

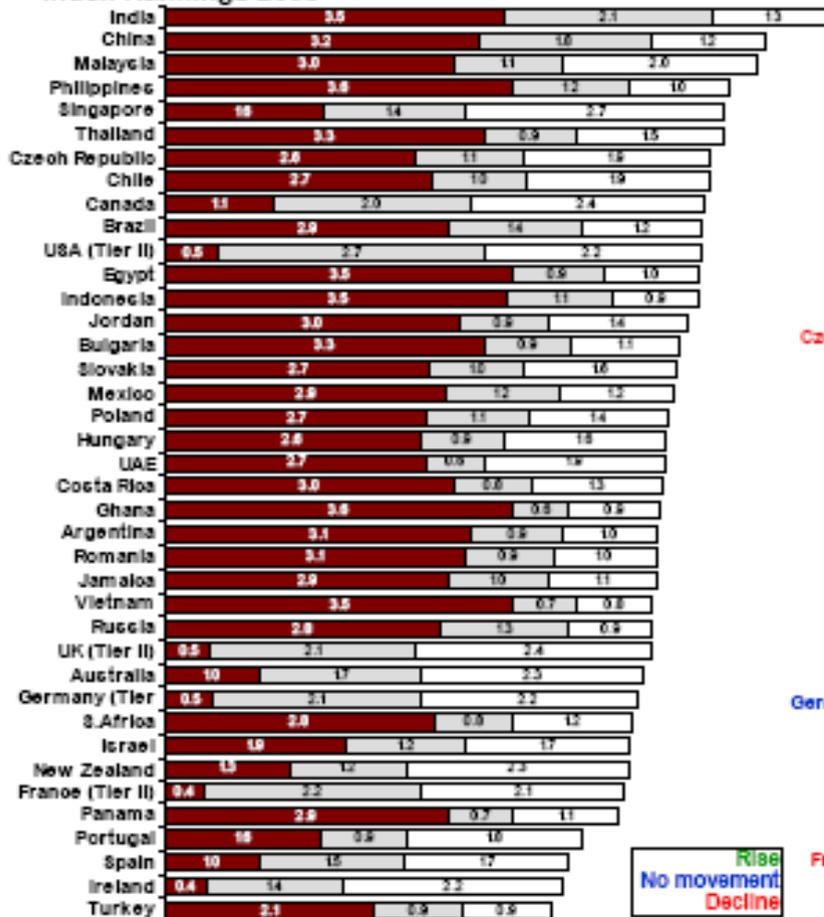




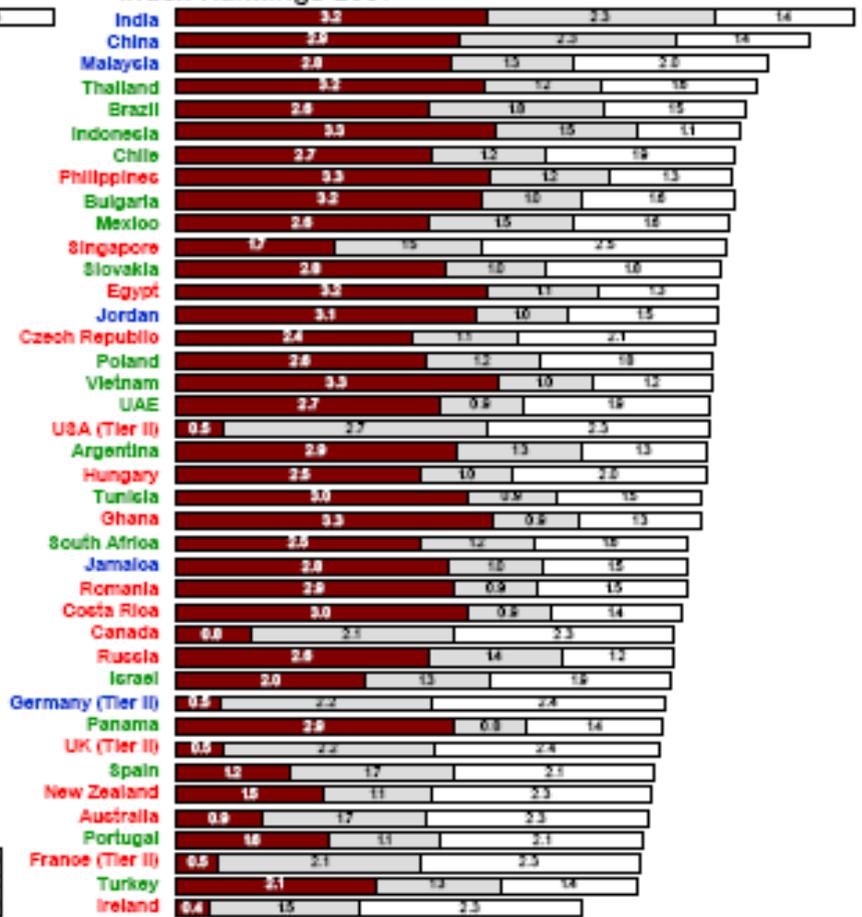
**Imagino que outros já
tenham mostrado o
panorama internacional...
Mas pode ser interessante
olhar dados recentes**

