EMBRAER AIMS TO GET ITS NOSE IN FRONT WITH TECHNOLOGY PUSH

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The Brazilian plane maker Embraer is looking to technology with a decision to form innovation teams in Silicon Valley and in Boston, in the United States.

The company said technologies such as artificial intelligence, robotics, virtual reality and autonomous vehicles would be the focus of a programme aimed at "transforming global air transportation".

The objective is to explore business opportunities in the future of air transport, with the collaboration of start-ups, investors, academics and corporations, the maker of passenger and business jets said.

The new team will seek partnerships that enable new business models and technologies, Embraer said. Operations will begin this month.

The company is also setting up a global business centre in Melbourne, Florida.

"A major transformation is unfolding worldwide, and it has been accelerated by the evolution of

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artificial intelligence, robotics, virtual reality, and autonomous vehicles, immensely contributing to millions of people’s lives," said Antonio Campello, who is currently the the director of corporate innovation and who will lead the initiative. "This is yet another step that Embraer takes as a key player in transforming global air transportation," he said.

Annually, Embraer invests nearly 10 per cent of its revenues in research, development, innovation and upgrading its industrial facilities, it said. Almost half of the company’s income today comes from innovations or significant improvements implemented over the past five years.

"We want to integrate with the Silicon Valley and Boston communities, and create value for transporting people and cargo through the world’s largest innovative ecosystems," said Paulo Cesar Silva, the president and chief executive of Embraer.

"We also remain attentive to other important poles of technological and innovation development, and to attractive new business models throughout the world, which bring value to the company.."

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