

Cisco
Connect
2013

Pieter Timmermans
Chief Executive Officer
of FEB

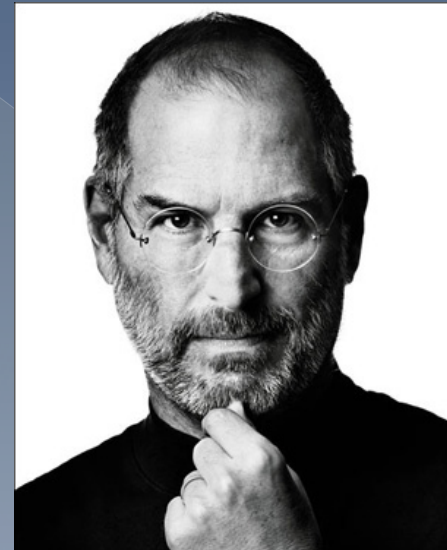
Cisco, 18 April 2013



Innovation x Entrepreneurship = Success²

*“Innovation distinguishes between
a leader and a follower”*

Steve Jobs



Content

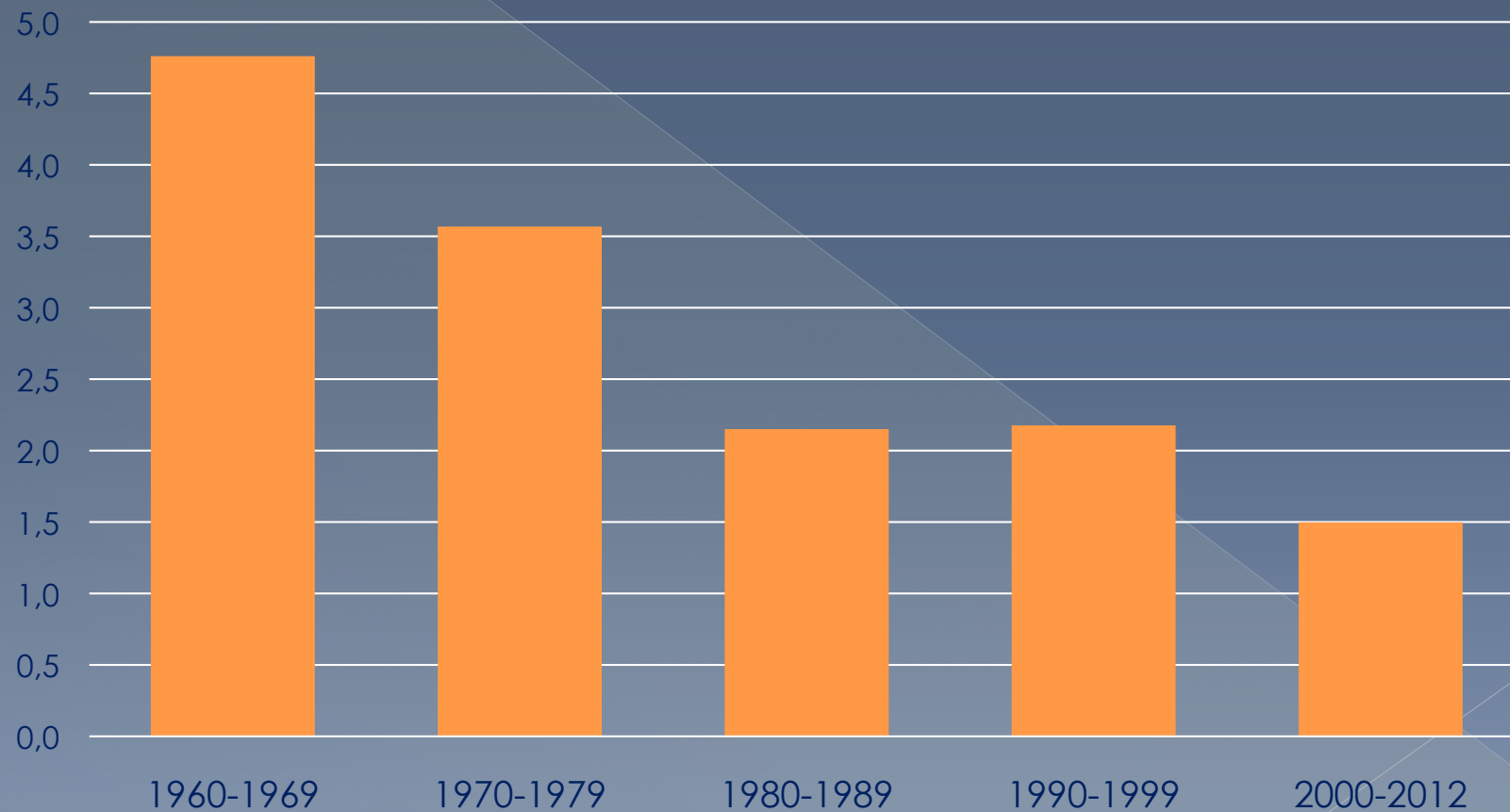
1. Why is innovation so crucial?
2. How do I define innovation?
3. Where does Belgium lie on the innovation spectrum?
4. What do we need from policymakers to help us achieve our innovation goals
5. And ... the future?

