In the dynamics of capitalist society, a constant reorganization of hegemonic actors occurs in order to obtain higher percentages of profitability with the consequence that territories are used in a new way. In the present time, it is possible to see the production of territories to generate innovation, which is here understood as the production of a novelty for the market. This phenomenon is not homogeneous in the world; it is located in towns and produces differentiations in these areas. The new territories in the cities are materialized by agglomerations called technology hubs (tecnopolos), technology parks, or even technology incubators. Their materiality is produced from actions taken by such synergetic actors, such as public authorities, companies and universities. This paper aims to show this process based on a case study in the city of Caxias do Sul, in the State of Rio Grande do Sul, a Brazilian municipality which is home to a powerful metal-mechanical hub. Hegemonic actors there are export industries, university, and also mid-sized businesses.

Keywords
Cities, Territories, Innovation, Competitiveness.