



# Agenda

**20 de Setembro**

- 9.30**      **Boas Vindas e Introdução – Carlos Brazão – Managing Director Cisco**
- 9.40**      **Innovation - The engine for competitiveness and Sustainable growth**  
**Jordi Botifoll - VP EMEA South – Cisco**
- 10.00**     **Anil Menon**  
**President, Globalization and Smart+Connected Communities – Cisco**
- 10.45**     **Aprender com o Passado, Regressar ao Futuro**  
**Rogério Carapuça - Chairman Novabase**
- 11.15**     **Coffee Break**
- 11.45**     **Inovação em Portugal – As empresas que fazem a diferença**
- 13.00**     **Almoço e visita à área de exposição**
- 15.00**     **Sessões Temáticas**
- 16.30**     **Encerramento dia 1**

# Agenda

## 21 de Setembro

**9.30 Innovating Together**

**Pedro Carmo Costa - VP Business Development - Exago Markets**

**10.00 Igniting Dreams**

**Diana Gomes da Silva - Piloto de Acrobacia Aérea**

**10.30 Shared Experiences**

**Inovação na Banca de Investimento**

**Pedro Amaral (BES Investimento)**

**Beyond Online Travel Dreams**

**João Pombo e João Pronto (Travel Consulting)**

**11.20 Coffee Break**

**11.40 Sessões Temáticas**

**13.10 Almoço e visita à área de exposição**

**14.30 Zeinal Bava - Presidente Executivo - Portugal Telecom**

**15:15 Paul Johnston – Head of European Public Sector - IBSG – Cisco**

**16:00 Doing Both - Inder Sidhu - Senior Vice President, Strategy & Planning**

**Worldwide Operations - Cisco**

**17.00 Getting Together**

A photograph of a woman with long blonde hair, wearing a light blue t-shirt, carrying a young boy on her back. The boy is wearing a red and white striped shirt and blue jeans. They are both smiling and appear to be in a park or garden with green trees and pink flowers in the background. The image is partially overlaid by a blue gradient with vertical bars on the left side.

Cisco Expo 2011

innovate *together*







+  
INOVAÇÃO  
SOCIAL

“Portugal’s underlying problem is that it has been **the low-growth economy of the Eurozone** for many years, and the outlook remains sober.”

Dr. Daniel Thorniley  
President, DT-Global Business Consulting  
The Greek/global crisis April-May 2010  
Impact on European and CEE trends

# Um exemplo: Israel – what can be learned?

**1992**

- Success R&D / Failure Marketing
- No Venture Capital (58 M\$)
- Few IPOs. No M&As..
- 100 funded start-ups
- Lack of Intl Involvement
- IT Revenues: 1,6 B\$

**VC**

**2010**

- **3.500 start-ups (1/1.800 inha.)**
- **70% of Israel GDP growth**
- 60 Venture Funds (80 now)
- \$10B Raised by VCs
- \$17B M&A Deals
- #3 in Nasdaq (101 IPOs)
- 800 funded start-ups
- ICT Revenues: 12,5 B\$
- Cisco, Intel, Microsoft, IBM, ...
- American and ROW VCs



## What happened in Israel in 1992?

The Government **“Yozma” Program** jumpstarts the Israeli Venture Capital Industry

- Tax incentives for entrepreneurship and **foreign venture-capital** investments in Israel
- Offered to double any investment with funds from the government (**“matching funds”**)

Nem sempre alcançamos o quão afortunados  
somos, o fantástico potencial ...

... não há um líder internacional de negócios que,  
conhecendo Portugal, lhe fique imune ...





“ We need to review our strategies to develop our economy. Find new ways to attract investments. Implement policies to keep growing faster than other developed countries can.

What made us successful in the past may not work in the coming years.”

Lee Hsien Loong  
Primeiro Ministro de Singapura  
27 Maio 2009

*The New York Times*

**Global Business**

---

Singapore Forecasts 15% Economic Growth

By BETTINA WASSENER

Published: July 14, 2010

# Innovation Framework

- Over \$25B in R&D  
*(past 5 years)*
- 20,000 Engineers
- 10,961 Patents
- 30 Labs



Build

- 30+ Acquisitions /  
Over \$9B *(past 5 years)*



TANDBERG



Buy

Partner

Integrate



accenture

CITRIX

EMC<sup>2</sup>



dimension  
data

1. Leadership in the Core: Routing / Switching / Services, including Security and Mobility
2. Collaboration
3. Data Center / Virtualization / Cloud
4. Video
5. Architectures for Business Transformation

# Obrigado

Cisco Expo 2011

innovate *together*



