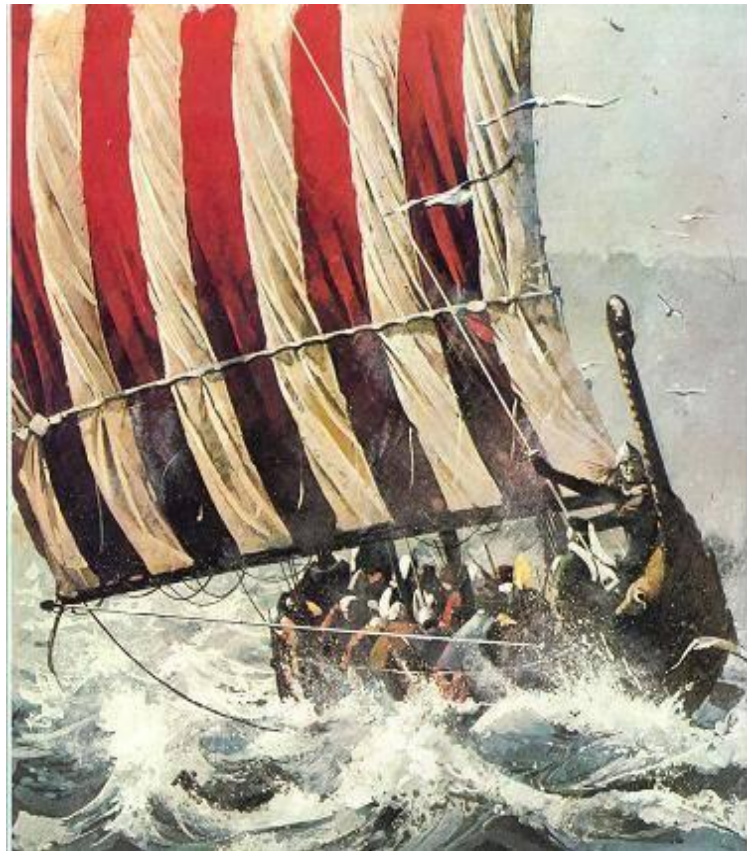


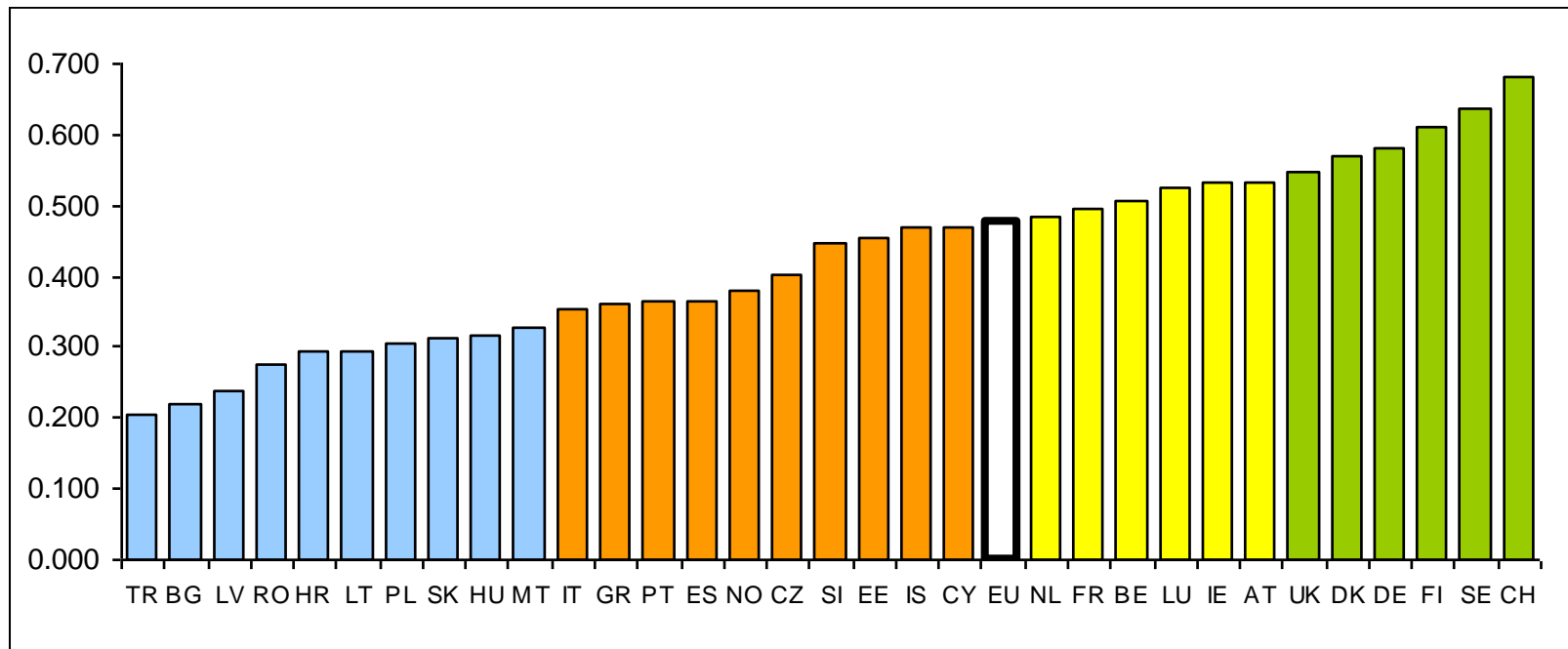
The international conference "Communicating Entrepreneurship", October 8, Pärnu city

