

# **Openness & Open Innovation Drivers of Growth?**

## **OPENFORUM EUROPE 2010 SUMMIT:**

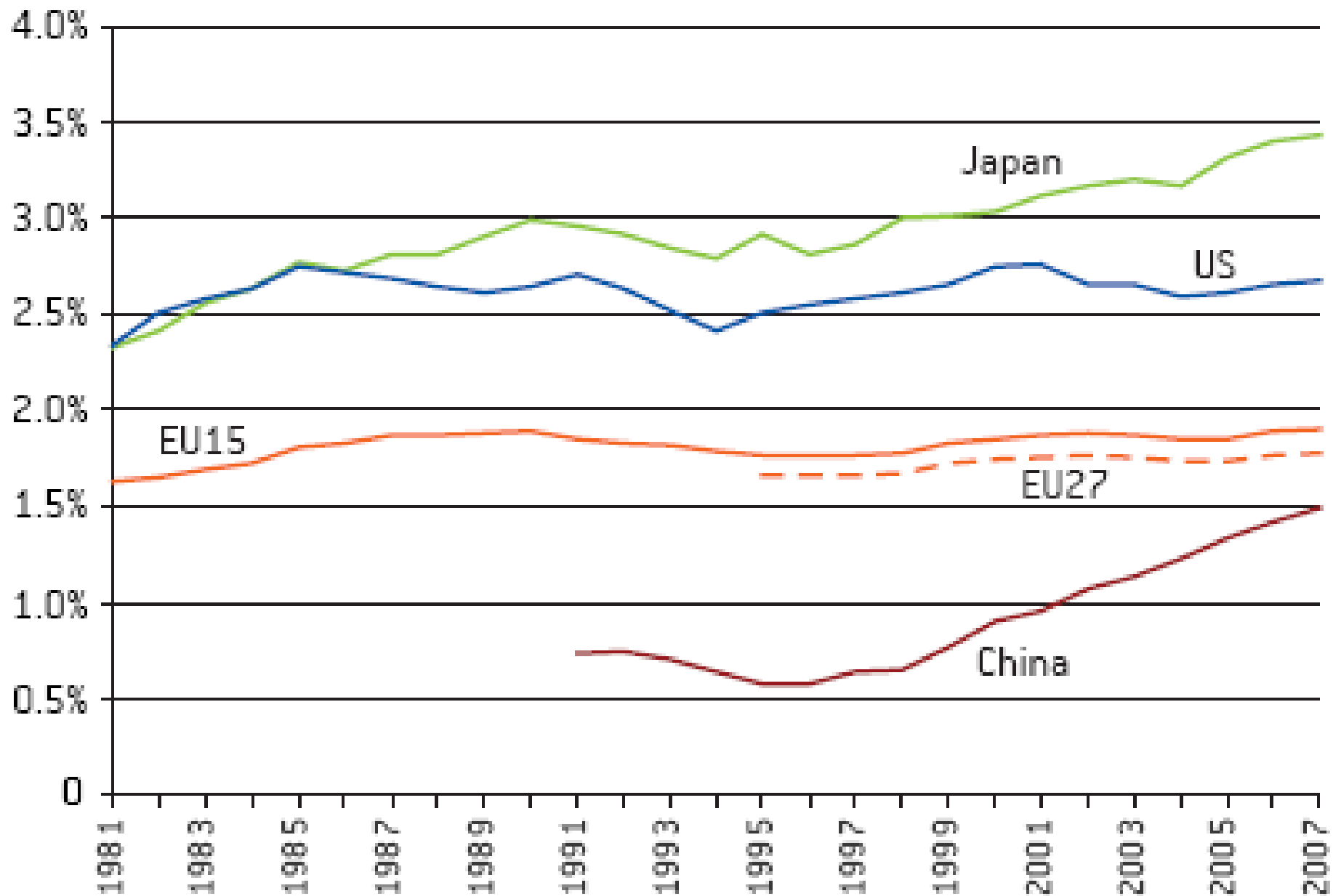
Brussels, 10 June 2010 09.00 – 17.00

Autoworld, Parc du Cinquantenaire 11, 1000 Brussels

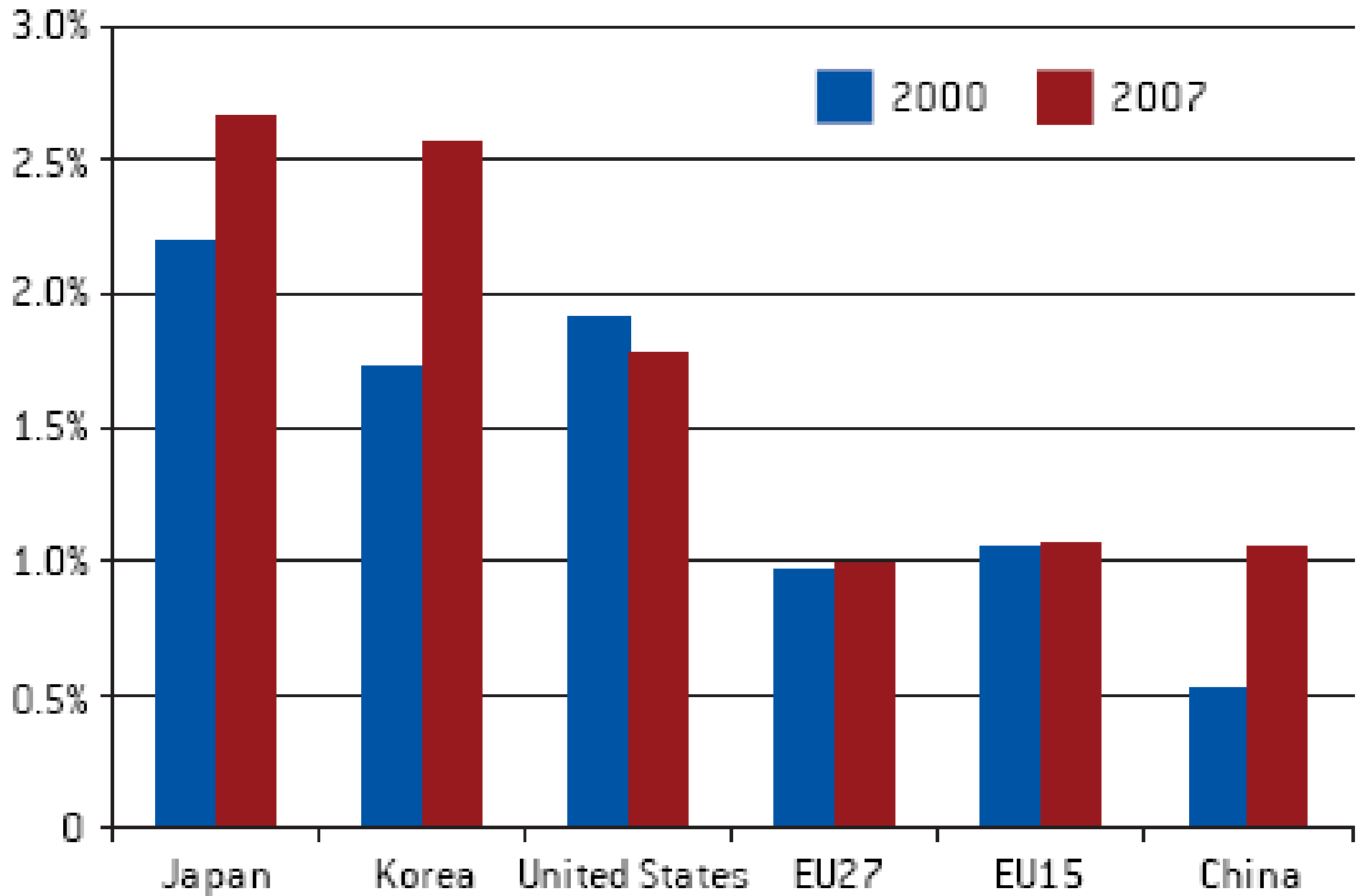
