31st
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QNCC | 19th – 22nd October

tecnoPARQ's PLAN FOR ATTRACTING NEW ENTERPRISES

PARALLEL SESSION 7

Marketing and communication:
Attracting companies. Seducing stakeholders

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IASP
International Association of Science Parks and Areas of Innovation

QATAR SCIENCE & TECHNOLOGY PARK
Member of Qatar Foundation

www.iasp2014doha.com

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ABSTRACT
The tecnoPARQ seeks to attract investments, stimulating new business and entrepreneurships supported by the innovation process and increasing competitiveness of technology based enterprises, mainly by promoting and facilitating interaction and partnerships with various actors of its innovation ecosystem. To maintain a high degree of competitiveness and innovation of resident businesses and partners, ongoing scientific and technological interaction with UFV is a must for companies linked to tecnoPARQ. Based on the Importance and necessity of attracting new companies was structured the Plan of Attraction for the development tecnoPARQ (PAEtec), which aims to systemize the procedures and responsibilities in order to meet the set targets. These results demonstrate that the work by means of the PAEtec has assisted technology-focused companies to recognize the importance and benefits of becoming resident enterprise at tecnoPARQ. The first evaluation shows that PAETEC is fundamental and strategic.

1 INTRODUCTION

The structuring of innovative environments, capable of fostering technological innovation in existing businesses and the creation of new technology-based enterprises, is an important instrument for promoting economic and social development of regions and countries. These environments should promote the dissemination of scientific and technological knowledge generated in universities and research centers to the business sectors since the incorporation of these into innovative products and processes that can be marketed successfully only happens within companies. In this context of innovation environments arise technology centers, whose primary goal may be to increase the wealth of its community by promoting the culture of innovation and competitiveness of enterprises and institutions generating knowledge installed in the park or associated with it.

As knowledgebecomesanincreasinglyimportant input for socio-economicdevelopment, it is natural thattheuniversity as aninstitutionalspacegeneratingandtransmittingknowledgebecomes a key player in these social innovationenvironments.

According to the Oslo Manual[1], "an innovation is the implementation of a product (good or service) new or significantly improved, or a process, or a new marketing method, or a new organizational method in business practices, organization workplace or external relations". Still, according to the Handbook, "for the development of policies appropriate support innovation, a better understanding of several critical aspects of the innovation process, such as innovation activities that are not included in Research and Development (R & D) is needed, the interactions between the actors and the relevant knowledge flows".

Thus, institutional, present in innovative environments, networks must be combined to allow the knowledge generated to reach its production and business sectors. To facilitate this process, the structuring of a legal framework that fosters interaction between different actors in the innovation process is needed, given that the key to technological innovation is the interaction between university, business and government, also known as system innovation or triple helix.

The Science and Technology Parks (STPs) are enterprises that have the purpose of interaction between the University, Business and Government in a defined physical area and especially for developing projects of research and development (R & D), technology transfer and interaction between actors from several actors.STPs are considered tools of scientific and technological development, innovation and the generation of jobs and income. The premise is that the synergy between the actors of PCTs will stimulate economic and social development of their communities, the scientific and technological innovation and production[2]. For those STPs linked to universities,

[1]FINEP. (2006, december 18). *Manual do OSLO*. Retrieved april 2014, from http://download.finep.gov.br/imprensa/oslo2.pdf

[2]Neto, R. Jung e Paula, E. Antônio Wolf. (2009). Indicadores de avaliação de desempenho para o parque científico e tecnológico da PUCRS – TECNOPUC, na percepção de seus principais stakeholder na percepção de seus principais stakeholders. *XIX Seminário Nacional de Parques Tecnológicos e Incubadoras de Empresas.* Santa Catarina.

such as the object of this study, Solleiro[3]states that represent the opportunity to obtain funding for research, improvements in the structure of R & D, feedback from companies and also a field of activity for researchers. A Science Park stimulates and manages the flow of knowledge and technology among universities, research institutions, companies and markets; promotes the creation and growth of innovative companies through mechanisms incubation and spin-off, and provides other value-added services, as well as space and high quality facilities.
This reality can only be constructed with a successful policy of attracting businesses and interaction between companies and researchers. For this, all routes of attraction to bring new businesses and those able to transform ideas into business should be searched.One should attract to the environment of the parks new businesses or institutions anchors, which have the ability to attract or generate other companies; companies of national and international technological base; incubators and accelerators. The attraction mechanisms also point to the consolidation of clusters, where the proximity benefits everyone. Thus, given the importance of attracting new process developments, the aim of this paper is to present the Plan for Attracting Developments integrated tecnoPARQ.

