

# Triple Helix XI

The Triple Helix in a context of global change: continuing, mutating or unravelling?

## Strand P (Policy/Practitioner)

1) Name of author and institution:

***Aline Figlioli***

***Science and Technology Secretariat of Goiás State/Brazil***

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***Public support to driven innovation in emerging economies: Technology Park Program of Goiás/Brazil***

Aline Figlioli

The State of Goiás/Brazil is a fast growing State in an emerging economy. Its GDP grew around 6,6% while Brazil GDP growth was around 0,8 in 2012, what shows the dynamics of Goiás economy. Recognized for its strength in agribusiness, including soy, sugar cane, meat, dairy products, among others, the State also has companies that work with high technology, as the segments of information technology (IT) and pharmaceutical.

There are around 800 companies of IT in Goiania (capital of Goiás), Aparecida de Goiania and Anápolis, which are organized with the help of a private association of business men/women called Technological Community (COMTEC), and support from SEBRAE (agency that supports small companies in Brazil), the industry federation of the State (FIEG) and the Science and Technology Secretariat of Goiás. Regarding the pharma industry, its pole is Anápolis, a city around 60km from Goiania, that has in its industrial district companies as Pfizer (that bought Teuto laboratory), and Hipermarcas, which one of its companies produces generic medicines.

To stimulate the innovation of the emerging clusters, mainly IT, pharmaceutical and biotechnology (linked to the pharma industry), the State is promoting the support of the implementation of Technology Parks through the "Goiás Technology Park Program" (PGTec), created by a State Decree nº 7.371 of June 17th, 2011. The decree establishes what the State considerer as Technology Parks (TPs), as a plenty of enterprises can denominate themselves as TPs, but they can be just industrial districts with little impact on regional economy. According to the decree, TPs are ventures which aim to attract, create, promote and maintain technology based companies. The program considers that just by means of the interaction of the triple helix players it is possible to promote innovative projects and the technology catching up that emerging economies demand. Beyond that, it considers the State as a promoter but not an "ever and only supporter" of TPs, in virtue of the

restriction on public finance and the idea that the parks must to be sustainable during its operation phase.

PGTec aims to encourage the establishment of Technology Parks in Goiás State as a strategy for investment in research and the acquisition of new technologies which generate and strengthen businesses and boost economic competitiveness. To receive the incentives of PGTEC the TP must have a compatibility with State policy on science, technology and innovation and the requirements of Decree nº 7.371 of June 17th, 2011, which says that the TPs must have a minimum area of 100 thousand square meters and have a close relationship with academia.

The first park that was included in PGTec is Anápolis Technology Park (ATP), that has focus on IT, Biotech, Cosmetics, Pharma Industry, and Bioenergy . The difference between this park and most of the others that has been installed in Brazil is that it is owned by private investors. In this case, the land can be sold and the companies can use it as warrant when they need to obtain funds. ATP is in the beginning of its implementation and has in its governance two import figures: the real estate manager - role of a private company called ML4 - and a Science and Technology manager - a organization that deals with technology transfer and will manage the technology anchors of the park.

