

## Pact to leverage Serra Gaucha

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Economic difficulties crossing the world and impact the country have made touch upon concerns even in the most developed region of Rio Grande do Sul. There is a feeling that the competitiveness of our array of wealth creation that brought us here, possibly not ensure future success. We have participated in study groups concerned with the scenario of transformation that takes place in other areas and world economies. Productive cores, pressured by structural crises, underwent a self-diagnosis, identifying potential, risks arising from the crystallization of concepts, all to resume growth. Experts in urban development of diagnostics have pointed out strategies of "advanced manufacturing", to change the paradigm. To pursue innovation culture from the traditional economy to leverage the new economy, it creates a new business model. The feasibility of converging actions between state, county and private sector. What leads us to believe in a promising future is the structure that the region already have and the markets we won. For this, the region must recognize and share their expertise. Studies ensure that within a radius of 60 km of our municipalities are the most diverse urban and rural economic hub of the country. The Serra Gaucha is one of the largest university concentrations of Brazil. A sizeable population of intelligences connected in innovation. The environment they find to develop their talents is the first world with practical inserts in thousands of companies operating on five continents. Consorting need this knowledge capital in favor of sustainability. Countering the negative scenario, the Serra Gaucha connects efforts to attract young talent from Brazil and the world to live in a business friendly environment. We are proposing a pact conversion of the economic base of the Serra Gaucha in Sustainable Innovation Zone. We need dialogue with the new. It is the vision. *Deputy Mayor of Caxias do Sul*

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