

# WORKTECH™ 15 São Paulo

work • workplace • technology • innovation

## New WORLD of WORK CONFERENCE

Thursday 7 May 2015

The Dow Chemical Company  
Diamond Tower, Rochavera, São Paulo

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### THEME: TRANSFORMING OUR FUTURE WORKPLACES

WORKTECH 15 Sao Paulo is a forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation. WORKTECH 15 Sao Paulo will attract some of the biggest and brightest names to debate, discuss and divulge the latest thinking on the Future of Work and the Workplace.

Join over 150 senior professionals from real estate, facilities, technology, executive management, architecture, design and professional advisors to further knowledge and share expertise.

### KEYNOTE SPEAKERS INCLUDE



**Amalia Franke**  
Facilities Manager Regional America Latina,  
Google



From San Francisco



**Primo Orpilla**  
Founder  
O + A



**Alexandre Teixeira**  
Journalist and Author



From Sydney



**James Grose**  
National Director,  
BVN Donovan Hill



Donovan Hill



**Marcel Fukayama**  
CEO, CDI Global  
Social Entrepreneur



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### Milena Morales

Milena will present WISE – part of a larger strategy and design philosophy developed by Dow in Brazil that was shifted globally to the company. The collaboration and virtualization of the workspace are key ways to accelerate innovation and improve the top line, while also optimizing costs, helping our businesses with their bottom line. Also, WISE covered what Dow stands for: transparency, efficiency, people, and productivity.



### Primo Orpilla

One of the world's most innovative designers, from San Francisco where he created some of the most cutting edge workplaces work for Microsoft, Evernote,

Facebook, AOL, Yelp, Levi Strauss and many others will discuss the new definition of "well-designed". Now more than ever, a well designed environment is an essential tool for attracting and retaining talent and for helping talent achieve its potential. But the definition of 'well designed' is changing. The more we learn about how people innovate and work, the more we realize that ideal workplaces must be natural, versatile and adaptable to every need.



### Jorge Lima

Leading today's new workforce requires maturity and knowledge. Recruiting and retaining the right people is a challenge for many organisations but one

that Semco has famously done well. With their lab for experimenting on how to build working lives characterized by exhilaration and fulfillment, they constantly upend the status quo: no organizational chart, no fixed offices or working hours, no fixed CEO, no HR department, no five-year plan, no job descriptions and an endless array of clever practices and initiatives to increase autonomy and participation at every level.



### Maurício Arruda

The workspace project should be able to build a space relationship with your user and at the same time, enhance the corporate identity. This requires rethinking the projecting act by developing a design methodology for making the three-dimensional realization of the attributes of the corporate brand.



### Fábio Mota



### Edson Oliveira

People are the most valuable asset. The transformation of the economy for organizations that are open, flatter and faster (and the arrival of

Milleniums) creates a dependence on information. Companies are more agile and productive, to quickly find and redirect new growth. Better interact with customers, create a workforce more productive and responsive, and ultimately be more transparent and innovative, are the main trend to modify the business.



### Adriano Sartori



### Douglas Munro



### Hilton Rejman



### Carlindo Macedo



### Claudio Tavares de Alencar



## 09:00 OPENING REMARKS

**09:05 Welcome to The Dow and WISE – Workplace Integration and Sustainable Environment**

**GLOBAL TRENDS IN WORKPLACE – LEARNING FROM THE INNOVATORS**  
Leading thinkers share their ideas for innovative, motivating and creative workplaces

**09:15 What are Technology firms doing in Silicon Valley**

*Primo Orpilla, Founder O+A*

**10:00 The Case for Place: Award winning International Case Study for ASB Bank in Auckland**

*James Grose, National Director, BVN Donovan Hill*

**10:45 Panel Debate: What can Brazil learn from the world's leading thinkers in Workplace**

## 11:10 COFFEE

### TRANSFORMING THE FUTURE OF WORK

What work will look like in 2030... what makes a successful workplace... space, people, structure

**11:35 People management in the world of high technology & innovation**

*Jorge Lima, Partner, Semco Partners*

**12:05 Change from the inside**

*Alexandre Teixeira, journalist and author*

**12:30 How changing structures change peoples attitudes**

*Alexandre Pellaes, Organizational Transformer and Agent for Change*

**12:55 The Transformers - Steps to change – Panel Debate**

- *Eduardo Migliano, Co-Founder 99jobs*
- *Cláudio Emanuel de Menezes, Sócio-Fundador e Presidente da Disoft Solutions*
- *Alexandre Teixeira, journalist and author*

## 13:15 LUNCH

### MOTIVATING CREATIVITY AND INNOVATION

How workplaces will increasingly need to be to motivate, interact with and engage its people.