2 TECHNOLOGY PARKS IN BRAZIL AND tecnoPARQ

Technological Parks in Brazil and around the world come to evidence, especially the role and importance of these enterprises in the sustainable development of science, technology and innovation environments in generating wealth and development of municipalities, regions and even countries .Although the theme "Technology Parks" is increasingly under discussion and development at the global level, there are several definitions assigned. Despite their variations, in general, there is a strong connection of these environments with technological scientific environment and the generation of wealth and developing regions.The spread of the parks in Brazil is a sign that the culture focused on innovation has been consolidated.
The contemporary economic age carries a dynamism in the generation, use it and dissemination of information, knowledge and technology. The Technology Parks stand as an element to raise the actions of the knowledge economy and can understand it as a bridge connecting the sources of knowledge to the sources of consumption, essential to the flow of technological innovation.
The movement was intensified in Brazil only in the 80s, when 33% of the world's parks had already been deployed. The United States has more than 90 technology parks. The incubator movement in Brazil was intensified in the 80s. Parks Movement was resumed after the year 2000. Today there are about 70 technology parks in Brazil, of which 32 came from 2003.
Some parks have featured in the national scene, among them the Porto Digital in Recife. Initiatives Technology Parks in the State of Minas Gerais are newer. With modern and diversified economy, Minas Gerais offers a wide range of advantages to companies who want to establish, invest and do business.There are consistentattractive, based on generous natural resources found in the state, in its privileged geographical location, availability of infrastructure and skilled manpower. Located in Southeastern Brazil, the state has the third highest Gross Domestic Product (GDP) among the 27 states. It occupies a central and strategic position in the Brazilian territory, close to the main markets of the country. Minas Gerais is the largest producer of iron ore, cement, coffee and milk, and the second largest in automobile and textile products. Another highlight is the number of other sectors such as mining, steel, electronics, food, shoes and clothing. It houses the largest center of biotechnology companies in the country, the second largest automotive hub, the second pole casting and the second largest cattle herd.
The state provides all the necessary support to entrepreneurs and plan to institutionalized way of their economic and social development. The public management model developed by Minas Gerais is a benchmark in the country, mainly for security enforcing contracts.
Today, in Minas Gerais there are only three parks in operation, Belo Horizonte, Viçosa and Itajubá. With other parks in the process of structuring: Lavras, Juiz de Fora and Uberaba. The qualityofthese designs is crucial toput in Mining Technology Parks andtheGovernmentof Minas scenarioworksstrongly in thisaction.
The Techonology Park of Viçosa (tecnoPARQ) was inaugurated on April, 15th, 2011 and it is an initiative of the Federal University of Viçosa (UFV), through its Technological Centre for Regional Development of Viçosa(CenTev / UFV), in partnership with Town of Viçosa (PMV) and the

[3]Solleiro, J. L. (1993). Gestión de la vinculacion universidad-sector productivo. In: Martínez, Eduardo, Estrategias, planificación y gestión de ciencia y tecnología. Caracas, CEPAL – ILPES/UNESCO/UNU/CYTED-D, Editorial Nueva Sociedad,. pp. 403-429.

