



Treetech Sistemas Digitais Ltda
Praça Claudino Alves 141
12940-800 Atibaia – SP Brasil
tel +55 11 4413 5787
comercial@treetech.com.br
www.treetech.com.br

Treetech receives 2010 Innovation Award from FINEP

Winner in the Midsize Business Innovation category, Treetech has received this prize during the awards ceremony for the Southeast winners of the 2010 FINEP Innovation Award.

On November 22, Treetech received the regional prize - Southeast of the 2010 FINEP Innovation Award, in the Midsize Business category, in an event at the Carapina Fairgrounds (Knowledge Pyramid), in the city of Vitória (ES). The only company in Brazil that specializes in online management of electric asset substations, Treetech competed for this award against fourteen other companies, presenting its technological leadership strategy for a structured innovation process.

This Award, by FINEP – Financiadora de Estudos e Projetos (project and study financing entity), is open to all institutions that have innovation as a relevant element in their activity strategies. Three hundred and seven companies joined the regional competition in 2010. The categories were Micro Enterprise/Small Business; Midsize Business; Science and Technology Institutions (ICT); Social Technology; Innovative Inventor; and Innovation Management. The purpose of the award is to recognize and publish innovative efforts by companies, scientific and technology institutions, and Brazilian inventors, whose inventions have been developed in Brazil and are being already applied in Brazil or abroad.



“For Treetech, receiving this prize proves that the Company's guidelines are correct, and it is accomplishing its mission to promote an increase in the reliability of the electrical system and efficiency of electric power generation, transmission and distribution; all this contributes for strengthening Brazil's infrastructure,” says Treetech's commercial manager, Gilberto Amorim. While competing for the prize, Treetech's philosophy was analyzed by judging panels, formed by specialists, representatives of institutions and innovative companies, and also FINEP representatives, whose assessment followed four criteria:

- Quantitative data of the last three years, considering: revenue and its yearly growth, percentage of revenue spent with innovation; qualified human resources hired; operational margin and its growth; resources spent in new equipments purchased for the innovation;
- How the innovation management is achieved in the company's production systems;
- Systemic and organized effort by the company to seek, develop, evaluate and introduce in the market new products, processes and/or services;
- Partnerships with entities for innovation development (universities, research centers, etc.);



From the hands of Lucas Izoton (president of the state of Espírito Santo Industrial Federation, Treetech's Communication and Marketing Coordinator, Lucas Fritoli, received the award.

For winning the regional phase of the contest, Treetech will receive from FINEP up to 1,000,000,00 (Economic Subvention Program) in funding to be used in developing projects in the Science, Technology and Innovation areas, and will compete for the national FINEP award on November 29, in Brasília.

