

From Idea to Value – Innovation Policy in Norway

Remarks by State Secretary Helle Hammer
Ministry of Trade and Industry, Norway

Ottawa, 7 November 2003

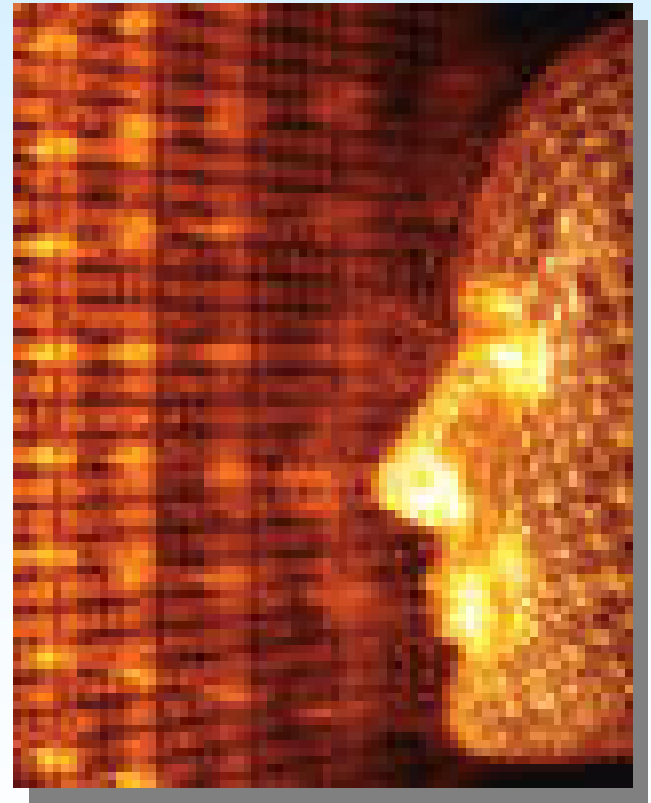


Vision



"Norway shall be one of the most innovative countries in the world. Companies and people with go-ahead spirit and creative powers shall have a good chance of success in their efforts at developing profitable enterprises.

Norway shall be in the lead internationally in important areas as regards knowledge, technology and value creation."

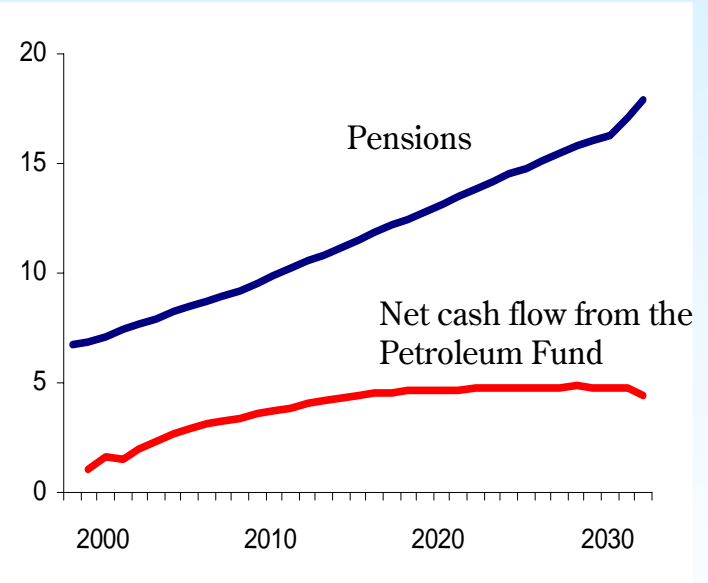


Why a comprehensive innovation policy?

- Globalisation
– challenges and opportunities.
- Anticipated reduction in petroleum revenues and increased public commitments.
- Old age and disability pensions expected to grow from 9,2 to 20 percent of GDP from 2002 to 2050.
- Insufficient innovation capacity in Norwegian trade and industry.

Need for increased value creation!

Increased pressure on public finances



Expected net cash-flow from the Government Petroleum Fund and expenditure on old age and disability pensions. Percent of GDP.

