brazil Research and Innovation ROADMAP and Action Plan related to Cloud Computing



3

MARKETPLACE

A web based Service Platform to promote the results from the EU-Brazil community & success stories



4

EVENTS

including EU-BR policy dialogue, Cloudscape Brazil, and cooperation workshops

About EUBrasilCloudFORUM

A SNAPSHOT OF THE RESULTS SO FAR

1

FORUM

More than **30 experts** actively engaged in 2 Working Groups;
2 reports delivered

✓ **Growing & engaged community of relevant EU-BR stakeholders with over 1600 contacts**

2

ROADMAP

Preliminary Research Roadmap released in December 2016, second release expected in December 2017

✓ **Strategic contributions gathered from events & WG activity**

3

MARKETPLACE

Beta version online with 5 out of 6 sections; **23 companies** already listed in the SMEs & Startups area; 170 SMEs invited

✓ **A unique entry-point to access relevant information about EU-BR collaboration in ICT**

4

EVENTS

Organization of **4 project workshops/events**;
Participation to 19 international events with exhibition booths and presentations

✓ **Cloudscape Brazil is now a confirmed partner event of CSBC**



EUBrasilCloudFORUM Marketplace

on cloud-related technologies, including IoT and Big Data

<https://eubrasilcloudforum.eu/en/marketplace>

- ✓ A space, for **European & Brazilian industry and research excellence** to showcase how cloud-based services are creating innovation and improving the sector's competitiveness in both regions.
- ✓ An **online meeting point** where public and private stakeholders can find relevant information from **past and current research initiatives**, get in touch with key **stakeholders**, and access tangible technological **assets** and produced as a result of cross-regional activities

EUBrasilCloudFORUM Marketplace

on cloud-related technologies, including IoT and Big Data

EU-BR Cloud computing research

Coordinated calls in ICT between Brazil and EU started in 2010, with 3 coordinated calls launched in 2010, 2012 and 2015. Discover the projects funded so far.



European and Brazilian SMEs and Startups

European SMEs and Start-ups involved in research projects and Brazilian start-ups hosted at CATI-certified accelerators.

Stakeholders

Who is behind EU-Brazil collaborative research in ICT? Meet the experts in our network



Documents & Reports

Read our reports and deliverables and get insights into how Europe and Brazil are working for the development of a joint ICT market

EUBrasilCloudFORUM events

Discover EUBrasilCloudFORUM past events, organised in Europe and Brazil. Plan your presence at future events.



Technological Assets (coming soon)

Services, tools and software components resulting from past EU-Brazil collaborative research projects will soon be accessible in this area



European and Brazilian SMEs and Startups

Why? Brazilian startups & SMEs

The announcement of the 4th EU-Brazil Coordinated Call on Information Technology and Communication, brought about the possibility for **Brazilian start-ups** listed in the Brazilian Information Technology Committee **to join project consortia as full-members for the first time.**

[CATI eligible institutions list](#)

“Cloudscape Brazil 2016 was very fruitful for us: we did end up submit a proposal to the H2020 EUB2 call”

[Carsten Oliver Schirra](#), Head of Philips Research Brazil



Why? European startups & SMEs

Research is a key component for European companies to stay up to date on the newest technological developments in the cloud market, to develop cloud services/solutions that are innovative and can easily be integrated with other services/solutions.

Technological innovation constantly changes the demand for cloud services. The main technological cloud computing trends in Europe for 2016 include: *hybrid cloud environments; cloud brokerage; hyper-converged cloud solutions; disaster recovery; container technology.* [Source: CBI.eu]



1° Marketplace
applicant EU SME

[WIKON Kommunikationstechnik GmbH](#) - Data Logistics is a German company with 25 years' experience in developing solutions for communication between machines (M2M). Currently WIKON is taking new challenges in Brazil and Chile. Thanks to their application to the Marketplace they attended the EU-BR Policy dialogue in ICT in Brussels, November 2016

EU-BR opportunities for R&I & business collaboration

EUBrasilCloudFORUM WG analysis for EUBR cooperation on Cloud Computing, including Security aspects