1. Innovation is crucial

- ⦿ Economic growth
- ⦿ Globalisation and digitisation
- ⦿ Megatrends

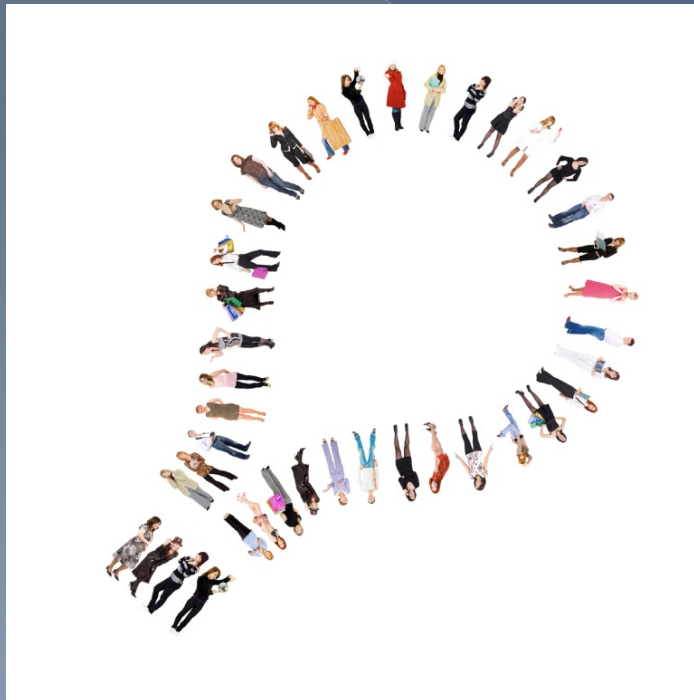
1. Innovation is crucial

Economic growth
(yearly average; source: EC)