Comparison of Global Services Location Index rankings for 40 countries covered in both 2005 and 2007

Index Rankings 2005



Index Rankings 2007



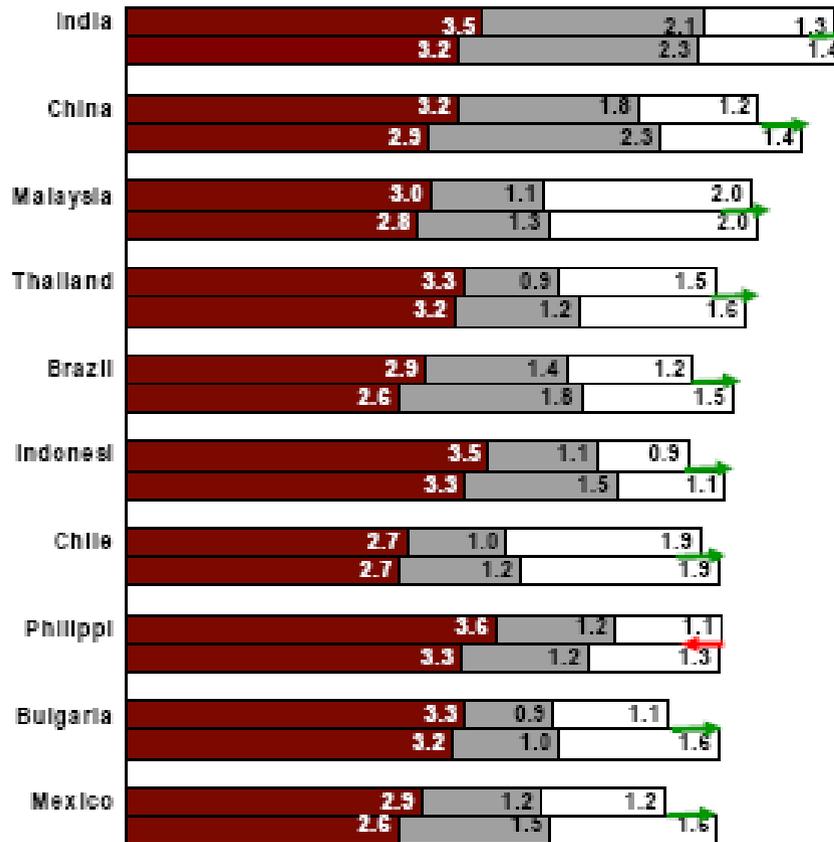
Rise
No movement
Decline

Source: A.T. Kearney Global Services Location Index 2005 and 2007

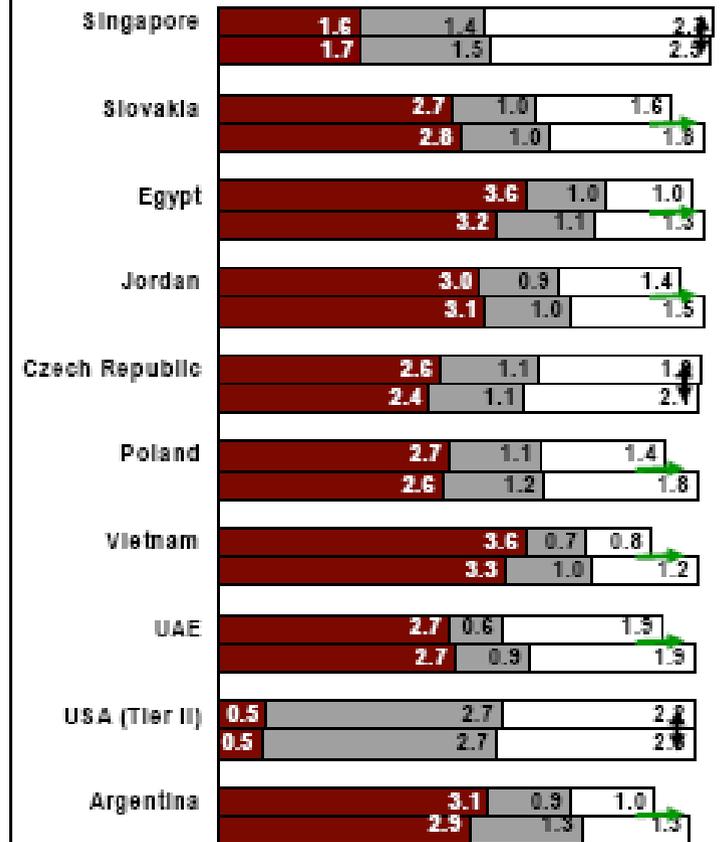
