

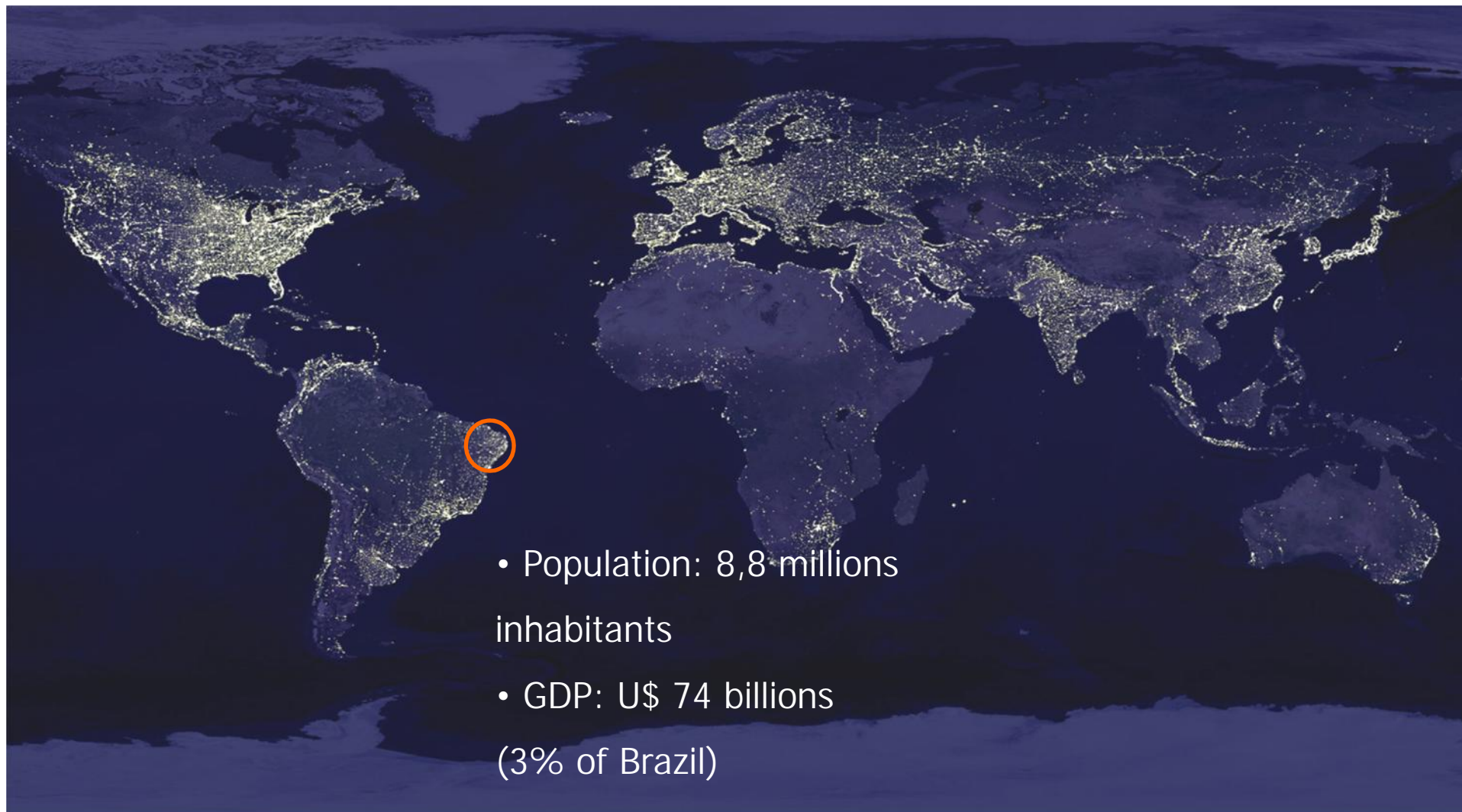


PORTO DIGITAL: Place of Creativity, Innovation, and Development

Context - About Brazil



Context - About Pernambuco





1 > About Porto Digital



It's an urban technology park, founded in 2000...



...located in the **historical** city centre...



