

PS150142 Appendix B – Brazil Mission

Mission	Number of companies	Locations	Other Personnel	Company Contribution
<u>Brazil</u>	16	Rio de Janerio – 5 days (5 nights) Sao Paolo – 3 days (3 nights and overnight flight back)	2 Innovate UK 2 Delivery Partner	£3000

Project Management	Co-Development of Mission Goals, Strategy and Positioning; Partner & Stakeholder Management; Design of Mission Agenda; Exectuion of Mission Agenda; Management of Companies; Management of Suppliers	Typical planning cycle is circa 12 months with regular (every 3-4 weeks) meetings with Innovate UK lead.
Marketing & Communication	The Development and Communication of Compelling Promotional Material	Material on the companies themselves to promote in country and also for UK publicity- talking heads videos on each company (16), video diaries of each Mission day, Mission brochures (500 copies) detailing each company.

Events	The Delivery of High Quality Events, pre and post Mission	Briefing event for companies, launch event for stakeholders (100 attendees), post-Mission reunion event (100 attendees)
Competition Process	Mission Company Selection including promotion, management of applicants judging process, informing applicants and ensuring integrity	Aiming for 20 companies
Logistics	Flights, Transport, Accomodation, Food and Drink, Bespoke Events on Mission, including Co-Ordinated Travel & Logistics, Other T&S	Flights should depart from London Heathrow. Breakfast and working lunches – other food paid for by attendees themselves. Transport includes transfers and movement between meetings.