Country score **Financial** **People** **Environment**

Comparison of Global Services Location Index scores for 40 countries covered in both 2005 and 2007 (1 of 2)

2007 Ranks 1-10



2007 Ranks 11-20

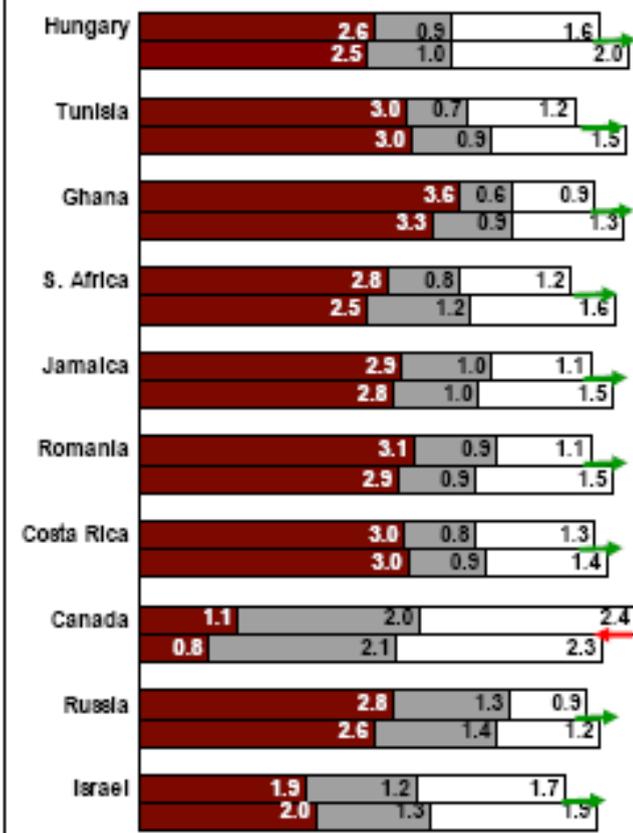


Country scores: **Financial** **People** **Environment** 2005
Financial **People** **Environment** 2007

