

## INNOVATION POLICY AGENDA

The Brazil Council Innovation Task Force recognizes that as participation in international investment and technology transfer becomes more competitive around the world, it is critical that both industry and government collaborate to ensure Brazil becomes a global technology leader. To that end, the Council proposes the following agenda:



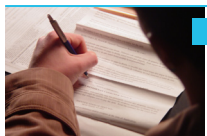
Encouraging adoption of regulations furthering data privacy while promoting trade and growth, and striking a balance between public and private interests.



Supporting data protection interoperability initiatives, as well as privacy regimes and frameworks that are technology neutral; ensure accountable cross-border flows of information; protect consumers; reflect today's global business models; and allow benefits of e-commerce and cloud computing.



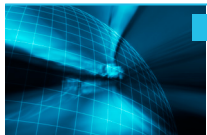
Promoting internet regulations that accommodate trans-border information flows and its decentralized nature; allowing consumers to benefit from secure data use and privacy.



Supporting increased measures to ensure adequate and effective enforcement of all forms of IP rights. Advocating adherence to the Madrid Protocol for the International Registration of Marks to expedite trademark applications and approvals.



Encouraging implementation of the Inter-American Telecommunication Commission's (CITEL) Mutual Recognition Agreement (MRA) with regard to the U.S.; providing mutual recognition of conformity assessment bodies and acceptance of testing results and certification procedures for telecommunications equipment.



Urging the withdrawal of local content requirements to accommodate rapid innovation prevalent in high-tech and IT industries, with special attention to instances where basic production process requirements and CERTICS do not align with the fast-paced reality of advanced manufacturing, software, and other advanced technology industries.



Supporting PL 4534/2012, which considers e-books and e-readers to be similar to printed books; approval of such bill would widen access to affordable e-books and foster social inclusion for millions of Brazilians.



Promoting initiatives that reduce regulatory burdens, facilitate business and increase accessibility by reducing internet and mobile broadband costs; especially considering the importance of the new application industry in creating jobs, supporting small business and generating wealth.