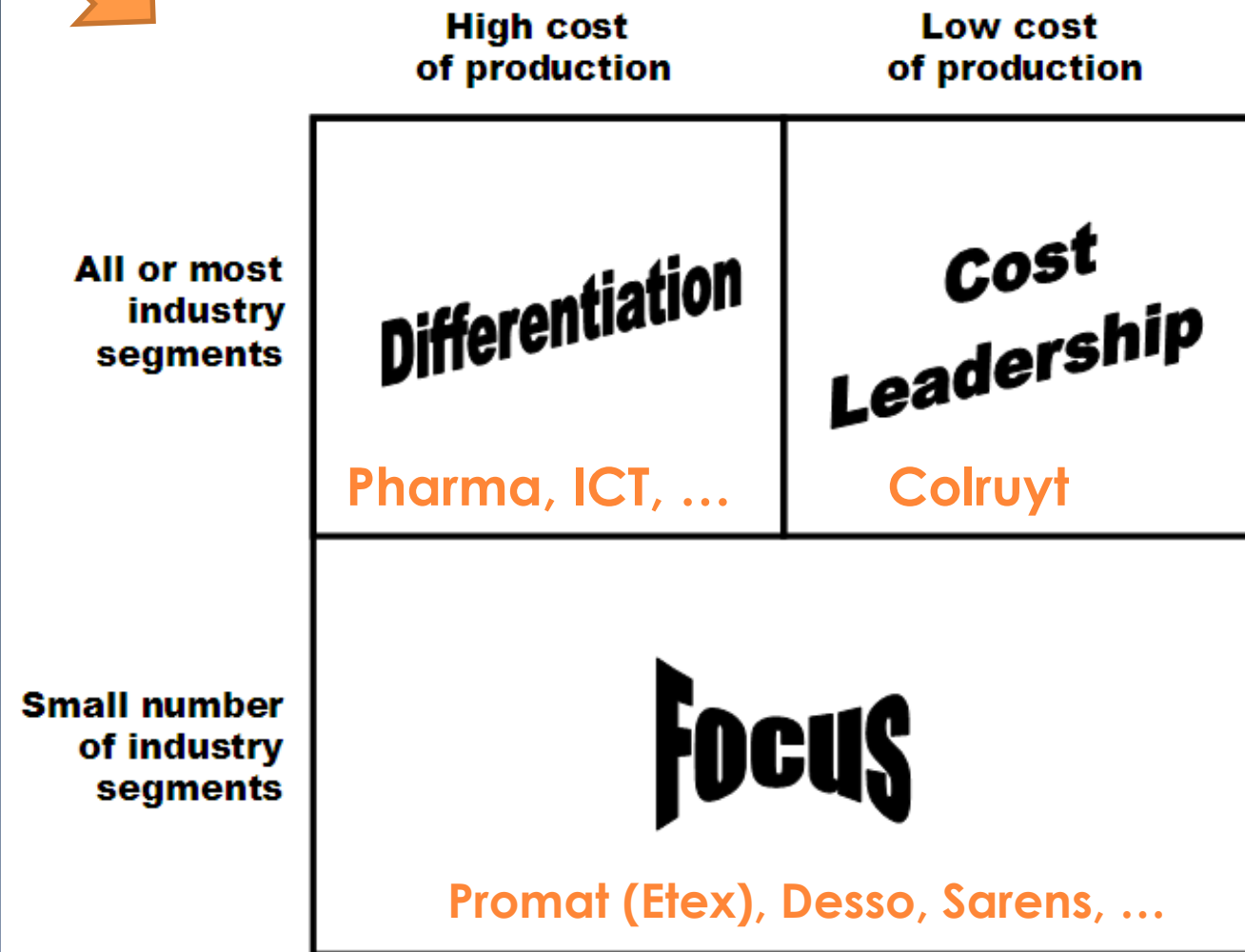


2. How do I define innovation?

- Innovation requires entrepreneurship