Government of the State of Minas Gerais, through the Secretary of State for Science, Technology and Higher Education (SECTES).
The deployment location of Viçosa Technological Park covers an area of 214 hectares, with 174 hectares of environmentally protected area and 40 ha for the urban development and building of businesses. The tecnoPARQ is the materialization of initiatives attraction and establishment of technology-based companies in Viçosa.For this reason it is considered the vector of economic and social development of the city and region. It is an environment designed to foster the competitiveness of companies seeking knowledge applied in the differential performance in the market.
There are several strategies and actions performed by technological parks and innovation environments to attract businesses. Some parks offer tax benefits, tax exemptions, access to strategic skills, access to qualified professionals, centers of excellence, portsandairports, among others.
The tecnoPARQ seeks to attract investment and innovative projects, supported in the innovation process and increasing the competitiveness of technology-based enterprises, mainly by promoting and facilitating interaction and partnerships with various actors of his innovation ecosystem. In addition to stimulating new business and entrepreneurship supported in the innovation process and increasing the competitiveness of technology-based enterprises, mainly by promoting and facilitating interaction and partnerships with various actors of his innovation ecosystem.
One should have a parallel strategic attributes, in order to justify the actions performed in the attraction of new businesses process, and specifically tecnoPARQ whose competitive advantage is access to university.And to keep the high degree of competitiveness and innovation of the residents and business partner, ongoing techno scientific interaction with UFV is a prerequisite for companies linked to tecnoPARQ.
The tecnoPARQ stands as the center of convergence culture of innovation, industrial competitiveness, business training and transfer of knowledge and technology among universities, research institutions and companies, aiming to promote the generation of wealth for the community and regional development.The government, the academic community and the business sector work in an integrated and cooperative manner, focusing on the development of products and processes that have national and international positive and significant impact.
The tecnoPARQ has based its activities divided into three central axes converging: Innovation, Technology and Entrepreneurship.The Innovation Hub operates as a tool to attract companies and research center for the environment of the park, Axis Technology houses the institutional sphere support the interaction between universities and business and Entrepreneurship involving the strategy of strengthening and prospecting for new business and companies consolidated for the environment tecnoPARQ.

3 RESIDENT COMPANY tecnoPARQ PROGRAM

The tecnoPARQ is a unit under the Technological Centre for Regional Development of Viçosa (CENTEV), the Federal University of Viçosa (UFV), which aims to accommodate technology-based companies, research units and / or technological development,graduated companies by Business Incubator for Technological Base CENTEV, anchor companies and business support structures. Theseprojects are calledResidentCompanies.
This is an agent that promotes innovation, industrial competitiveness, business training and transfer of knowledge and technology between UFV, research institutions and companies, and the generation of wealth for the community and regional development, thus contributing to the fulfillment mission CenTev and UFV.Among the objective of tecnoPARQ include: be a vector induction of local and regional development through the attraction and attachment, in Viçosa, innovative ventures; create physical and institutional conditions that facilitate and promote the transfer of scientific knowledge from UFV to the productive sector;demystify the scientific knowledge and increase public awareness about the importance of preserving the environment; create and encourage companies to the park with a culture of entrepreneurship.
The attraction and retention of businesses able to interact and feed the knowledge and technologies arising from university environment and the promotion of this interaction and technological joint, are the main actions developed by tecnoPARQ. Currently, the company has 8 tecnoPARQ residents, and another 6 in the selection process.
Even being anchored in one of the best universities in Brazil, the big challenge is tecnoPARQ intensify attraction and establishment of technology-based companies for its environment.

Viçosa is a prominent city in the Zona da Mata region of Minas housing the Federal University of Viçosa (UFV) which is a benchmark in research, educationandextension in and out ofBrazil.
The steady growth of UFV and the emergence of new institutions for teaching and research in the city increasingly strengthen its tradition in education and promotion of science and technology. Besides the strong educational vocation, the city has been highlighted with respect to the shares of entrepreneurship and technological innovation. The city of Viçosa has a significant number of technology-based companies, mostly spin-offs from academic origin, developed under the Technology Business Incubator Base CenTev.
Even with support innovation and entrepreneurship in CenTev and UFV, through its incubation program, and more recently with the consolidation of a technological park, tecnoPARQ of course the bottleneck in the process of exploring and fixing companies technological base, mainly because it is a city with a distance of major consumer centers.
In this perspective, the tecnoPARQ has been developing actions such as promoting interaction between companies and universities based on supply and demand technology, search for new national and international partners, the structure of sectoral technology centers of high performance as anchors and government incentives.