- ▶ Opportunities for an **EU-Brazil harmonised data protection** framework based upon the EU GDPR
- ▶ Trustworthy cloud for **Industry 4.0** across the Atlantic, where SMEs must take a leading role
- ▶ **Cloud federation** towards a standardized way of deployment, optimization and maintainability of applications in the 2 Regions
- ▶ Enforce the **privacy agreements & SLAs, Working on common regulations between EU – BR and delivering the necessary tools** that will help to be compliant with them.
- ▶ Lack of a **Brazilian standards** body for Cloud computing

Make your voice heard as part of our WG at:

<https://eubrasilcloudforum.eu/en/working-group-policy-based-challenges-eu-br-cooperation-cloud-computing-survey>

23 companies so far in the Marketplace:

15 Brazilians (10 cities) and 8 Europeans (5 countries)



Viewbooster360 - Belo Horizonte, Brazil



Sintelicom - Campinas, Brazil



Lemobb - São Paulo, Brazil



VR Monkey - São Paulo, Brazil



ACT Sistemas - São Miguel do Oeste, Brazil



DEV Tecnologia - São Paulo, Brazil



Riosoft, Rio de Janeiro, Brazil



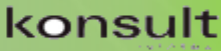
Gennera - Consultoria e Desenvolvimento de Software, Florianópolis - Brazil



ContaAzul - Joinville, Brazil



AQUARELA, Florianópolis, Brazil



Konsultex Informatica, São Paulo, Brazil



Khomp, Florianópolis, Brazil



USTORE, Recife, Brazil



Propus - Tecnologia dedicada a negócios, Porto Alegre, Brazil



Anolis - Tecnologia da Informação, Natal, Brazil



Agrivi - United Kingdom



GEMA - Portugal



IN2 search interfaces development - United Kingdom



openQRM Enterprise - Germany



BEIA CONSULT INTERNATIONAL - Romania



Fraunhofer Institute for Applied Information Technology FIT - Germany



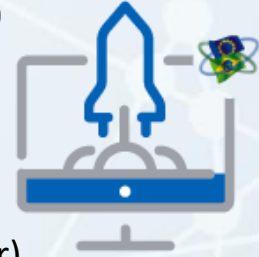
7bulls - Poland



WIKON Kommunikationstechnik GmbH - Data Logistics, Germany

23 companies so far in the Marketplace:

15 Brazilians (10 cities) and 8 Europeans (5 countries)



Brazilian companies:

- ▶ **Make Big Data and ICT useful for businesses across sectors**, from PMIs to Large Organisations, public and private sectors. Benefits: anticipate business opportunities based on consumer behaviour
- ▶ **Offer innovative cloud solutions** and other web based solutions, **to storage** larger volumes of unstructured data, at lower costs, making it faster to implement big data applications, to companies without financial, logistics and skills to do it internally.
- ▶ **Provide IoT solutions for different sectors:** engineering, e-commerce, web/desktop and mobile smart solutions, interactive experiences in education & games.
- ▶ **Support and train companies** on how they can benefit from cloud technologies.

European companies:

- ▶ **IoT and Cloud Computing solutions and applications:** energy (oil, gas, water), e-health (tele-diagnosis, emergency communication systems), agriculture (frost warnings, disease alert for plants, evapo-transpiration calculations) heliports, hydro energy, communications (digital media content management), marketing (Technological creativity cloud services)
- ▶ **Complex Cloud and multi-cloud environments services across sectors**, from SMEs to Large companies: financial, automotive, pharmaceutical, beverage, media, retail
- ▶ Software developers and end-users in **early stages of software creation**, towards better products and services.
- ▶ Web-based open source **Datacenter management** and cloud computing platform that integrates flexibly with existing components

