

EULANETCERMAT – IRELAC SEMINAR BRUSSELS

Title of the presentation/Acronym:

Título de la presentación/Acrónimo:

THE ADVANCE CERAMICS MARKET IN BRAZIL.

Name of the person:

Nombre y Apellidos de la persona que presenta el trabajo:

RUBEN CESAR REINOSO

Institution represented:

Nombre de la institución que se representa:

BRAZILIAN REGIONAL DEVELOPMENT AGENCY - ADRAM

Short CV (5 lines maximum), *Breve CV (no más de 5 líneas)*

Ms. Sc. Degree in Production Engineering (Santa Catarina Federal University, Brazil). Also has . Agronomy Engineering Degree for the (National University of south ofArgentina), specialization in entrepreneurship and incubation process of technological based enterprises, by de Twenty University (Holland), Former Executive Director(2004-2005) of Unisul Enterprise Incubator (CRIE). consultant of Biotech MERCOSUR-EU program (2009); Now is executive director of the Brazilian Agency of Regional Development – ADRAM (from 2003 now).

SEMINAR PRESENTATION

DESCRIPTION OF THE OBJECTIVES (5 LINES MAXIMUM)

DESCRIPCIÓN DE LOS OBJETIVOS (5 LÍNEAS MÁXIMO)

This presentation seek to give us an overview of the Brazilian Market Structure for the advanced ceramic products for industrial uses. We decided to limit the scope of this work because of the overlapped information available for nano-materials and nano technology and their application for industrial uses. Currently, Brazil is among the 20 leading countries in scientific production on nano-materials and nano- technologies. According with the strategic map for nano-materials built by the ABDI (Brazilian Industrial Development Agency), the nano- structured materials (that includes most of advance ceramics for industrial uses) have reached the maturity, and we could expect that most of the products and technologies that today are in a P&D phase they will reach the commercialization stage in the next three years (2015). But right now, the Brazilian market for advanced ceramics for industrial use is characterized by an inflexible demand (specific and punctual)and by a flexible offer because many enterprises that today they are in the classic ceramic material market, could began to produce advanced ceramics products with only a few changes in their productive structure. The

Brazilian Market for Advanced Ceramic , estimated in € 1.500 M. is highly concentrated: only two corporations have control of more than 50 % of the advanced ceramics sales for the industry. The national enterprises are represented in the market by no more than 25 medium enterprises, that are responsible for almost 50 % the sales. Many spin-off's that usually were originated in the university laboratories, have not significant share in the market, even though they are well promoted by governmental development agencies .

A more effort (in terms of investment, infrastructure, and knowledge transfer) should be made yet for small and medium Brazilian enterprises could catch-up the world development stage in nano materials and nanotechnologies. But, also exists reasonable bases for the academic sector to accelerate the appropriate technology transfer (in terms of cost and business solutions) to the industrial sector helping them to be competitive in the world commerce .

DESCRIPTION OF THE MAIN RELEVANT RESULTS (10 LINES MAXIMUM)

DESCRIPCION DE LOS RESULTADOS MÁS RELEVANTES (10 LÍNEAS MÁXIMO)

- Brazil is a leading country for its scientific production in nanotechnology and nanomaterials.
- There are not a cause-effect relationship between the scientific production and the market structure for advanced ceramics.
- The Brazilian market for advanced ceramics products is highly concentrated and characterized by an inflexible demand and a flexible offer.
- The national enterprises in the advance ceramics market is represented by no more than 25 medium enterprises.
- Even the structural nanomaterials products and technologies are in a maturity stage, it is highly recommended that further efforts should be made in terms of direct investment, infrastructure and technology transfer for the SME's sector that already are in the market.

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**EULANETWORK IN CERAMIC MATERIALS
WITH ENVIRONMENTAL AND INDUSTRIAL
APPLICATIONS**

PART B

PROPOSAL ACRONYM. EULA-NETCERMAT