4 THE ATTRACTION OF ENTERPRISES PLAN OF tecnoPARQ

In any sector of the economy there are variables that influence and can change their competitiveness. Therefore, it is essential that organizations monitor their environments, according to its object of interest, be it, monitoring competitors, suppliers, customers, technologies, among others.In the literature, there are many studies that can assist in establishing strategies that guide the organization's strategic planning in order to guide the achievement of objectives and goals.Among the tools that assist in strategic planning it is possible to mention the Porter Forces, SWOT analysis, competitive intelligence, among other methods.
At the level of analysis of the attractiveness of industries, Porter created the so-called model five forces, which according to this model, results from the action in set of five factors: potential new entrants, pressure from substitute products, bargaining power of suppliers, bargaining power of customers and rivalry among existing competitors[4].
The term SWOT results from the combination of the initials of the Anglo-Saxon words Strengths, Weaknesses, Opportunities and Threats. The SWOT model is a tool that makes the combination of strengths and weaknesses of an organization with the opportunities and threats from the market[5].The SWOT analysis is to identify by an organization and anintegrated way of the main aspects that characterize its strategic position at a given time, both internally and externally (how the organization relates to its environment).
Competitive Intelligence is the result of the analysis of data and information collected from the competitive business environment, from the information needs of the user, which will base the decision making because it generates recommendations that consider not only future events and reports to justify decisions past: "Competitive Intelligence (CI) is a systematic and ethical process, continuously assessed in identification, collection, processing, analysis and dissemination of strategic information for the organization, allowing its use in decision making"[6].
Some studies show that it is increasingly common practice of competitive intelligence in organizations.According to Santos[7], competitive intelligence can be considered a method of prospecting for short term. It has at its base the increasing ability to capture data and produce knowledge and with the support of networks and networking technology, investing in areas such as prospecting and attracting new enterprises, with an emphasis on innovation and technological convergence, adding value and generating profitability business activity, and consequently, new jobs and regional development.

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[4]Santos, M. M., Coelho, G. M., Santos, D. M., & Filho, L. F. (2004). Prospecção de tecnologias de futuro: métodos, técnicas e abordagens. *Revista Parcerias Estratégicas*.

[5]Bicho, L. e. (2006). Modelo de Porter e análise SWOT estratégias de negócio. *Instituto politécnico de Coimbra.* Instituto *superior de engenharia de Coimbra* . Portugal.

[6]Santos, M. M., Coelho, G. M., Santos, D. M., & Filho, L. F. (2004). Prospecção de tecnologias de futuro: métodos, técnicas e abordagens. *Revista Parcerias Estratégicas*.

[7]Santos, M. M., Coelho, G. M., Santos, D. M., & Filho, L. F. (2004). Prospecção de tecnologias de futuro: métodos, técnicas e abordagens. *Revista Parcerias Estratégicas*.

From the importance and necessity of attracting new enterprises, the Plan was structured as The Plan for Attracting Enterprises of the tecnoPARQ (PAEtec), which aims to systematize the procedures and responsibilities in order to meet the established goals.
This plan is part of the Program for Attracting New Business of CenTev, and is substantiated by its Organizational Management Plan and its strategic planning, where the goals and outcomes have been established at all levels. This program involves, in addition to attracting new companies (residents, incubated, pre-incubation), the development of national and international partnerships and structuring projects as the Technological Center for Biosecurity and Plant Quarantine (CTBQV) and Technology Center Bioagents and Biosafety (CTBB).
For the work presented here, focus will be at the attraction and retention of businesses to tecnoPARQ process and not for that, it makes sense to use a set formula for a methodology of survey and attraction.The choice of methods and techniques and their use intrinsically depend on each situation, considering aspects such as a specific area of knowledge, application of technologies in regional or local government or business context, scope, cost, objectives and underlying conditions.
Currently, it is considered that the systematic use of participatory procedures is a key variable of the processes of exploration and has a clear impact on methodological conduction[8].Herein is meant by participatory interaction and cooperation of all stakeholders involved in prospecting and attracting companies to tecnoPARQ process procedures.The Plan for Attracting Enterprises of the tecnoPARQ (PAEtec)is continuously evaluated, structured process that leverages synergies to both management and leverages the means of interaction, communication and relationship opportunities to promote and host of companies and business networking.The PAEtec was developed based on four steps: Planning, Prospecting, approach and consolidation of companies, partners and research centers.Table 1 shows the flowchart of the steps with job descriptions.

