

OECD Open Innovation Business Symposium Copenhagen February 25th & 26th

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Innovation in the global economy (I)

Globalisation in the 21st century:

- Many new competitors on the market – e.g. from the BRIC's
- Shorter life-time cycle for products
- Significant and increasing investments in R&D
- R&D-centers are organized in global networks – both with internal and external partners
- Increasingly difficult to sustain a leading position in innovation



Innovation in the global economy (II)

The innovations challenges are:

- Increased focus on non-technological innovation – incl. using knowledge of user need in innovation (user-driven innovation)
- Finding the right employees with creative and innovative competences
- Finding the right partners for innovation (open innovation) – and establishing global networks for innovation





ØKONOMI- OG ERHVERVSMINISTERIET

The strategy for Denmark in the global economy

WORLD TOP LEVEL EDUCATION

STRONG AND INNOVATIVE RESEARCH

MORE HIGH-GROWTH START-UPS

RENEWAL AND INNOVATION

STRONG
COMPETITIVE POWER

STRONG
COHESION

From technological to non-technological innovation policies in a global context

Policies used to focus on technology-centred innovation...

- Technological support institutions (“GTS”)
- Competence, e.g. business-PhD programme
- High-tech-entrepreneurship
- Dissemination of knowledge from universities

...but from 2007 we include non-technological innovation

- Programme for user-driven innovation

...and global networks

- Innovation centers in Silicon Valley, Shanghai and Munich



Future challenges

What should **companies** focus on:

- Innovation is an important issue for top-level management
- Both technological and non-technological innovation (e.g. user driven innovation)
- Improving their global innovation outlook – both internally and externally

What will the Danish **government** focus on:

- Danish business-oriented innovation strategy in 2009 with focus on:
 - new types of innovation (i.e. open innovation)
 - IPR
- Contributing to the international innovation agenda in EU, OECD etc.



Thank you for your attention

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