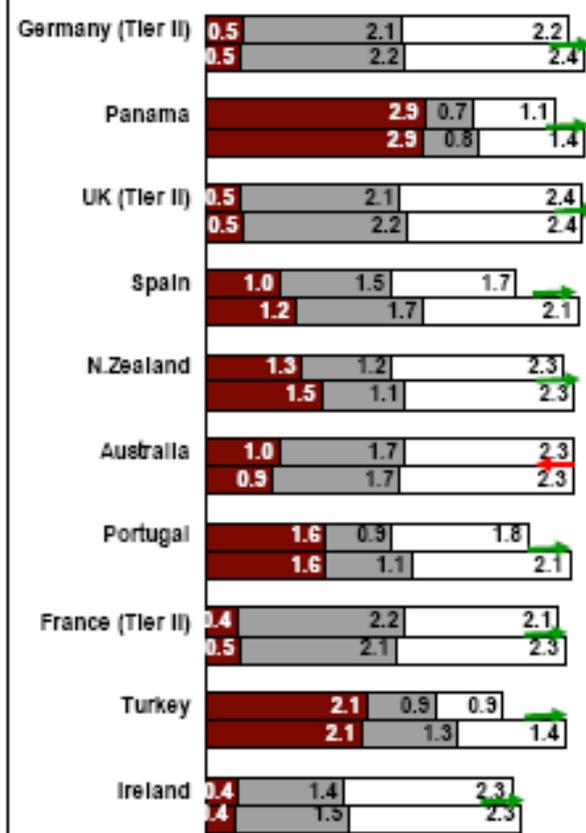
Score: → Improved ← Declined ↕ Stayed Same

Comparison of Global Services Location Index scores for 40 countries covered in both 2005 and 2007 (2 of 2)

2007 Ranks 21-30



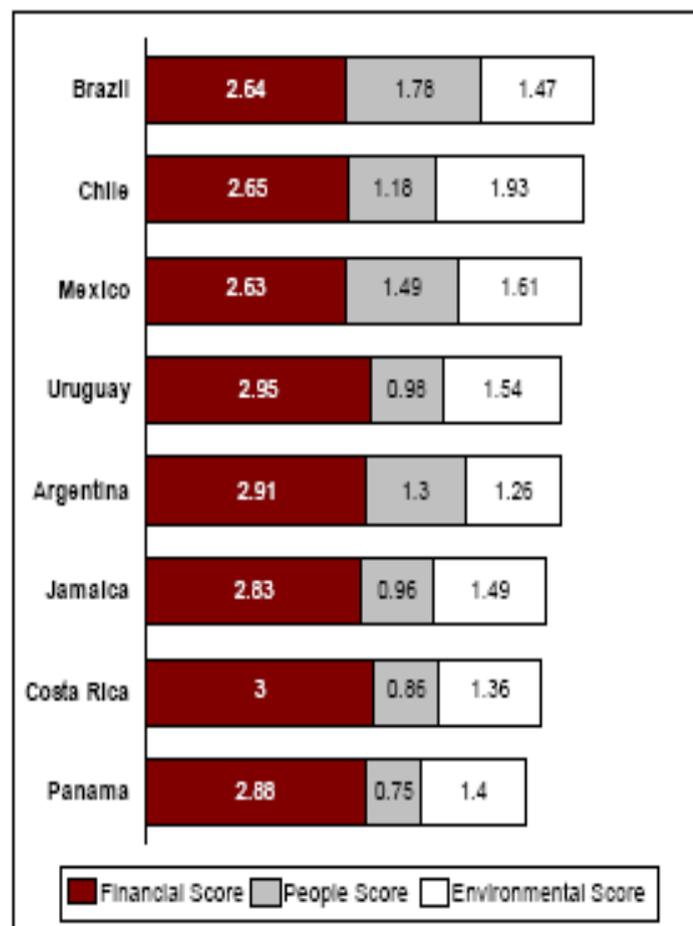
2007 Ranks 31-40



Country scores: **Financial** **People** **Environment** 2005
Financial **People** **Environment** 2007

Score: → Improved ← Declined ↕ Stayed Same

Latin America & the Caribbean



Recomendo olhar um relatório da AT Kearney intitulado: *Destination Latin America: a Near-Shore Alternative*

- Latin America has arrived front and center as a desirable off-shore destination, a niche that India is most commonly thought to occupy. As a “near-shore” destination, Latin America offers significant value and resources when compared to Asia, especially for U.S.-based companies attracted to the region’s cost advantages, cultural affinity and abundant resources. In fact, Latin America has what many U.S. and some European companies want: low-cost Spanish-language capability and growing, relatively low-cost, skilled bilingual workforce. In addition, Latin America time zones and cultures are closely aligned with those of the United States

Muito bem!
Somos (ou parecemos)
razoavelmente atrativos...
O que fazer?

- Gargalo de RH
- Gargalo da carga tributária
- Necessidade de uma política da qualidade

NORMAS E GUIAS

NORMAS

GOVERNO

ACREDITAÇÃO

CERTIFICAÇÃO

MERCADO

CONFIANÇA

MDIC STI



Que normas o mercado demanda?