**Bruno VAN POTTELSBERGHE**

**BRUEGEL, ULB, SBS-EM**

# 1a: R&D intensity of major economies, 1980-2007



## 1b: Business-funded R&D as a % of GDP

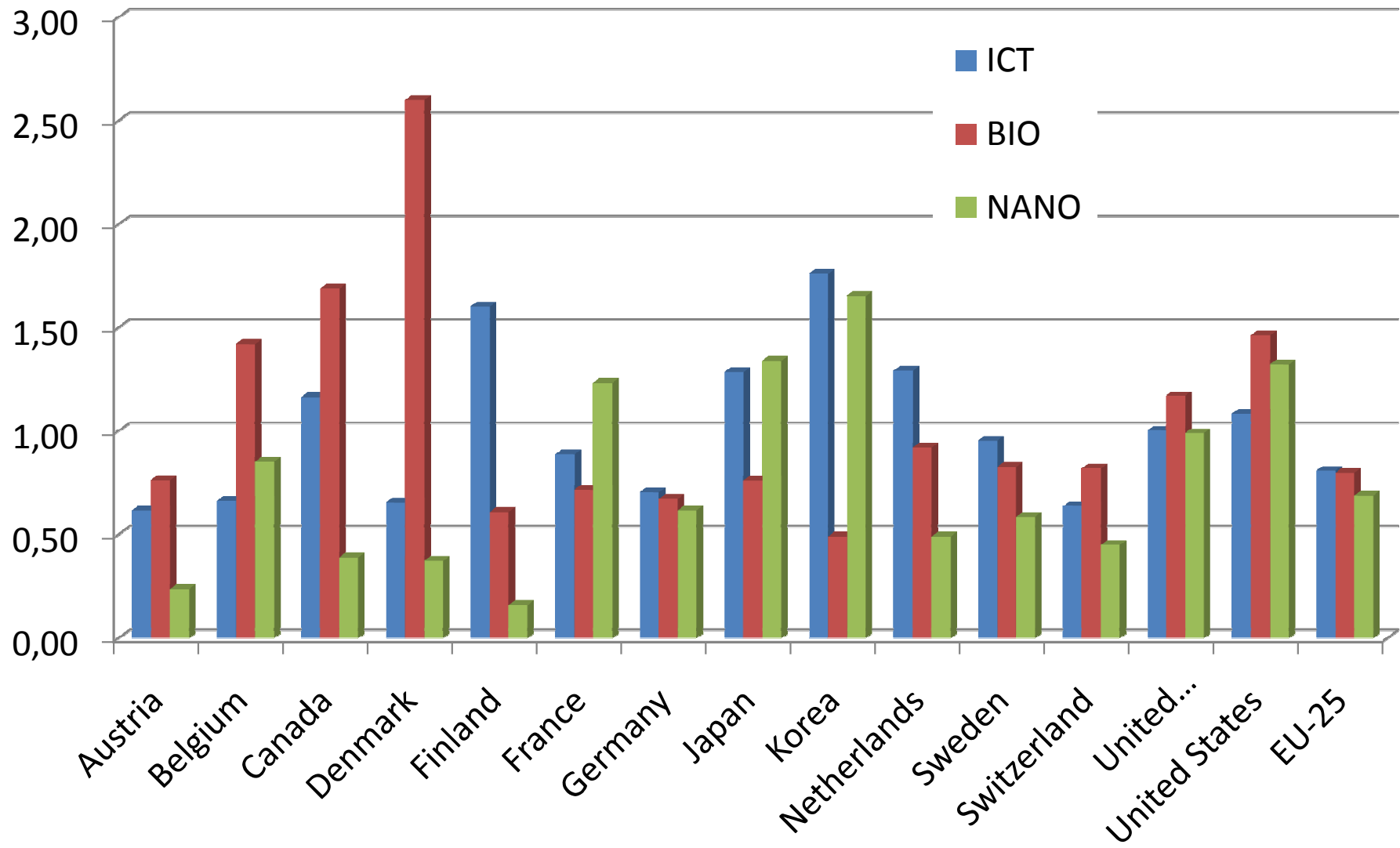


# Two types of innovations

- New technology intensive domains (close to science: nano, bio, AI, software...) = **important role of academic research**
- Non-tech innovation (marketing, design, business models, open innovation) = **market forces driven**

# Europe lags behind in emerging fields

(Relative share of emerging fields in patents)