- Risks and initiative

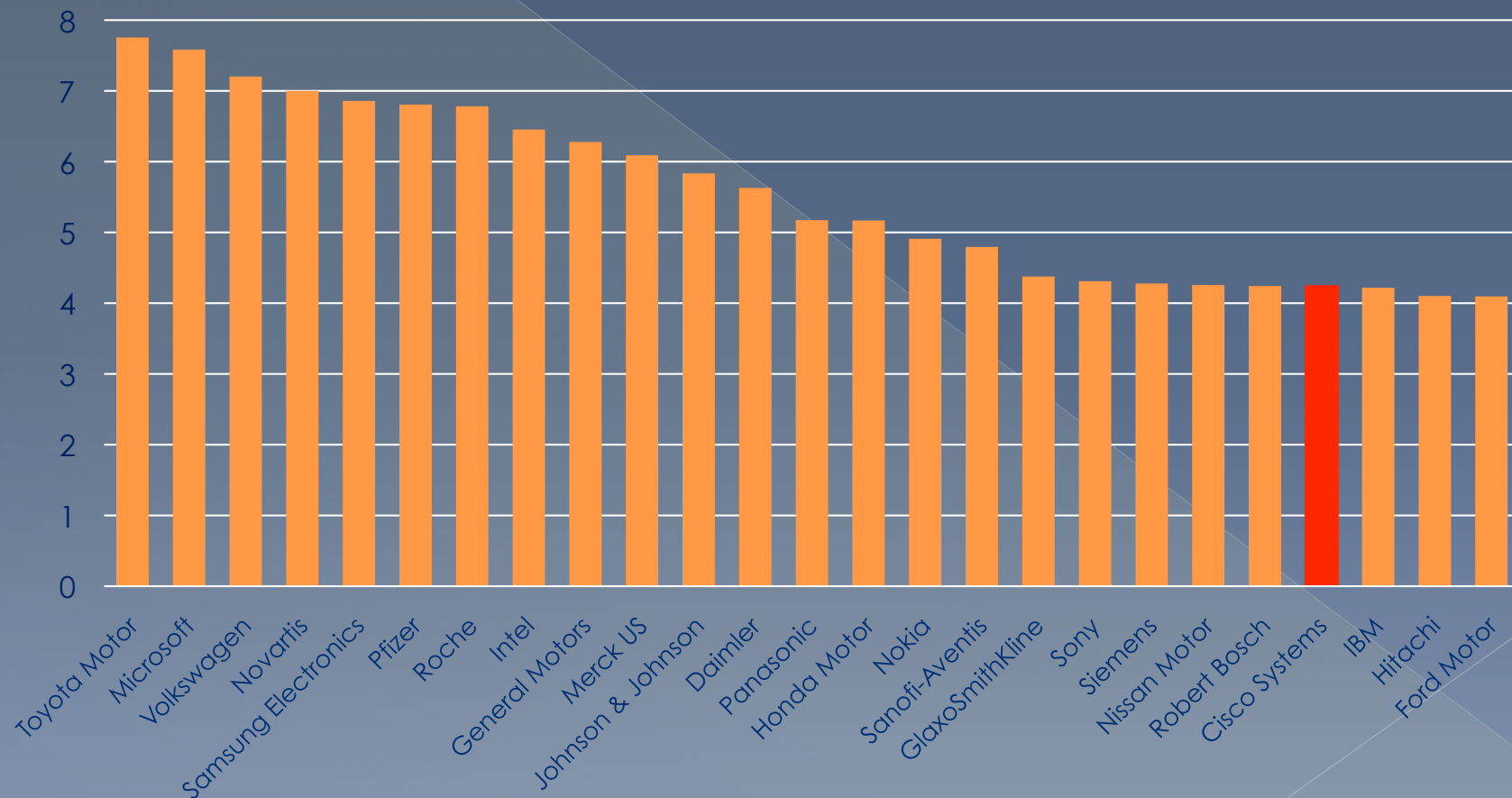


**Michael Porter
(Harvard)**