Apply for EUBrasilCloudFORUM Market Place

<https://eubrasilcloudforum.eu/en/apply-eubrasilcloudforum-market-place>

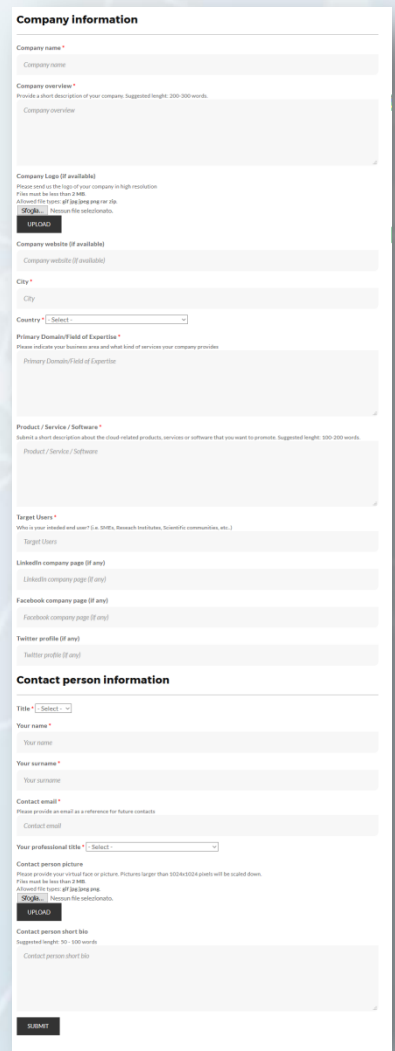
Who can apply?



▶ European Universities and Research Institutions as well as **Start-ups and SMEs** involved in research projects & initiatives



▶ Brazilian Universities and Research Institutions as well as **start-ups hosted at CATI-certified accelerators**

The screenshot shows a web form titled "Company information" with the following sections:

- Company name ***: Text input field.
- Company overview ***: Text area with a note: "Provide a short description of your company. Suggested length: 200-300 words." and a "Company overview" label.
- Company Logo (if available)**: Text area with a note: "Please provide the logo of your company in high resolution. File must be less than 2 MB. Allowed file types: all jpg/png/gif. UPLOAD" and a "UPLOAD" button.
- Company website (if available)**: Text input field.
- City ***: Text input field.
- Country ***: Dropdown menu with "Select" text.
- Primary Domain/Field of Expertise ***: Text area with a note: "Please indicate your business area and what kind of services your company provides." and a "Primary Domain/Field of Expertise" label.
- Product / Service / Software ***: Text area with a note: "Submit a short description about the cloud-related products, services or software that you want to promote. Suggested length: 100-200 words." and a "Product / Service / Software" label.
- Target Users ***: Text area with a note: "Who is your intended end user? (i.e. SMEs, Research institutes, Scientific communities, etc.)" and a "Target Users" label.
- LinkedIn company page (if any)**: Text input field.
- Facebook company page (if any)**: Text input field.
- Twitter profile (if any)**: Text input field.
- Contact person information**:
 - Title ***: Dropdown menu with "Select" text.
 - Your name ***: Text input field.
 - Your surname ***: Text input field.
 - Contact email ***: Text input field with a note: "Please provide email as a reference for future contacts." and a "Contact email" label.
 - Your professional title ***: Dropdown menu with "Select" text.
 - Contact person picture**: Text area with a note: "Please provide your official photo or picture. Pictures larger than 1024x1024 pixels will be scaled down. File must be less than 2 MB. Allowed file types: all jpg/png/gif. UPLOAD" and a "UPLOAD" button.
 - Contact person short bio**: Text area with a note: "Suggested length: 50 - 100 words." and a "Contact person short bio" label.
- SUBMIT**: Button at the bottom right.

f EUBrasilCloudFORUM | @EUBR_cloudforum
in in/eubrcloudforum | info@eubrasilcloudforum.eu



Cloudscape Brazil 2017

Trustworthy cloud & big data services
from research to market



Workshop on Cloud Networks 2017

Laying the foundation for a Special Interest Group
on Cloud computing

5-6 July 2017, São Paulo, Brazil

**SUBMIT
YOUR
DEMO**

to be showcased
during the
networking coffee
and lunch breaks

**SUMBIT
YOUR
POSITION
PAPER**

and be invited to
present in a
dedicated session
scheduled on 6th
July

**APPLY FOR
OUR
POSTER
SESSION**

communicate about
your work and get
high visibility at
CSBC2017

**SAVE
THE DATE**
5-6 July 2017
Auditório Flaminio Fávero

Cloudscape Brazil 2017
Trustworthy cloud & big data services
from research to market

**Workshop on
Cloud Networks 2017**
Laying the foundation for a Special
Interest Group on Cloud Computing

EUBrazilCloudForum
www.eubrazilcloudforum.eu

<https://eubrazilcloudforum.eu/en/cloudscape-brazil-and-workshop-cloud-networks-2017>