...gathering government, academy and market in the same environment (triple helix model)





2 > Porto Digital at a Glance



Some figures (2010)

> 200 companies and institutions

> 6,500 employees

> U\$ 600 million revenue

> Average salary U\$ 1,600.00/month

> High educational level 75% of employees with graduation at least

The main companies and partners at Porto Digital



ThoughtWorks®

PORTODIGITAL

Specialisation



- > R&D embedded systems
- > Artificial intelligence
- > Neural network systems
- > Information security
- > Games and entertainment
- > Fun & Learning educational new approach systems
 - > Management systems (ERP, BI..)
- > Urban solution systems
- > Mobile applications
- > Software development on demand
- > Multimedia & web pages development and maintenance
- > E-commerce
 - > IT consulting (planning, test, quality)
- > Outsourcing



3 > The strategie: from idea to results



The idea... (2000)

Historic Centre of Recife



Governance



Porto Digital Management Unit

Social Organization (SO): non-profit private organization contracted by the State Government to carry out specific public policies to develop the local IT industry

Strategie and target



Strategie

Delivering of benefits (tax reduction, training, managerial development, innovation support, marketing...)

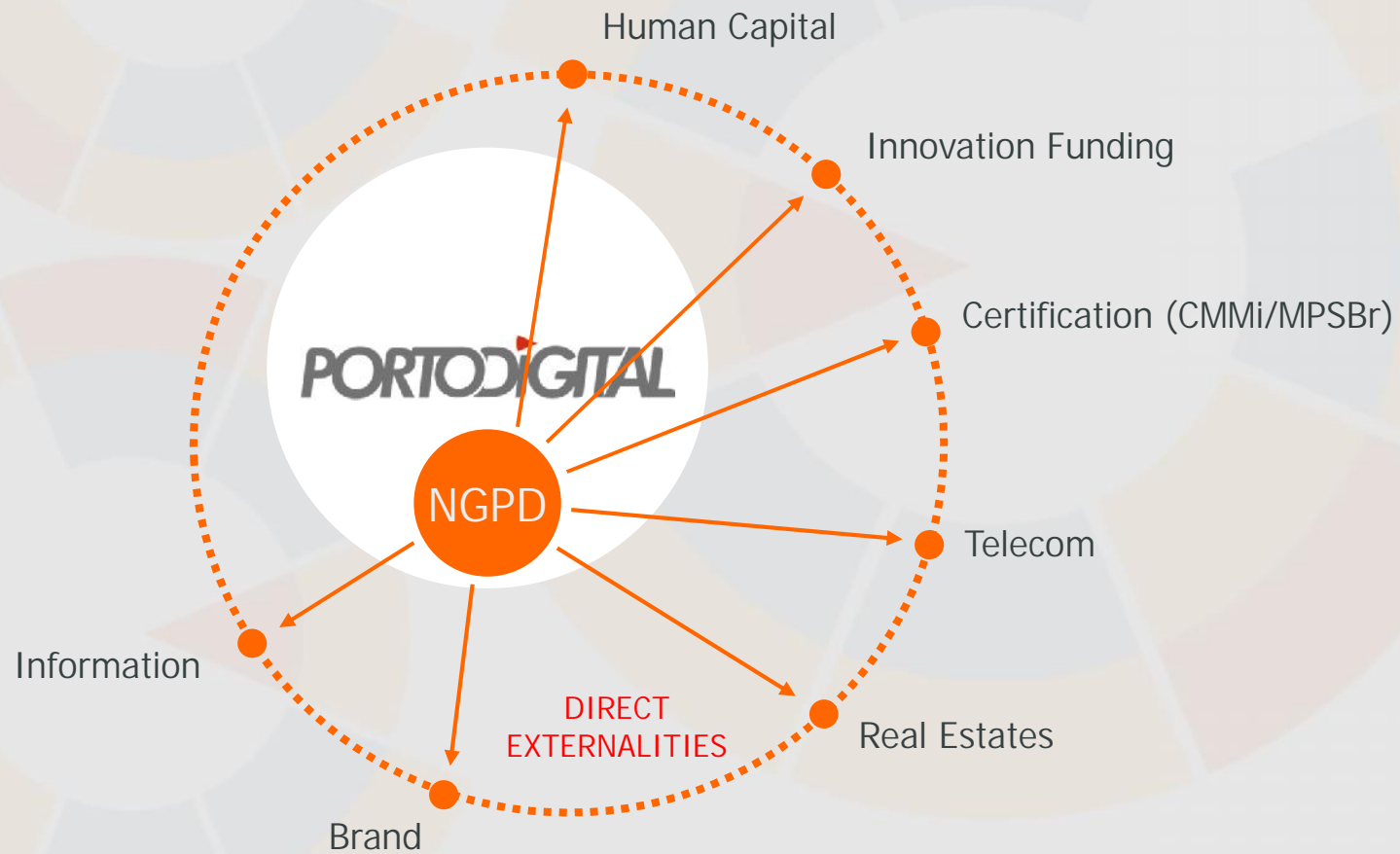
- > to increase positive environmental factors (externalities)
- > to attract external investments and
- > to enable the creation and growth of competitive innovation-based IT companies