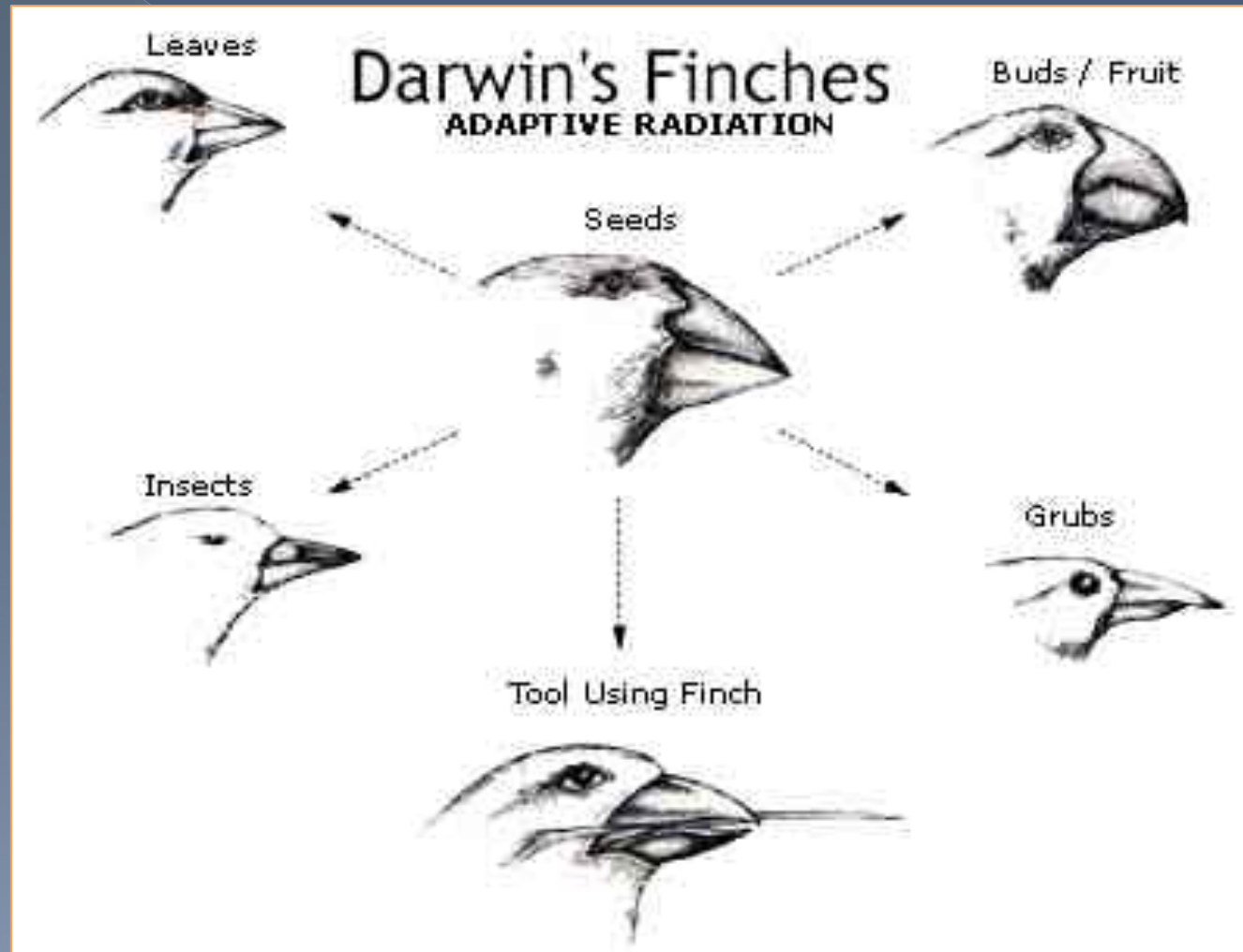


2. How do I define innovation?

R&D investment - 2011
(in € billion; source: EC)



