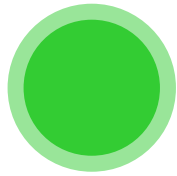


COMPETENCE & TRUST

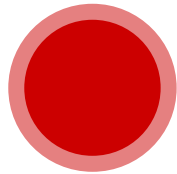
Innovation Challenges for the Portuguese Economy

**FRANCISCO JAIME
QUESADO**

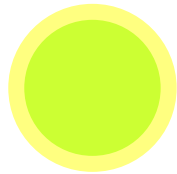
Competence & Trust – The Portuguese Case



The New Agenda Of Value



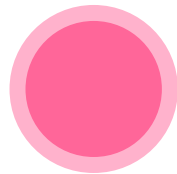
The New Industrial Policy



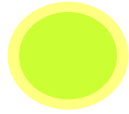
The Role of Innovation FDI



The Competitive Intelligence



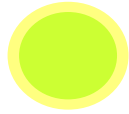
Focus in the Future – Some Cases of Success



The New Industrial Policy

- Portugal faces the challenge of implementing a New Industrial Basis (Philippe Aghion) – Clusters of Innovation will play a central role in this Agenda
- Clusters are one of the “Key Actors” in this New Industrial Policy, creating New Value Proposals for Global Market
- The “New Industrial Policy Challenge” must be based in a contract of confidence between University R&D and the Entrepreneurial Ambition





The New Industrial Policy

- New High Tech Companies (Ex. Outsystems, Critical, We Do) will determine a New Ecosystem for Value Creation, where the Integration Capability of Central Companies (Ex. Embraer, OGMA) is decisive
- This “New Entrepreneurial ecosystem” has a very powerful capacity of driving new products and services solutions to enter in the competitive global markets
- Clusters are the right answer to the New Industrial Policy challenge, giving Knowledge a more effective ambition to get Excellence in a competitive world



The Role of Innovation FDI

- Innovation FDI makes the difference in this process of change – the global partnership with “Central Players” (Airbus, Embraer, Thales) gives Portuguese SME the possibility of participating in dynamic international networks of value
- Global Companies take the experience of the World to a small country and drive new competences in a competitive network where Talent and Innovation make the difference
- Innovation Clusters are driving an agenda of Performance in the Portuguese Economy, involving SME, Multinationals and Universities / Centers of Innovation



The Competitive Intelligence

- Innovation Clusters will lead also an agenda for competitive intelligence, giving to an open society new possibilities of sharing value
- Competitive Intelligence is a collective purpose, where the contribution of SME Innovation, Universities R&D and Global Multinationals experience is the best example of the practical way the Cluster must work
- In a time of Crisis, with constraint Public Budgets, Cluster SME – with the partnership of MNC – face the opportunity of global markets, with new answers to new questions that States, Societies and Economies face



Focus in the Future – Some Cases of Success

- **EMBRAER** – A Partnership for Excellence in the Global Value Chain of the Aeronautics Industry
- **Portuguese ICT Cluster** – A dynamic consortium of SME and some Central Companies (Outsystems, Critical, We Do) that drive Talent and Innovation Capability in the Global Market
- **New Champions of Knowledge** – Companies associated to the development of State Projects with global capabilities in Clusters of Innovation