**14:05 3D Branding - the design space and its contribution to the construction of the corporate brand**

- *Maurício Arruda, Founding partner and Creative Director*
- *Fábio Mota, Founding partner and Executive Director*

**14:25 A New Way to Work**

*Edson Oliveira, Social Business and Collaboration Leader, IBM*

**14:40 Google's vision for a healthy, happy & high performing workplace**

*Amalia Franke, Regional Facilities Manager Latin America, Google*

**15:10 Panel Debate - What companies can learn from the TMT sector...**

- *Amalia Franke, Regional Facilities Manager Latin America, Google*
- *Fabio Roszczewski, Head of Real Estate LATAM at Ericsson*
- *Edson Oliveira, Social Business and Collaboration Leader, IBM*
- *Luiz Campos, Gensler, workplace designer for FB, Twitter, Apple, Google...*

## 15:35 COFFEE

### PLACE AND DOING THE RIGHT THING

**16:00 Sustainable Real Estate**

- *Rafael Lazzarini P&D Manager – Sustainability at CTE*
- *Marly Vicente Pereira – Projects Coordinator Triple A, Camargo Corrêa*
- *Cristian G. Baptista – Leasing Manager, CBRE*

**16:30 CoreNet Leaders Debate: Innovative strategies for a challenging scenario: How the market leaders are becoming ready to face the moment of uncertainty and low growth**

- *Adriano Sartori – Vice-President, CBRE*
- *Douglas Munro, Managing Director of Hines Brasil*
- *Hilton Rejman, Diretor at Cyrela Commercial Properties*
- *Claudio Tavares de Alencar, professor and researcher, Politécnica USP*
- *Carlindo Macedo, Portfolio, Workplace & Estates Management, HSBC*

**16:55 Conscious Innovation**

*Marcel Fukayama, CEO CDI Global and social entrepreneur change maker*

## 17:25 CLOSING REMARKS



### James Grose

Australia is now one of the most prolific markets for award winning workplace innovation. It's leading architect, James Grose, CEO of BVN, internationally acclaimed architecture practice will showcase the latest thinking for innovative, motivating and creative workspaces including ASB Bank in New Zealand.



Donovan Hill



### Alexandre Teixeira

Alexandre will talk about the transformation of working environments. He will discuss how individual employees can be agents of change.



### Alexandre Pellaes

In the future workplace, everyone is a leader. Work will thrive in teams, not dictators because young employees don't think too highly of hierarchy or ranking rules. They believe that anyone can be an "intrapreneur" and can have influence and control through their work.



### Eduardo Migliano

99jobs.com

DISOFT



### Cláudio Emanuel de Menezes



Google

Google

With about a billion search requests processed per day, Google's bid to 'organise the world's information and make it universally accessible and useful' is ever-becoming a reality. But what is just as remarkable as the bold business ambition is the expectations on what Google demands of its workspaces. Amalia shares the thinking behind one of the world's most enviable workplaces.



### Amalia Franke

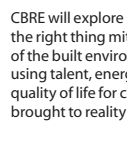
Google

ERICSSON



### Fabio Roszczewski

Many companies in the TMT (Technology, Media, Telecoms) sector are quickly rising from start-up to global household brands developing innovations that shape the way we live and work. As a result, much attention has been given to the approach the sector has taken to the workplace. This panel debate explores the latest thinking on workplace within the TMT sectors.



CBRE will explore how a policy to do the right thing mitigates: the impact of the built environment on climate change; and using talent, energy and resources to improve quality of life for communities, employees lives is brought to reality in Sao Paulo.

CBRE



### Marcel Fukayama

Doing the right thing is central not a sideline for business. In the Future Companies will increasingly need to act with a conscience. Employees will demand it.

A movement for good will be great for business. Moving away from metrics for metrics' sake and 'best practices' towards a more innovative, bigger-picture model of social entrepreneurship.