2. How do I define innovation?



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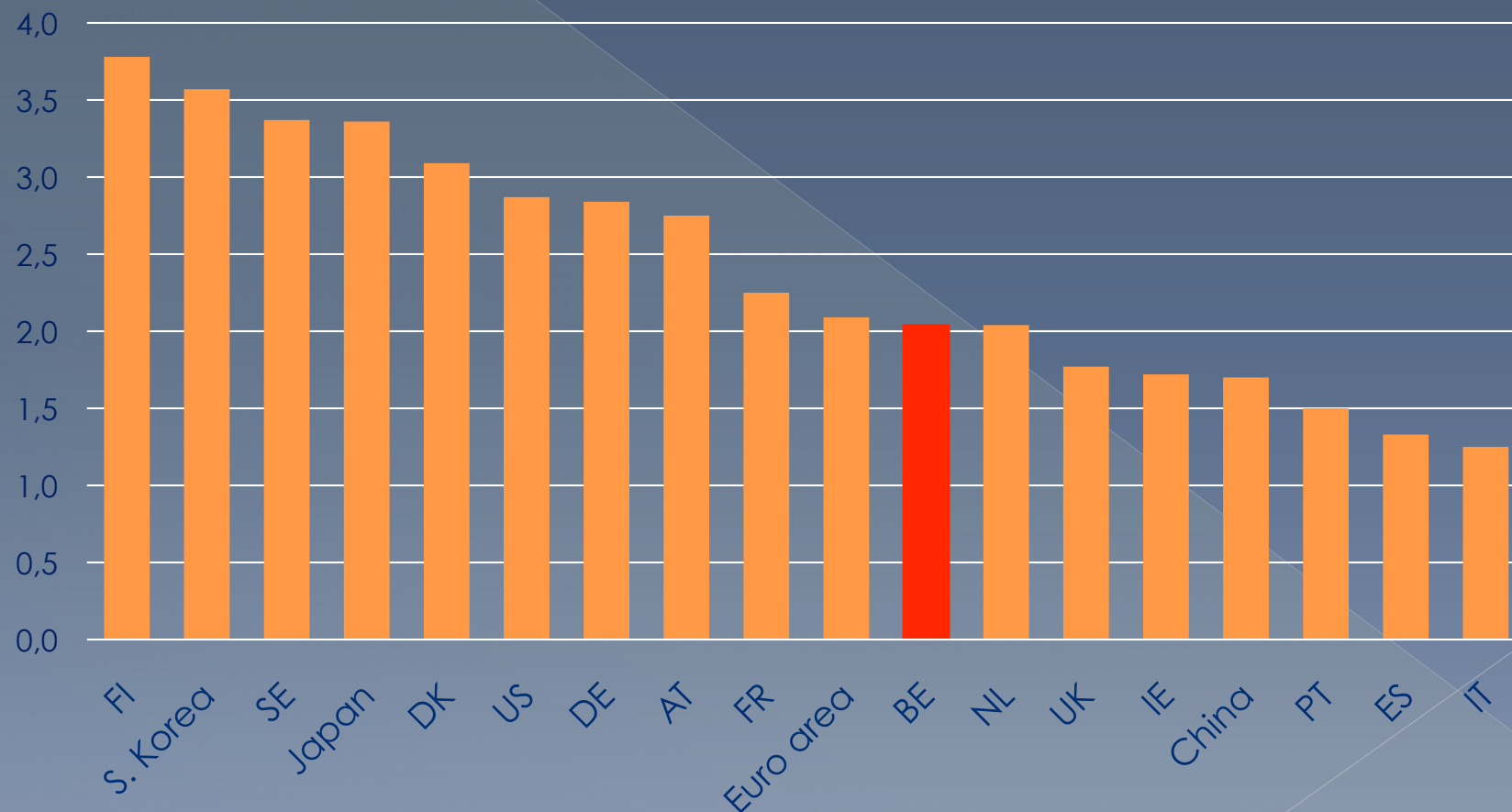