- Primeira questão: será que é mesmo só isso, ou existem normas induzidas por políticas públicas?
- Como o poder de compra se organiza para ter normas comuns que beneficiem a todos?
- Qual o papel dos organismos normalizadores?
- Certificação de software, de empresas de software e de pessoal de software
- Avaliação da conformidade de serviços



Tendências no mundo da normalização

- Importância das normas internacionais como instrumento de globalização do comércio
- Normas de consórcio de produtores
- Normas de consórcio de compradores
- Setores com alta concentração levam a normas usadas como instrumento de concentração



Dificuldades da normalização internacional





NT x PI

If, in exceptional situations, technical reasons justify such a step, there is no objection in principle to preparing an International Standard in terms which include the use of items covered by patent rights – defined as patents, utility models and other statutory rights based on inventions, including any published applications for any of the foregoing – even if the terms of the standard are such that there are no alternative means of compliance

ISO/IEC Directives — Part 1: Procedures, 2004

Novas orientações ISO/IEC/ITU

Guidelines for Implementation of the Common Patent Policy for ITU-T/ITU-R/ISO/IEC

(1 March 2007)

Part I – Common guidelines.....	2
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2 Explanation of terms.....	2
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4 Patent Statement and Licensing Declaration Form.....	4
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Brazil suggests...

- **An accurate analysis, by ISO/IEC, of current concrete situation, mainly in certain sectors/areas considered more vulnerable**
- **Report by ISO/IEC to WTO/TBTC**
- **Consideration, by ISO/IEC, of possible solutions keeping in mind the appropriate use of international standards as a basis for WTO members technical regulations - future guidance**
- **Cooperation, on this issue, between ISO/IEC and WIPO**
- **Cooperative work in order to reach more objective understanding of “reasonable and non discriminatory” – RAND – approaches to be used by standardizing bodies**

A photograph of a young child with a joyful expression, smiling broadly with their mouth open, showing their teeth. Their hands are raised in the air, palms facing forward, in a gesture of excitement or approval. The background is a soft, out-of-focus green and yellow.

Brazil expects...

- Governments to strongly support international standardizing systems through domestic standardizing and technical regulation policies
- An effective effort towards convergence related to terms and definitions (not only between TBT and ISO Guides and Standards, but also among WTO Agreements, such as SPS and GATS)
- An increased use of a tech blocks philosophy, based on international standards, that may be used in several technological applications (such as MPEG, from JTC1, that can be used in different DTV systems)

Há quase 3 anos atrás...

Montamos, com MCT e INMETRO, uma extensa discussão em cima de normas de processo e produto, MPS Br., CMMi, possível transformação do MPS br. em norma nacional (ABNT)...



O que fazer?

- Continuar internalizando as normas internacionais pertinentes
- Reforçar a nossa participação no JTC1 e demais fóruns relevantes (inclusive setoriais)
- Exemplo da TVD
- Reforçar capacitação para atender demandas de mercados externos (apoio a preparação para CMMi)



O que fazer? (2)

- Espelho parcial do JTC1 na ABNT
- Identificação onde certificação agrega valor no plano nacional
 - Valor dado pelo mercado
 - Compras governamentais
 - Valor intangível da certificação
 - Processo <> gestão <> organização



O que fazer? (3)

- Espaço/interesse para intervenção regulatória? Exemplo GINGA
- Valor de uma certificação de processo nacional: avaliação de mercado
- Entidades certificadoras? Base normativa do Brasil
- Valor da acreditação (para certificação de quê? Em cima de que norma?)
- Montagem de programas de certificação. Que normas? Papel dos modelos? RTA???



Conclusão...

- Há que montar uma política visando o desenvolvimento da normalização e certificação de software no Brasil
- Alinhamento com regras internacionais e do CONMETRO
- Foco na competitividade e nos mercados
- Capacitação para atender a exigências dos mercados
- Maior presença na normalização internacional e “estrangeira”
- Uso adequado de poderes de compra como indutores

MDIC + MCT

INMETRO + ABN

**Empresas
Associações
Entidades T**



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Obrigado
Thank you

Trusting in
automatic
translation

F I M