Source: Ministry of Finance

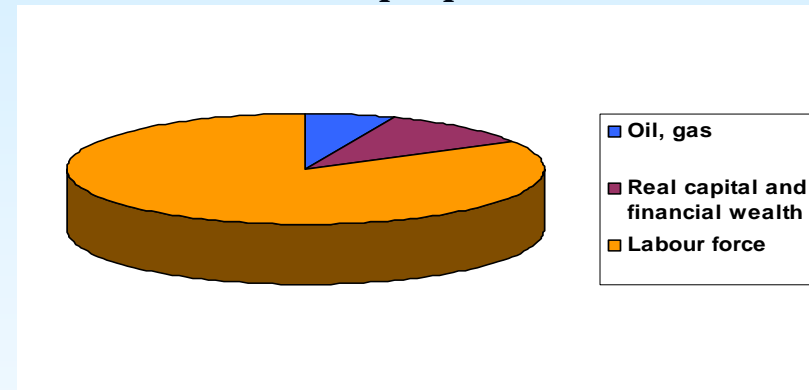
The foundation for future growth



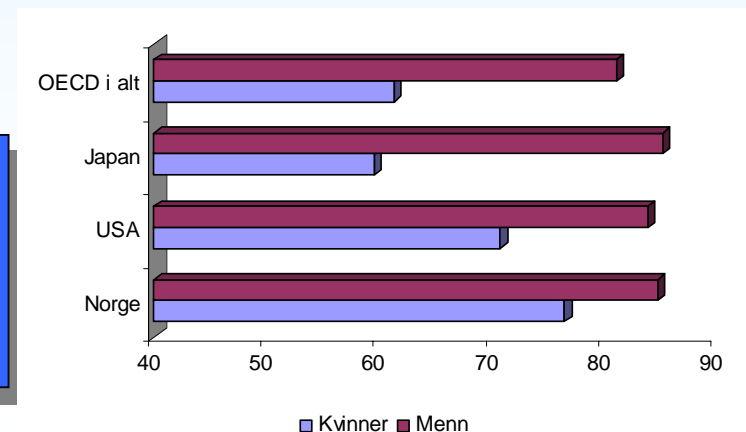
- The value of the work force is 13 times higher than the value of the petroleum wealth.
- Future welfare will depend on supply of labour.

Brain power as competitive strength !

Our national wealth is people...



... and labour force participation is high



A policy for increased value creation

- An economic policy that provides for a stable development in production and employment.
- An active policy for increased innovation.

Increased value creation in order to secure welfare for future generations!



Innovation

*From sturdy to
trendy - Figgjo*



*Complicated diagnosis
here and now - Afinion*



*Strong regional business- and competence-
environments*



The Government's Plan for a Comprehensive Innovation Policy

- Increasing innovation capacity in trade and industry is demanding.
- We need to be team-players.
- The Governments' Plan is a first step in this direction.



The Governments' Innovation Targets



- Good and predictable framework conditions
- Entry of firms with a growth potential
- Physical and electronic infrastructure conducive to interaction
- An excellent system for learning
- Trade and industry based on research



Research and Commercialisation

- OECD-target



- EU Framework Programme

European Research Area



- Intellectual Property Rights

Innovation in trade and industry – a success story....

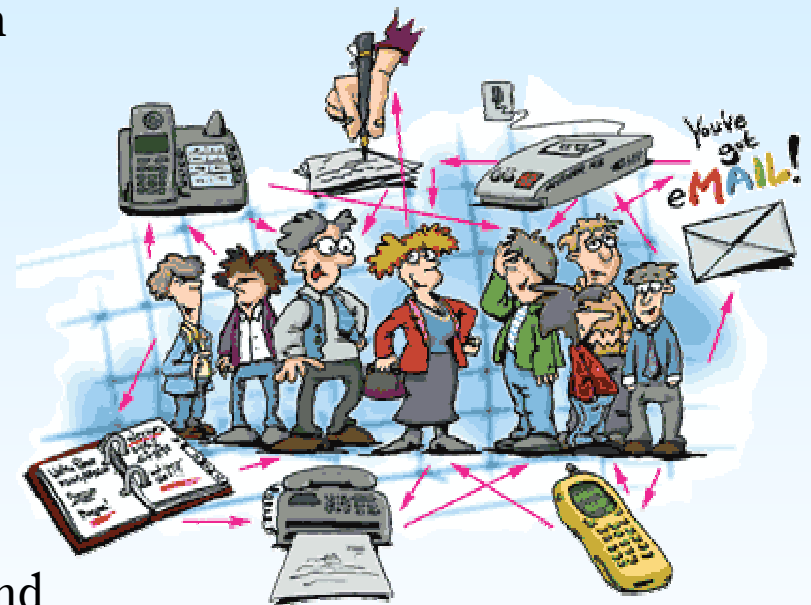
Biotec Pharmacon ASA

- Interplay with an excellent research environment as a prerequisite
- Access to a highly skilled labour force
- Positive contribution by instruments of policy



Other innovation measures

- A new organisation for increased Innovation and Internationalisation.
- National strategy for Entrepreneurship in education.
- Evaluation of Business Legislation in an innovation perspective.
- Electronic Informative Function for trade and industry.
- New funding Centres of Excellence 2005



A policy for the future

- Norway needs to increase her innovation capacity
- Joint efforts necessary!
- The Government will be the driving force