Walter Scriptunas II - www.ScriptunasImages.com

3. Belgium: a mid-table performer

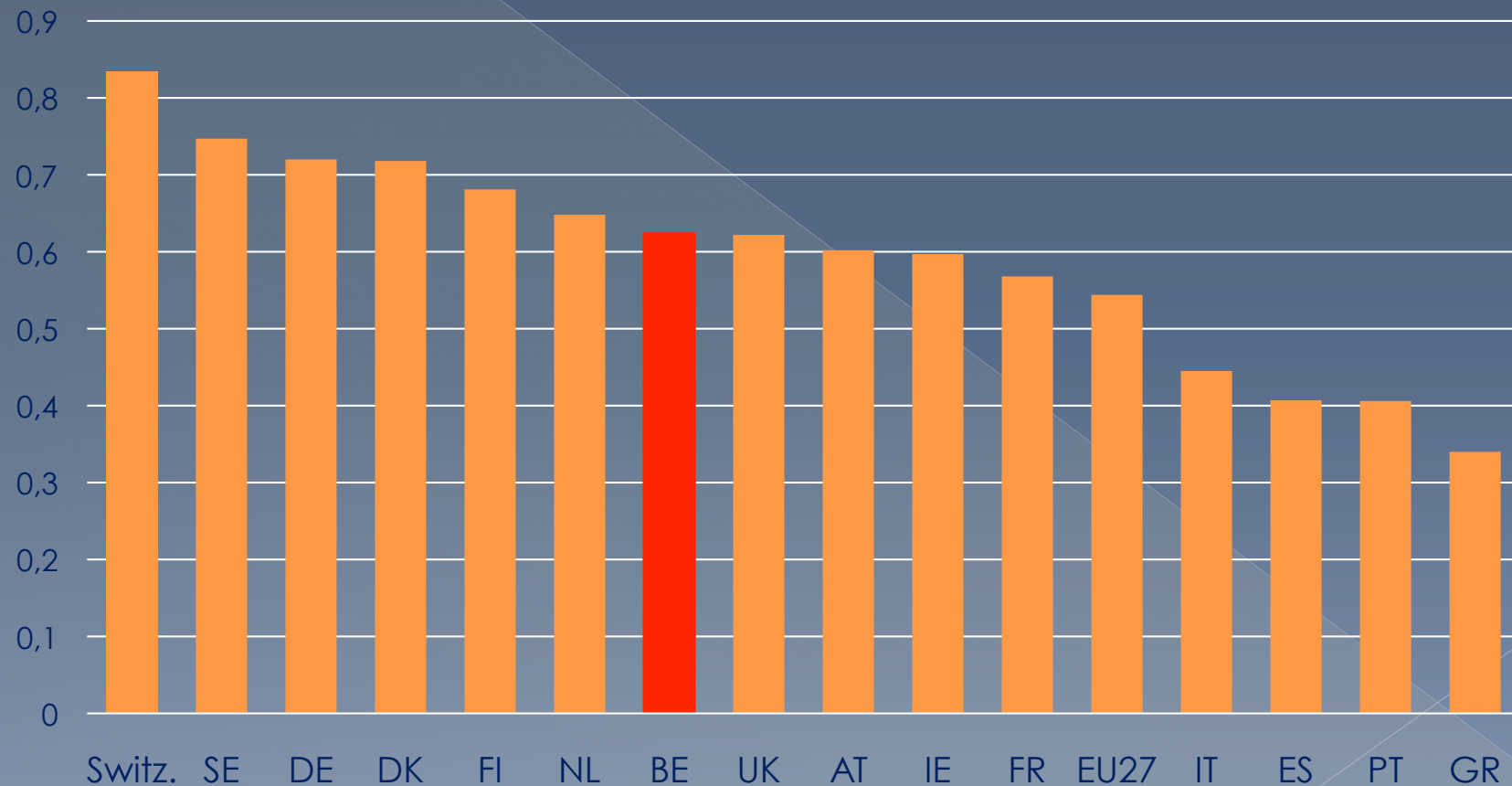
Total R&D expenditure in 2011

(in % GDP; Eurostat) (2009 figures for the US, China, Japan and South Korea)



3. Belgium: a mid-table performer

Innovation index - 2012
(Source: EC)



3. Belgium: a mid-table performer

◉ Survey of companies

Why invest in innovation?