Table 1.Flowchartof the strategic steps of PAEtec.

	Planning	**Prospecting**	**Approaching**	**Consolidation**
Responsible	Executive Board Management of New Business	Management of New Business Communications Management and Marketing Management of Institutional and InternationalRelations	Management of New Business Management of Institutional and InternationalRelations	Management of New Business
Results	Plan for Attracting New Ventures	Meetings of Innovation InstitutionalVisits Participation in Events	Negotiation meetings Institutional Visits Meetings of Innovation	Installation and Partnership Agreements

Descriptiveof the necessary functions for the execution of PAEtec:

- Executive Board: responsible for formulating strategic guidelines for the plan to attract businesses, including defining goals and actions, resources to be allocated, dedicated staff, strategic projects, etc.
- Management of New Business:responsible for mediating contacts, organize and carry out prospecting activities, approach and consolidation.
- Communications Management and Marketing: responsible for the preparation and dissemination of institutional graphic material, disclosure in social media and communications and marketing.

[8]Santos, M. M., Coelho, G. M., Santos, D. M., & Filho, L. F. (2004). Prospecção de tecnologias de futuro: métodos, técnicas e abordagens. *Revista Parcerias Estratégicas*.

- Management of Institutional and International Relations:responsible for carrying prospecting, approach and consolidation of institutional partnerships.

4.1 PLANNING PHASE

The Plan for Attracting Enterprises of the tecnoPARQ (PAEtec) defines, among others: the management of the structured process of innovation and new business; the core of the new business tecnoPARQ; activities mapping of potential customers, development of partnerships, consolidation Innovation Link - Liaison Office UFV (Industrial Liaison Office) and integration with the communication plan and marketing CenTev.

This planning phase is directly linked to the goals established for such activities and must be achieved in order to enhance the process of occupation tecnoPARQ in order to meet its mission: *Increase the wealth of the surrounding community by promoting the culture of innovation, competitiveness of their companies and the excellence of the knowledge-generating institutions.*

So it is very important that the team that makes up the core of the new business tecnoPARQ know the philosophy of CenTev, their units and partners, as well as the model to structure the management, services offered and its governance. This knowledge helps in this phase of planning and implementation and consolidation of actions that contribute to its purpose.

It stands out at this stage the knowledge of the benefits of the innovation environment, cooperation and networking, technology transfer and university-business interaction, provided by tecnoPARQ.The benefits offered by tecnoPARQhave already been presented in other papers highlighting the tecnoPARQ as a facilitator of technological cooperation between the company and the UFV, encouraging and promoting the generation of innovative products and services[9].

Companies established in tecnoPARQ interact with UFV through sharing of laboratories, development of research partnerships, technology transfer, access to highly skilled professionals, guidance regarding intellectual property, consultancy and training in management tools. These services are accompanied by actions to promote techno-economic competitiveness of enterprises, involving prospecting and technology management, the application of strategic approaches for innovation and the establishment of processes and routines to boost innovation capacity.While planning an action plan with activities, goals, responsibilities and deadlines was prepared.In planning, actions for the for tidying's the tecnoPARQ competitiveness factors, in order to make it more attractive and recognized were defined.Such actions involve the creation or restructuring of services, the development of technology centers and the establishment and formalization of partnerships.

The definition of the shares was based on the profile of potential customers, it is peculiar how to approach each type of client and requires a mobilization strategy, approach and consolidation.Table 2 shows the profile of potential clients and partners.