Goals

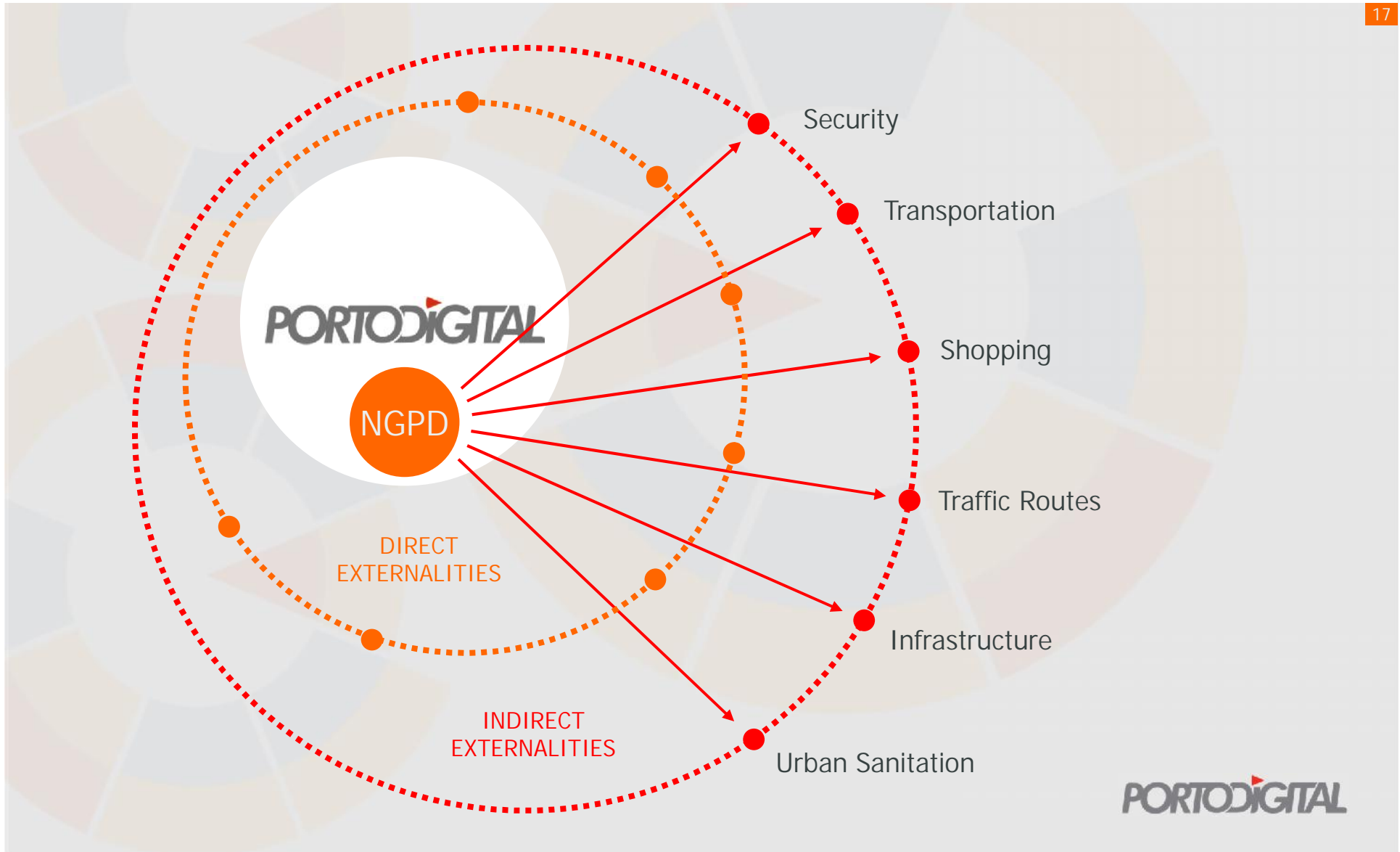
- > Being the mainstay of the Pernambuco's economy of the future
- > Having 20,000 workers in both IT and Creative Industry by 2020