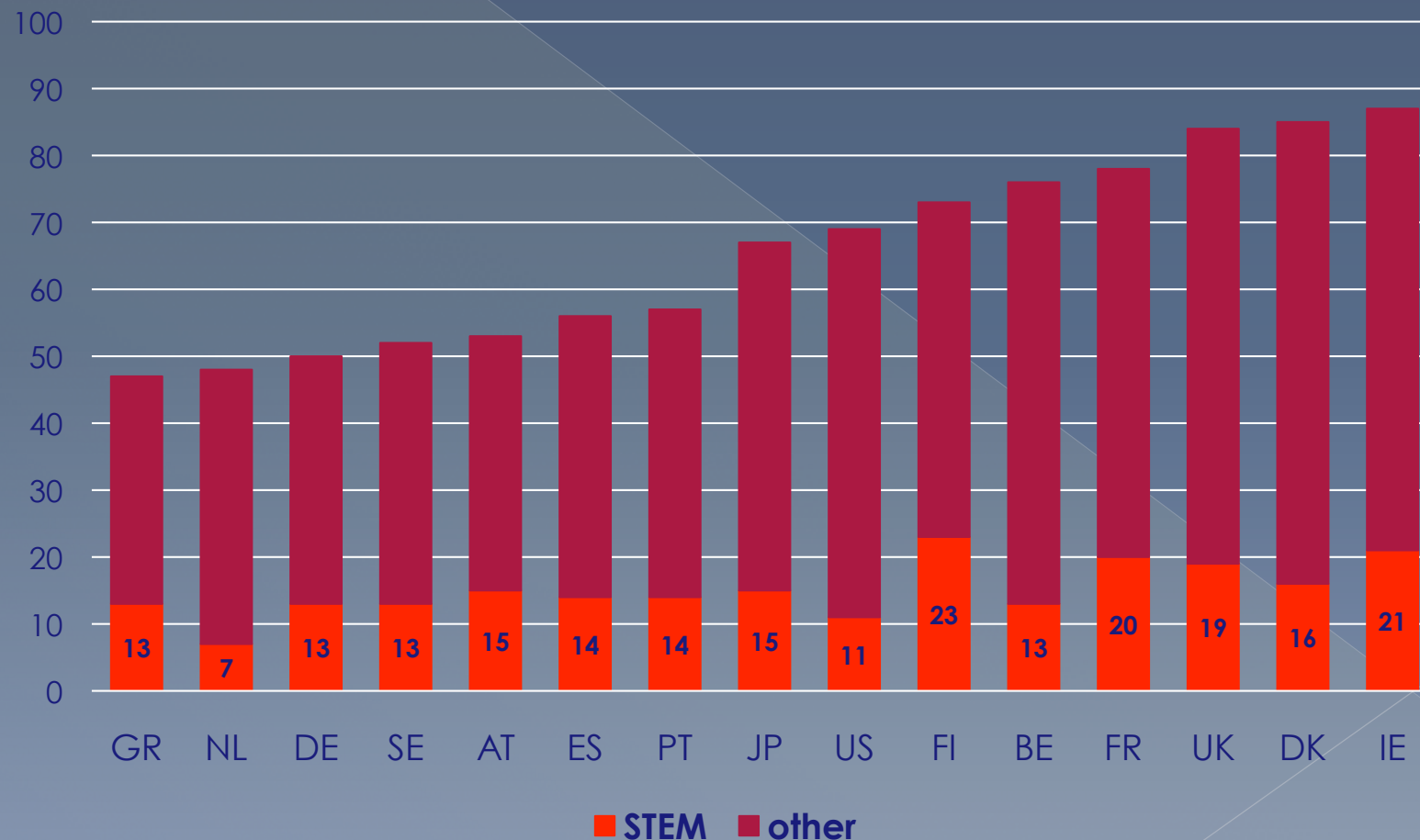
- To expand the range of products or services
- To improve the quality of products or services
- To win over new markets or increase share in existing markets

4. Picking up our game

- ⦿ Attractive climate for business
- ⦿ Future-oriented education
- ⦿ Social model

4. Picking up our game

Number of tertiary-education graduates per 1,000 population aged 20-29 (2010; Source: EC)



5. The future looks bright

