

Research & Development and Innovation: Ensuring a Competitive Edge

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Different perspectives on

- Innovation
- The patent system
- The respective roles of small and large companies

Identifying

- EU potential
- Beneficial shifts in policy



Examples of innovation

- Blends of designer products and services, co-produced with customers
- Improvement of production processes
- Generating new services



Economic value is created by

- Teams of professionals, composed, guided and supported by managers
- That use combinations of tested technologies
- And design new rules of engagement between employees, customers and partners



The patent system needs to become
the cornerstone of open innovation



The patent system can become the cornerstone of open innovation

- Removing the constitutional barriers
- Seeking connections between all forms of intellectual property
- Facilitating licensing and cooperation throughout the EU
- Stimulating European export and import of intellectual property to and from other regions of the world
- Adding applications in real life settings to patent information



Large companies play a crucial role

- Source of funds
- Providers of continuity
- Masters of Marketing
- Controllers of sales and distribution channels
- Managers of teams
- Managers of partnerships
- Partners for governments



Too many large companies

- Focus on shareholder return on investment
- Assume that persistent increases in profit per share produce higher share prices
- Appoint managers for short tenures
- Linking remuneration to improvement in profit per share
- Triggering policies and management practices that are harmful to innovation and economic value



Which help to explain failings

- To introduce new products
- To grow existing products
- To invest
- To retain young professionals



Europe's competitive advantages

- Only 25 percent of capital requirements is met by stock markets
- Home of very different ways to conduct business in a competitive way
- Cultural traits conducive to cooperation



Conclusion

In the interest of innovation and economic growth, there is ample reason to put the spotlight on the role of the patent system and the functioning of large companies.