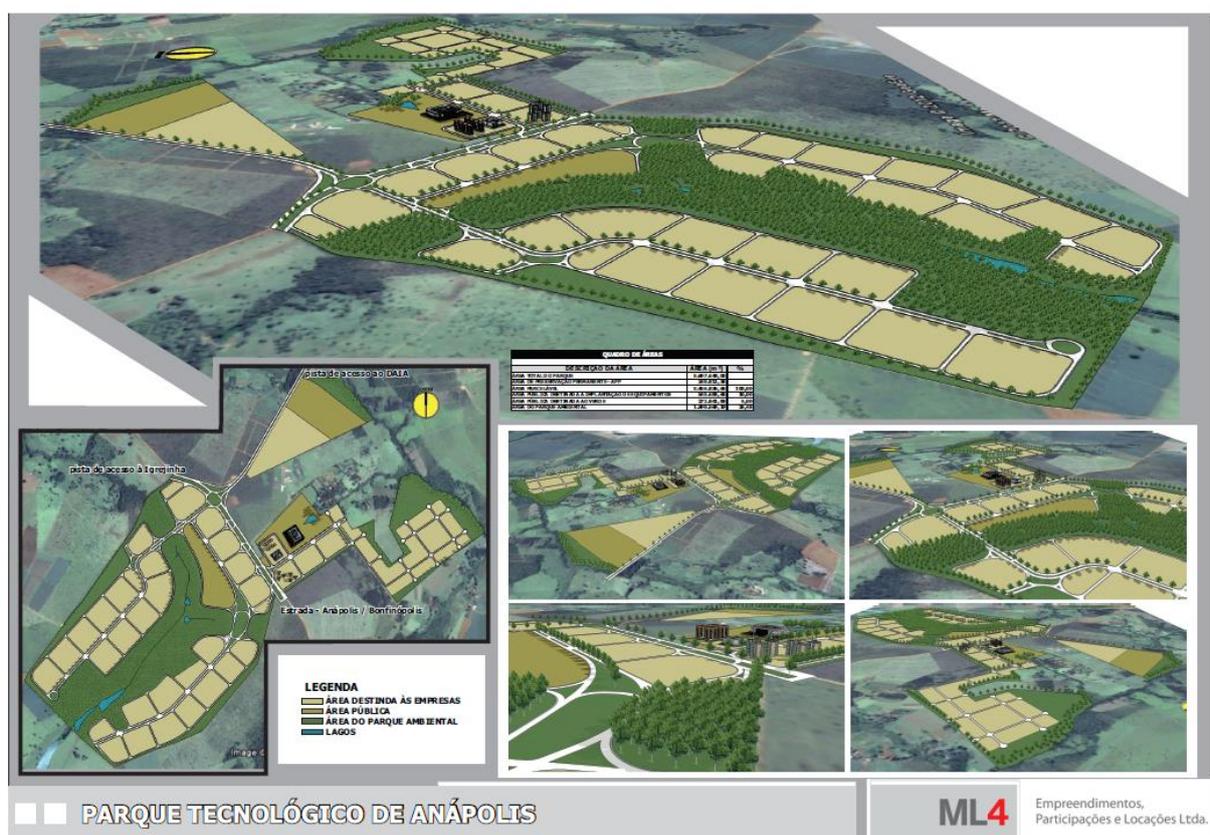
The mission of ATP, that has around 5,6 million square meters, is to promote the development of the region through the creation of a favourable environment to the development of innovation, creating jobs, income, taxes and sustainability for the city, State and region. It has an attractive location: the city has a dry port (what facilitates the import procedures and diminish the costs of it), a cargo airport is been installed and the brazilian railway North/South pass through the city and, together with the roads, turn Anápolis into a logistic centre. The park has the support of the State and Federal Universities, the Federal Institute, the Catholic University, among other private universities, companies and class associations.

Beyond the infrastructure (ring road access, internet fiber) and the tax incentives for research and development activities in the park that the State will provide, the Science and Technology

Secretariat will help with the articulation with research organizations and the promotion of work force qualification, via its programs of technical and professional education.

The Park will offer to its tenants (a) technological Infrastructure: buildings with sustainable concept, access to quality services in telecommunications and technology information, and asset security; and (b) shared Infrastructure: adequate space for common activities such as area suitable for promotion of products and services, auditorium, videoconferencing, meeting rooms and training, creative space, library.

Below we can see the basic urban project of the technology park and its green belt, which shows its respect regarding the environment sustainability and the quality of life in the park.



This case shows that a public policy that supports parks can be not just interesting for companies, but even for private real estate investors that understand that one way to have a demand for the buildings and spaces is by means of having competitive innovative companies installed on their parks.