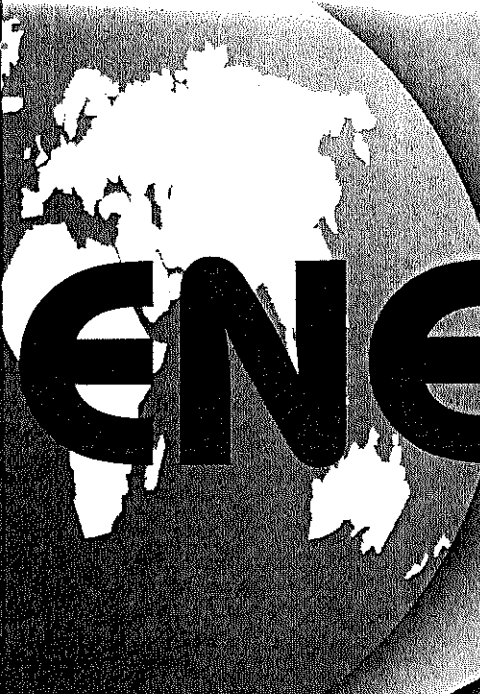




ENEGER

2001

Anais de Resumos

Editado por
José Luis Duarte Ribeiro
Lia Buarque de Macedo Guimarães
Celso Fritsch

Publicado por

 **ABEPRO**
Associação Brasileira de Engenharia de Produção

Tem 10 resumos

XXI Encontro Nacional de Engenharia de Produção ENEGEP 2001

Anais de Resumos

PUBLICADO POR

ABEPRO - Associação Brasileira de Engenharia de Produção

EDITORES

José Luis Duarte Ribeiro
Lia Buarque de Macedo Guimarães
Celso Fritsch

PRODUÇÃO GRÁFICA

Lia Buarque de Macedo Guimarães
Raimundo Lopes Diniz
Celso Fritsch

Salvador, BA, Brasil, 17 a 19 de outubro de 2001

Organização



Apoio



Catalogação-na-Publicação. UFRGS. Escola de Engenharia. Biblioteca
E56a

Encontro Nacional de Engenharia de Produção
(21: 2001: Salvador, BA)

Anais de Resumos/ XXI Encontro Nacional de Engenharia de
Produção; editores: José Luis Duarte Ribeiro, Lia Buarque de Macedo
Guimarães e Celso Fritsch; produção gráfica: Lia Buarque de Macedo
Guimarães, Raimundo Lopes Diniz e Celso Fritsch. - Porto Alegre:
ABEPRO, 2001.

ISBN

1. Engenharia de Produção - Evento. I. ENEGEP. II. Ribeiro,
José Luis Duarte. III. Guimarães, Lia Buarque de Macedo. IV. Fritsch,
Celso. V. Diniz, Raimundo Lopes. VI. Título

CDU-658.5(063)



force. Therefore, it is important to assess the quality of the proposed training and its efficacy on the enterprise productivity.

Agregar valor ao couro bovino: uma estratégia para exportar bem Oduvaldo Vendrameto, Mario Bimbatti, *UNIP*

Economic growing countries have been participated in the international market, normally as suppliers of raw materials and commodities. And this fact also occurs with cattle's leather. The analysis of the Meat / Leather / Shoes' production chain, shows a complete lack of integration among the several sectors involved, producing high value losses, mainly in the leather industry products. Cattle's skin is a sub product of frigorific process, and after tanning process, becomes the leather, a basic material for the shoe's production, and correlated products Brazilian's leather international sales, had been occurred mainly with the raw material primary stages, like salted leather, or like the semi processed leather known as Wet Blue. This procedure, brings three main disadvantages: 1. Increase in the Brazilian leather home market prices. 2. Turns more and more strong, Brazilian international competitors, supplying them with low costs leather (mainly the wet blue), that after processing is transformed in high quality and price leather, used in the production of high value aggregated products. 3. Is left to Brazilian Industry, all production troubles. This paper shows, discuss, and suggests simple actions, as a Strategy to improve the leather's quality, position, and profitability regarding exportation.

Competitividade e cooperação universidade-empresa no polo tecnológico de são carlos Sérgio Perussi Filho, Alfredo Colenci Júnior, *EESC/USP*

This article presents a research accomplished in eleven small-sized industrial enterprises located in the Technopolis of São Carlos, with the aim to obtain the perception of the entrepreneurs about the contribution of the cooperation university-enterprise to the competitiveness of their enterprises. It presents a conceptual vision of the theme, followed by the methodology, presentation and analysis of the results and conclusion. The results showed the majority of the entrepreneurs have problems to understand the concept of competitiveness and that they are facing many problems to better manage the process to gain competitive advantage. They claim the process of cooperation university-enterprise suffer from lack of good management by the universities and others Technopolis' agents.

Conexões da estratégia de produção: a proposição de um modelo Carlos Honorato Schuch Dos Santos, Carlos Candido da Silva Cyrne, *UNIVATES*

The present article aims at presenting a new perspective to the strategy of production. Starting with a revision about the material available on the subject in order to identify which aspects have been approached by the authors, and based on this, examine its adequacy to the present. Two important aspects of the strategy of production have been identi-

SYSNO	232 0186
PROD	-002549
ACTIVO EESC	

13.12.12