[9]Faria, A. F., Suzuki, J. A., Almeida, A. L., Rodrigues, M. F., & Vidigal Cornélia de Carvalho, F. N. (2013). Promoção da interação universidade-empresa:estudo de caso do CenTev/UFV. *XV Congresso de Gestão de Tecnologia Latino-Iberoamericano – ALTEC.*

Table 2.Potential Clients of The Technology Park of Viçosa (tecnoPARQ).

Clients	Main focus of interest
Technology intensive companies	National and international technology-based companies (start up, spin-off and micro, small, medium and large companies)
Universities and Research Centers	Promoteinteractionbetweencompanies, developing new technologies, technologytransfer, creationof new businesses. Structuring research centers and technological development of global excellence, working at the frontier of knowledge with extensive national and international cooperation, in direct relationship with the company.
Financial agentes	Prospecting investments for technology-based companies with high potential and fast economic growth and financial returns.
Strategic partners	Technological Networking - Networking and technological cooperation nationwide and international.
Municipal, state and federal government	Political, financial and institutional support activities.

4.2 PROSPECTING PHASE

The term prospect in the literature is always portrayed as 'technological forecasting',being defined as a way to access and consolidation of new markets, and has been used as an important tool in strategic planning for medium and long term.Technology forecasting integrates the portfolio of project management of large enterprises and government.Know and monitor the progress of science and its results in terms of investments and economic and social impacts, as well as be able to anticipate these advances is something important in terms of strategic planning and market occupancy.

The term refers to technological prospecting activities centered on technological changes, changes in functional capacity or time. the meaning of an innovation, aiming to incorporate information technology or conditions that affect their contribution to the goals established[10].Technological forecasting appointed as the term to anticipate and understand potential, evolution, characteristics and effects of technological changes, particularly invention, innovation, adoption and use.The Plan for Attracting Enterprises of thetecnoPARQ (PAEtec)prospecting is related to prospecting for potential customers, especially technology-based companies, strategic partners and interaction among company and university.For this it is necessary to identify companies, associations, institutions, universities and other organizations that have potential to settle in tecnoPARQ.Thisprospectinginvolves lifting, characterizationandprioritizationoforganizations. The prioritization is based on pre-defined aspects and indicators that are related to the strategic objectives of tecnoPARQ.Prospecting Phase has a strong influence of the processes of competitive intelligence to monitor offering and marketing, business and technological demands, legislation, regulatory environment, competition, trends, niche markets, among other topics, revealing itself as an important organizational strategy.Actions as business meetings with entrepreneurs (fairs, business meetings innovation), participation and promotion of events, prospecting of national and international partners with consequent formalization of cooperation, networking, institutional dissemination, meetings agreements between companies and UFV researchers and their results are strategic for the prospecting process of new ventures for tecnoPARQ.In synthesis prospecting phase

[10]Franco, R. R. (2009). *O mapeamento tecnológico e a gestão de tecnologia no CNPDIA – EMBRAPA.* São Paulo: Universidade de São Carlos. São Paulo.

is characterized by two types of environment: internal and external.The external environment prospecting comes from participation in business meetingsevents, public presentations of companies, government agencies and representation of business classes institutions.This contact with primary sources, as well as being important in the approximation process, is an important source of prospecting.
The domestic environment prospecting is more relevant at this stage because it is on-site visit.Companies and institutions have the opportunity to meet the infrastructure, staff, developers and partnerstecnoPARQ. The business meetings of tecnoPARQ, in which they participate entrepreneurs, investors, regulators, suppliers, new customers and invited consultants, are also featured in this phase for attraction and retention of businesses.