Actions - direct externalities

16



Actions - indirect externalities





4 > Physical and Operational Assets

Porto Digital's building assets – 50,000 m²



- > Porto Digital Management Unit
- > 16 offices
- > Incubators for 25 startups
- > Training center
- > Computing labs
- > ITgreen – Innovation and Sustainability
- > Equipments and Services (auditorium, conference room, meeting room, etc.)

Porto Digital's building assets – 50,000 m2



20

- >Condominium Business for large companies (Accenture, Microsoft, IBM, Ogilvy, etc)
- >Equipments and services (auditorium, meeting rooms, conference rooms, etc)

Porto Digital's building assets – 50,000 m2



21

C.E.S.A.R

>One of the best innovation institutes in a whole country

Porto Digital's building assets – 50,000 m²

22

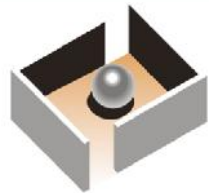
New acquisitions (buildings to be restored)





Porto Digital Awards

Porto Digital Awards



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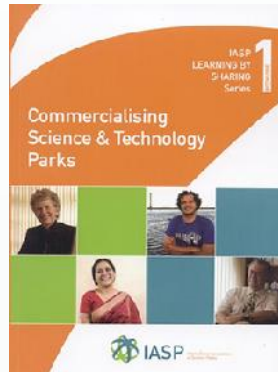
National Seminar in 2013 (2011)



Recife is the 6th place in the world (only city in Brazil) to be considered emerging city of Outsourcing Market (2009)



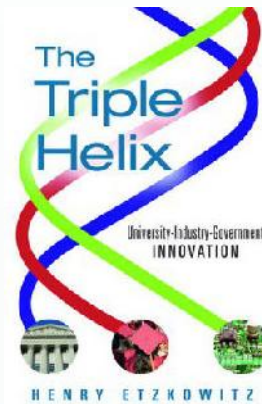
Considered by Business Week as one of the ten places in the world where the future is being created (2009)



One of the four world cases of Learning by Sharing first edition (IASP, 2008)



IASP International Conference in 2013 (2011)



Henry Etzkowitz reference of the Triple Helix model (2009)



Prêmio Nacional de Empreendedorismo Inovador

Best Technology Park of Brazil (2007 e 2011)



One of the two innovation places for technology business in Brazil (2011)



Winner of E-gov for the OJE Project (SECOP, 2011)



Largest Technology Park of Brazil (2005)



Official Technology Cluster in Pernambuco (2008)

Incubadora C.A.I.S do Porto



25

> General objective

- Support nascent ventures in developing ICT solutions to real problems of the productive sectors of the State of Pernambuco.

> Specific objectives

- Contribute to increasing the competitiveness of productive sectors and clusters of target enterprises
- Promote the Porto Digital's business strengthening
- Promote the culture of network and IT innovative entrepreneurship in Pernambuco
- Expand the mix of business and professional skills in Porto Digital
- Strengthen NGPD in your social network

Thank you!

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Support:

