



OPEN INNOVATION ON A GLOBAL SCALE: MAIN FINDINGS

Business Symposium
Copenhagen, February 25 2008

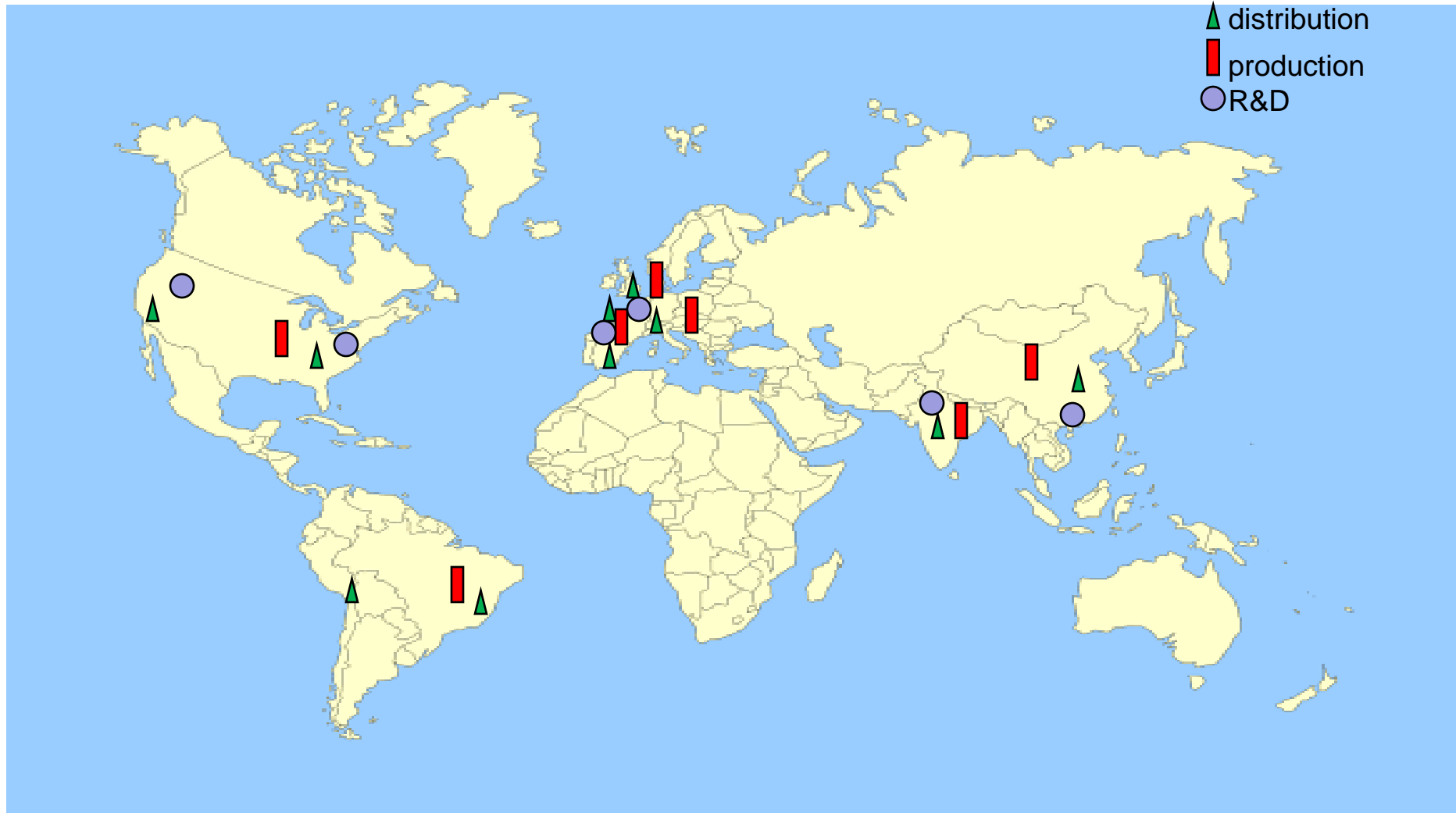
Koen De Backer
OECD

OECD PROJECT

‘GLOBALISATION AND OPEN INNOVATION’

- Started in 2006
- ‘Theoretical’ insights, ‘real world’ case studies, policy implications
- Two major trends in companies’ innovation strategies
 - Internationalisation of R&D
 - Openness in innovation

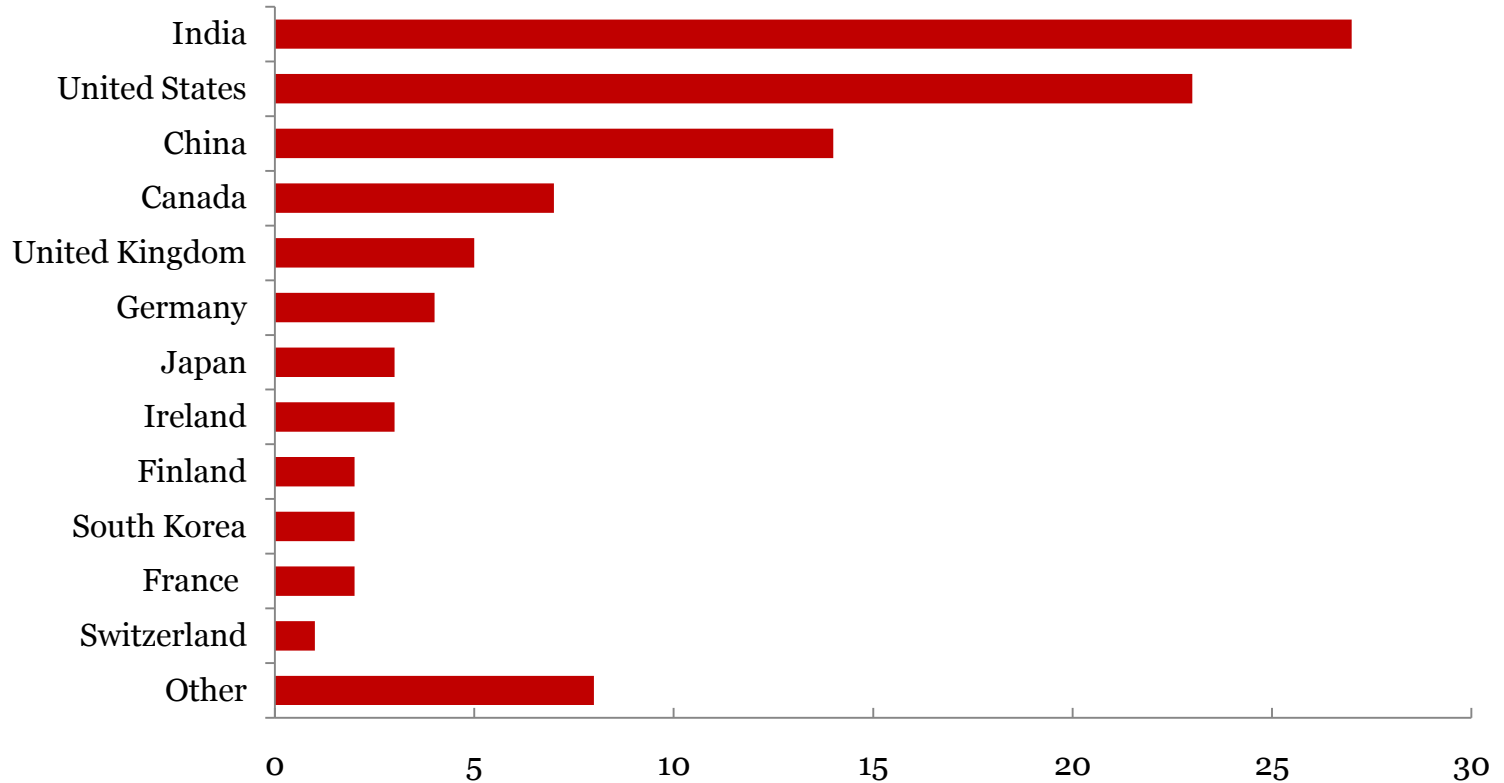
INTERNATIONALISATION OF R&D



R&D GOES OFFSHORE

Which of the following countries would you choose as being the best overall overseas location for R&D (please do not select your own country)?

(% respondents)

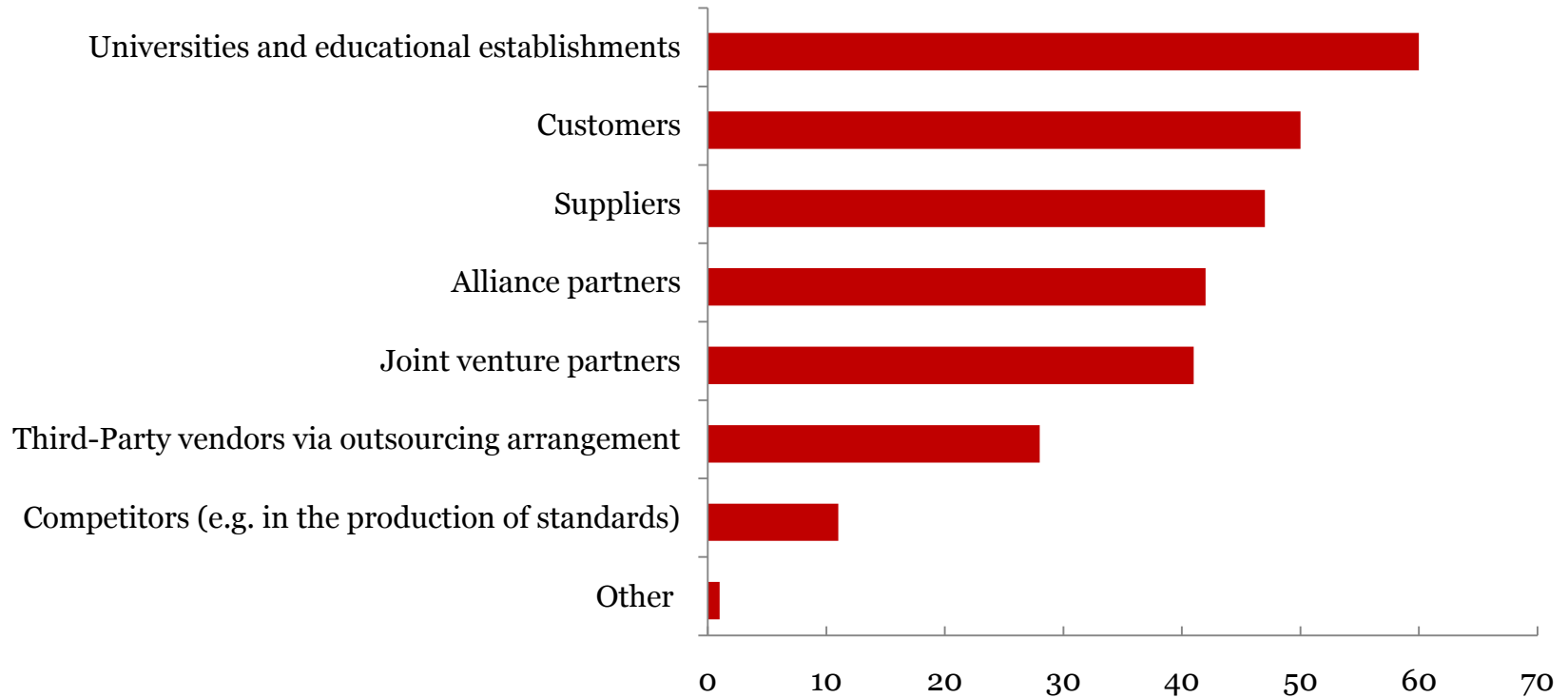


OPEN INNOVATION



OPEN INNOVATION

With which of the following external partners does your company collaborate in its R&D process?
(% respondents)



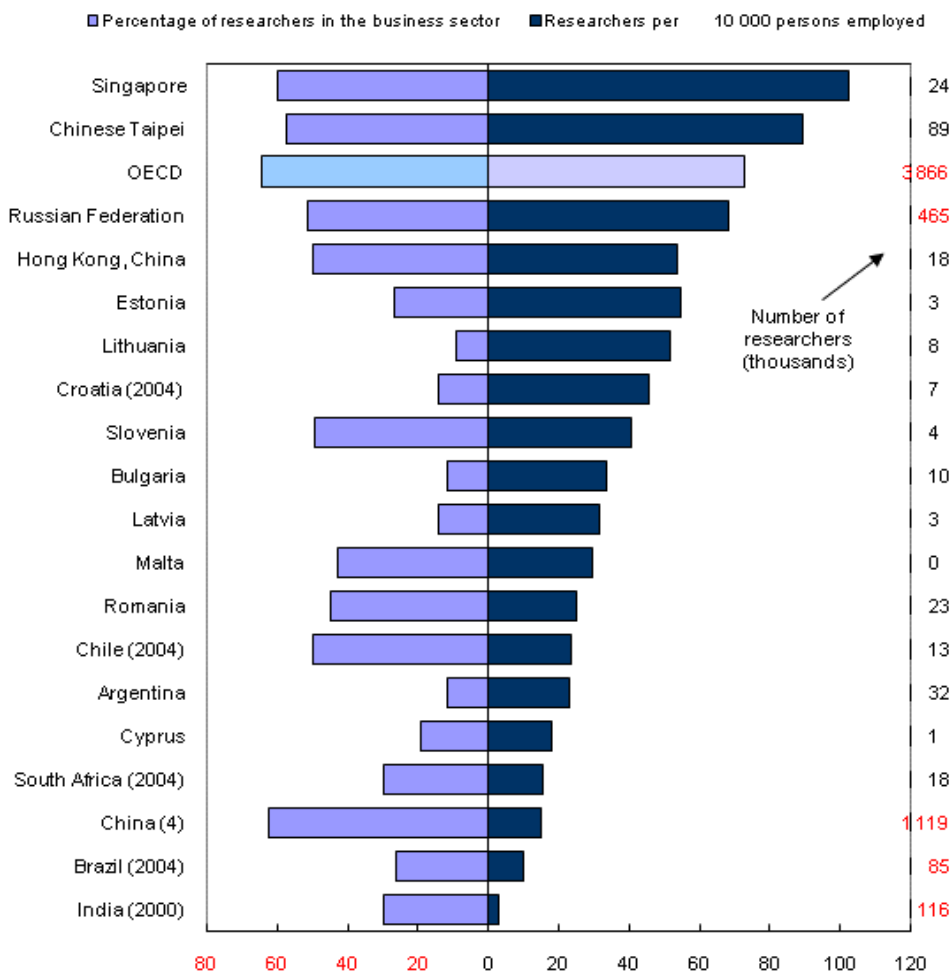
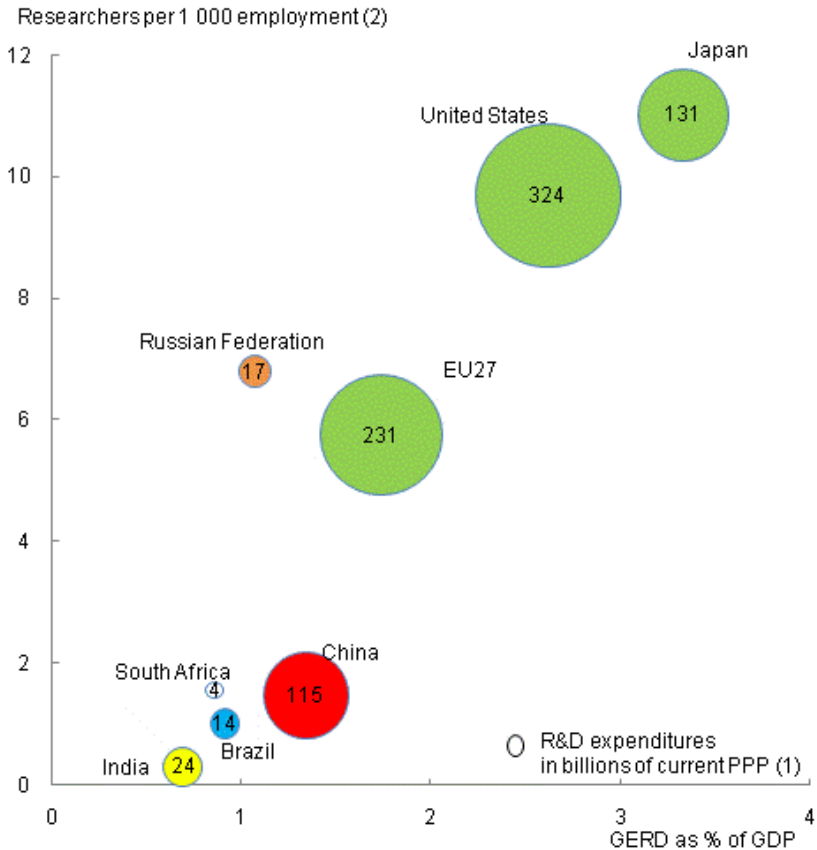
MATCHING OF GLOBAL DEMAND ...

- New customers
- Increasing customer needs
- Global and intense competition
- Shorter product life cycles

... AND OF GLOBAL SUPPLY OF INNOVATION

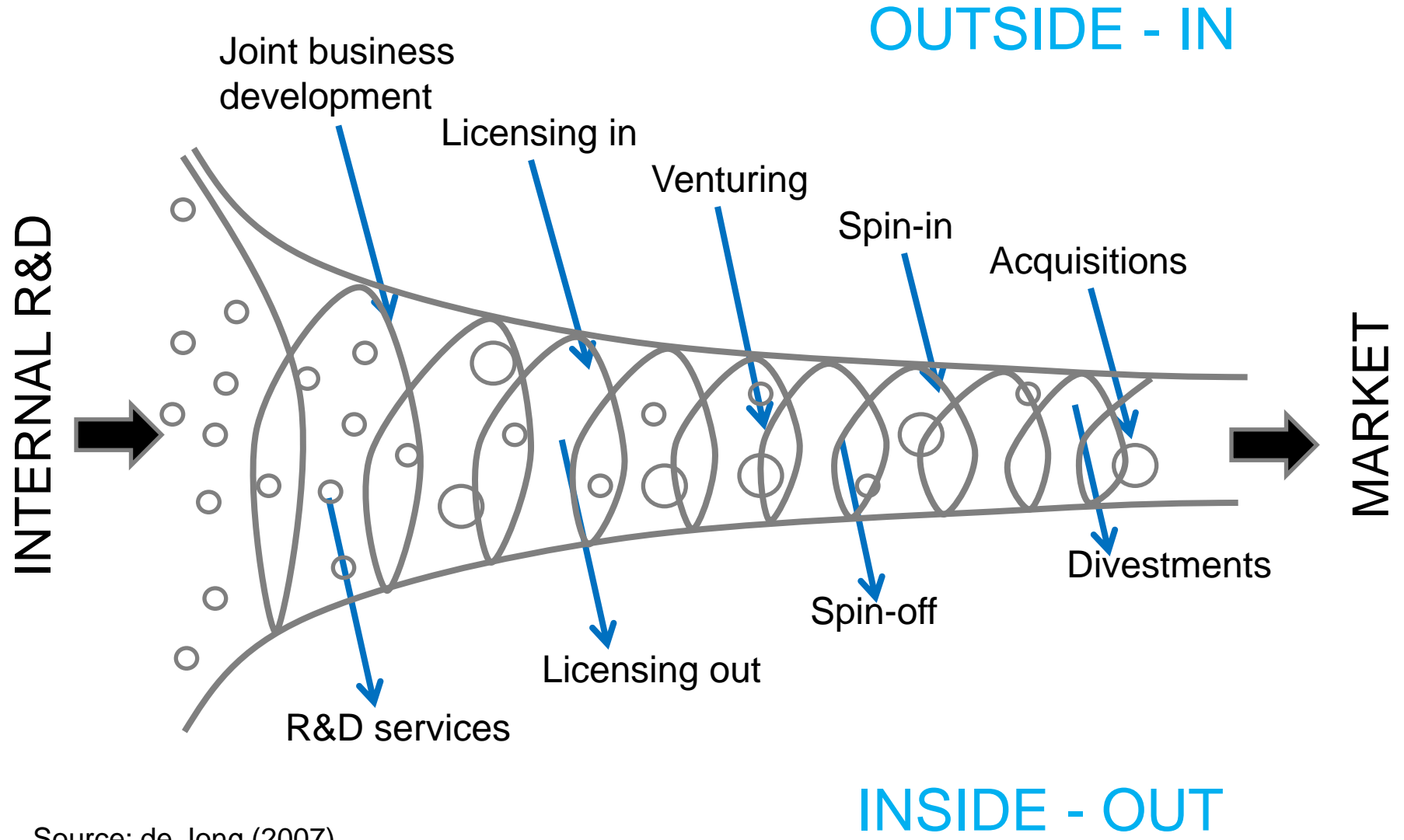
- Multidisciplinary research
- Converging technologies
- Increasing costs and risks of R&D
- Global S&T supply

LARGE SUPPLY OF S&T, ALSO IN EMERGING COUNTRIES



LARGE DIVERSITY IN GLOBAL INNOVATION NETWORKS

- No dichotomous choice between ‘closed’ and ‘open’
- Outside-in (sourcing of knowledge) and inside-out (commercialisation of innovation)



