Serra Gaucha as Innovation Zone

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The economic matrix of Caxias do Sul gives clear signs of fatigue. Studies warn of the accelerated reduction of productivity and competitiveness indicators. Jobs are down. The region was consecrated by manufacturing virtues can no longer attract new enterprises. Industries are choosing to invest in the Southeast. Reckon without answers to the infrastructure of transportation and logistics, competitiveness and perpetuation as a business are compromised. The decision makes sense. It is influenced by the lack of short- and medium-term solutions in infrastructure, obsolescence of the existing structure and the slowness in updating integrated transport modes to ensure the production. To break this disenchantment, which has structural roots, the first step is to start the veil the progress made by the succeeded. It is essential to make a realistic assessment of the situation. Whatever the scenario, any change of expectations involves the sum of the competent makers of free enterprise, government and academia. This awakening to the need for transformation already exists. It is time to institutionalize it so that, working in network, formulate strategic actions from here excellence installed base. The goal: to bring the recognition via collaborative entrepreneurship Caxias and region as innovative and sustainable polo. In this destination we call Sustainable Innovation Zone. A unifying task force of market professionals with different expertise, with a capital of relationships that constitute the strength of caxiense and mountain industry, contribute in the formulation of guidelines and strategic actions to enable the upgrade of regional economy. The convergence of talents in a culturally friendly environment would provide the desired sustainability for business. A Sustainable Innovation Zone of the Serra Gaucha is the proposal to reverse the situation that distresses everyone. Already worked in other economies in Brazil and worldwide. *Deputy Mayor of Caxias do Sul*

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