4.3 APPROACH PHASE

Potential customers prioritized come in the approximation process, which involves the initial contact and scheduling meetings and visits. Potential customers in the approximation process are constantly monitored and are qualified in accordance with the advancement of the process: customers in the process of establishment of "contractual relationship", organizations in negotiation process, organizations "charts" or "abandoned". Organizations that are establishing agreement either to become a resident company in tecnoPARQ or partner with the institution, proceed to the next stage, the Consolidation Phase.
Another important event at this stage is the CenTev Innovation Link, gathering of Innovation CenTev, which is an area where companies can get ideas and research projects outside their centers of R, D & I to deliver value and competitive advantage to its brand, products and services.Also, it is a space for researchers to offer their technologies and convert their knowledge in business models. These meetings encourage the implementation of methodologies capable of inducing innovation in enterprises, the productive chain and technology transfer, as important to the development and/or improvement of products and processes to be available in the market.

4.4 CONSOLIDATION PHASE

At this stage the contract is effected institutional partnership, or installation tecnoPARQ. The Consolidation Phase is characterized by a cooperative and permanent labor for installation and retention of companies and research centers in tecnoPARQ, formalizing partnerships for technology development, and technology transfer.
The services and benefits offered by resident companiestecnoPARQare strategic to keep setting these in innovation and interactive learning environment. For this it is important to highlight the innovation support, facilities and services offered such as:

- Knowledge (Interaction and technological cooperation with the UFV; Access to professionals and highly qualified researchers; Access to equipment, laboratories and instrumentation for research)
- Guidance for the management of the business
- Guidance for preparation of Business Plan
- Search edicts promotion
- Assistance in the preparation of projects (research, development and innovation)
- Training activities and training
- Consultancy and specific management technologies
- Networking technology and exchange of information with partners
- Support the administrative activities of the companies
- Advisors (legal, financial, marketing, communications, secretarial, accounting)
- Monitoring the performance of companies
- Guidance on intellectual property rights and legalization of the product
- Monitoring and competitive intelligence (Prospecting and technology management, Strategic approach to innovation, Spread of industrial culture technology)

5. RESULTS

Although tecnoPARQ is a new park, the PAEtec has already presented important results from its deployment, as the signing of 3 agreements of international cooperation; conducting 10 meetings in Innovation Link - 1 that resulted in cooperation contract between the company and UFV and partnership between companies.out visit to tecnoPARQ a little more than 30 companies interested in partnerships and residence in tecnoPARQ; 6 of which are companies with online submission

process to settle in tecnoPARQ, and 3 are already at the final evaluation stage; and 5 companies have already explained the intention of undertaking the submission of their installation processes in tecnoPARQ in 2014.

6. CONCLUSION

These results demonstrate that the work done by the PAEtec has enabled the technological based companies, partners and governments, recognize the importance and benefits of becoming resident companies tecnoPARQ.There is a need for public policy incentives for businesses and institutions setting up in innovation environments, especially those distant from large urban centers, such as the city of Viçosa.

The monitoring and control indicators routinely are of fundamental importance. Here are plotted the relationship between number of prospected companies, prioritized contacted, visited, consolidated, etc.Every attraction effort should be measured and confronted with the results, as this comparative feed a fundamental step in learning. In this step routine, you should check what improvements should be implemented in the attraction process during the planning phase.The control indicators such as the number of residents and formalized partnerships, shall recommend whether the attraction program is good or bad and what aspects should be prioritized for more significant improvements.Learning takes place before the beginning of the next cycle, i.e. before the planning phase.

It is noteworthy that during this process of attracting companies to tecnoPARQ, the strong interaction between companies and researchers at UFV was very important to strengthen the knowledge frontier, allowing the generation of new possibilities yet unknown by the market.And this importance was clearly noticed by the UFV governance. What encouraged further this interaction.

The first evaluation shows that PAETEC is fundamental and strategic. Of course, some points should be reviewed and improved in order to attract more companies. The outlook for the year 2014 is the setting of another 10 companies resident in tecnoPARQ and it is essential to intensify prospecting activities and attraction.

ACKNOWLEDGMENT

We thank the Foundation for Research Support of the State of Minas Gerais (FAPEMIG) and the Department of Science, Technology and Higher Education of the State of Minas Gerais (Sectes) for their support and investment with tecnoPARQ, its activities and projects, as well as the development this work.