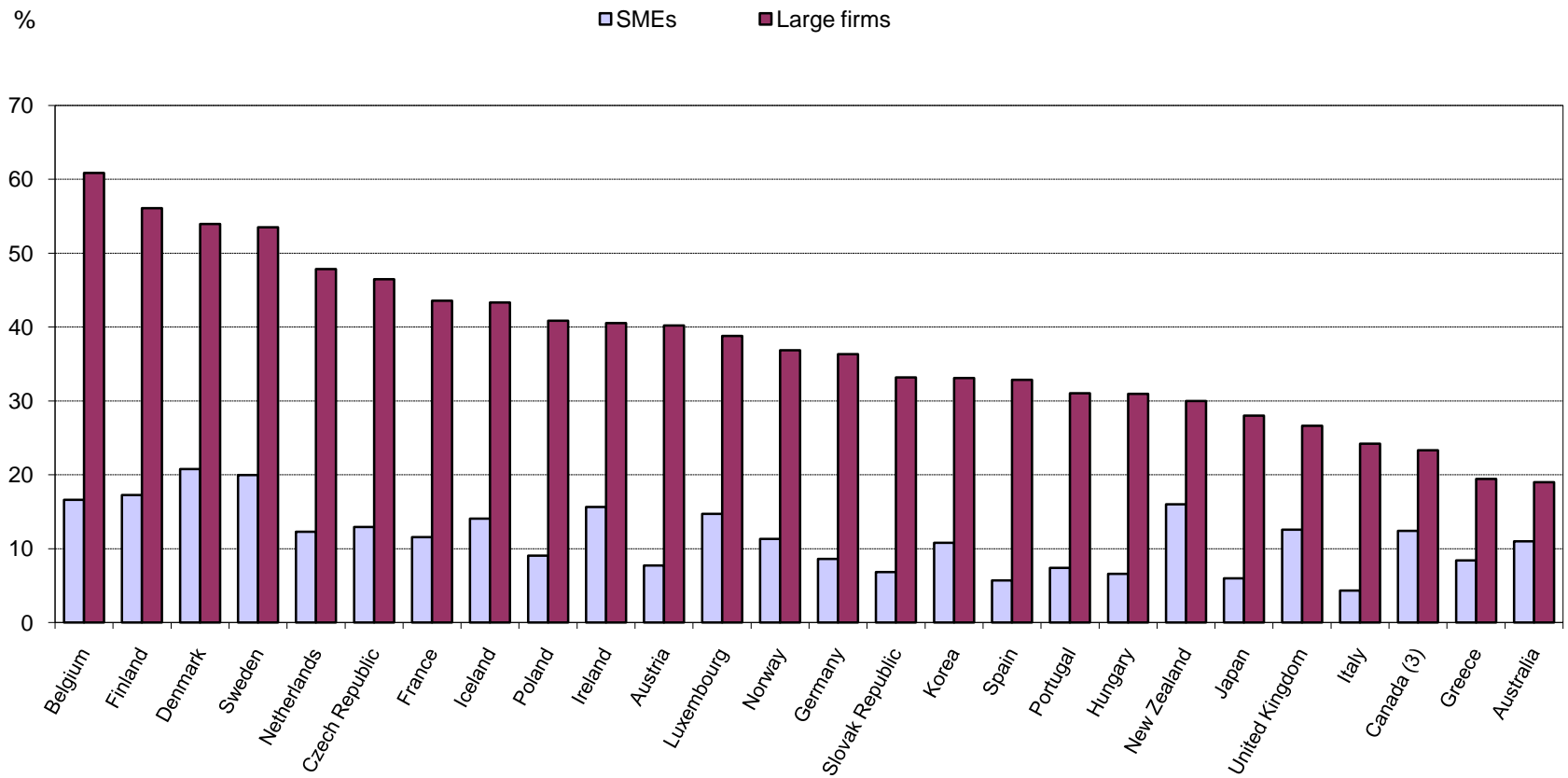
Source: de Jong (2007)

LARGE DIVERSITY IN GLOBAL INNOVATION NETWORKS

- No dichotomous choice between ‘closed’ and ‘open’
- Outside-in (sourcing of knowledge) and inside-out (commercialisation of innovation)
- ‘Old’ and ‘new’ modes of open innovation
- Differences between industries

FIRM SIZE MATTERS

Firms collaborating in innovation activities, by size, 2002-04 (as a percentage of all firms)



RISKS ATTACHED

What do you see as being the most significant risks to developing global innovation networks?
(% respondents)