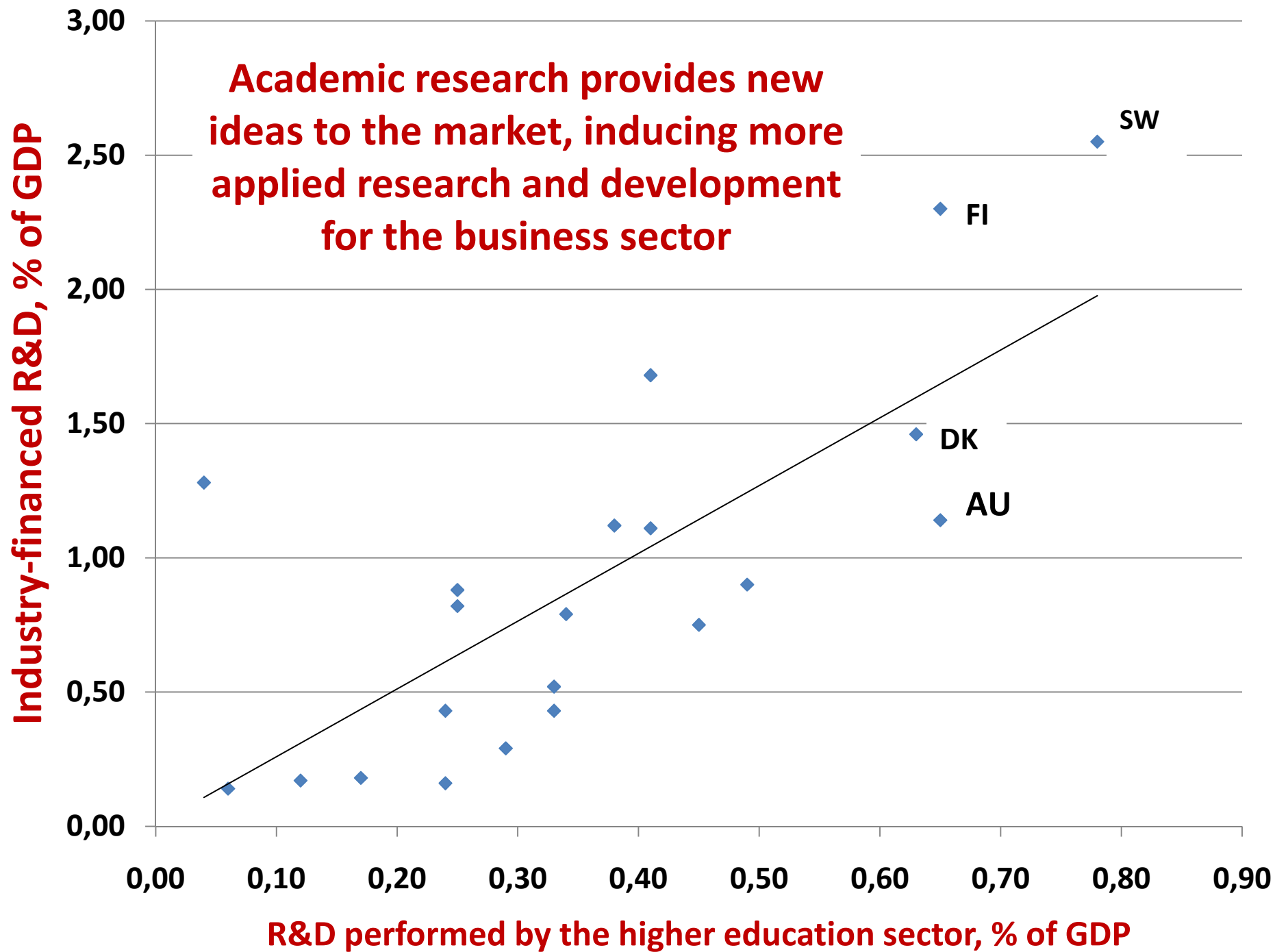


# Non technological innovation

- Marketing, organisation, business models, networks, open innovation.
- No indicators... where is Europe?
- Casual evidence: **the US plays a lead role**
  - New organisational processes (6-Sigma),
  - Networks and business models (Google),
  - Efficient design (i-Pod)
  - university-industry partnership...

# Drivers of technology-based entrepreneurship?

- Lack of ideas, or knowledge?
  - Universities are active, but could do better (S. rank)
  - Knowledge is generally accessible
  - Localized knowledge matters...





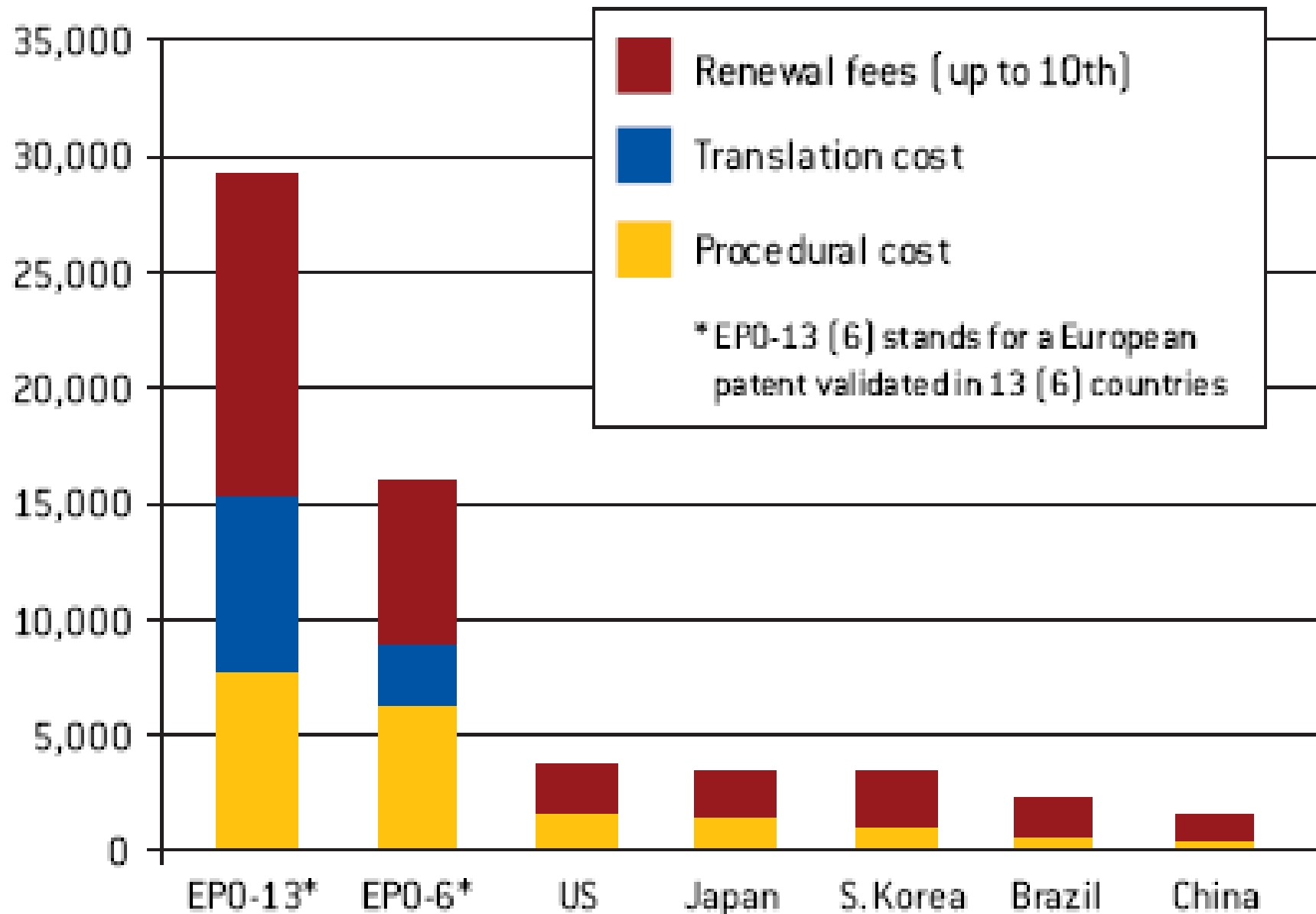
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    - No market for technology is symptomatic
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# Cost of patenting in major economies, €s



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  - Market size: need more integration (USA)?
    - No market for technology is symptomatic
    - Fragmented systems in Europe: costs and complexity
    - Weak appropriability due to heterogenous regulations
      - Procurement: IBM, SAP, TSP, Microsoft....
      - Digital rights
      - Access to platforms
      - Inter-operability
      - Standard settings

## On the role of patents

- Key role: secures appropriability to YICS, often the only asset, compatible with open innovation
- Provided sufficient **quality in examination process**
  - no patentability of software or business methods
  - Low quality/inventive step allows easy imitation
  - Ex-Ante disclosure not only key for standard settings but as well to ensure quality in patent systems