Norwegian innovation
including educational, private
and public sector

Robin W. Rustad, M.Sc.



Overall innovation performance



Innovation leaders: Switzerland, Sweden, Finland, Germany, Denmark, UK

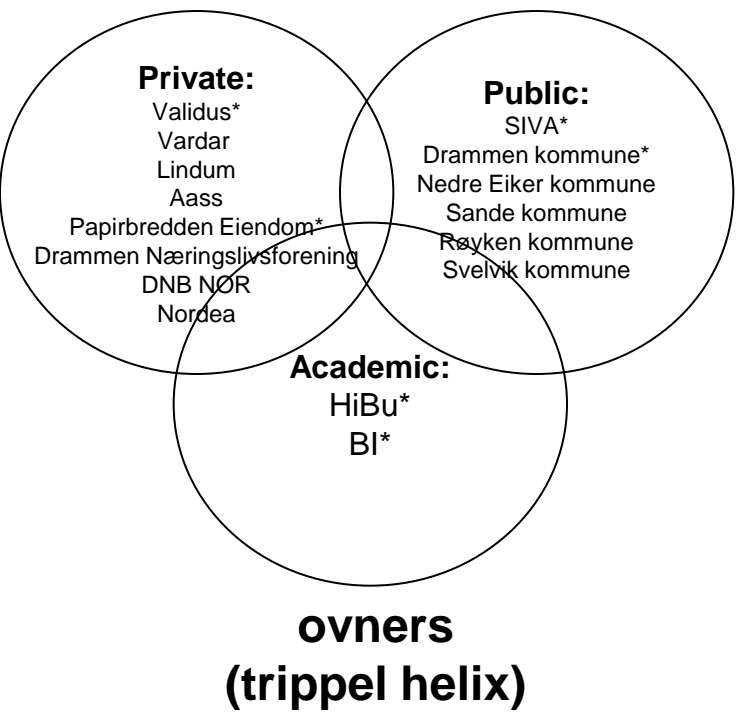
Innovation followers: Austria, Ireland, Luxembourg, Belgium, France, Netherlands

Moderate innovators: Cyprus, Iceland, **Estonia**, Slovenia, Czech Republic, **Norway**, Spain, Portugal, Greece, Italy

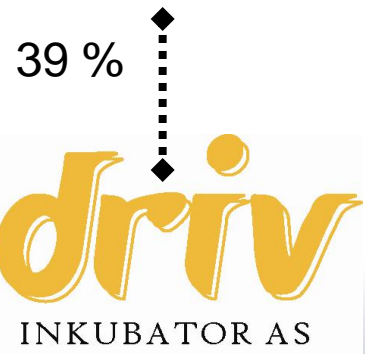
Catching up countries: Malta, Hungary, Slovakia, Poland, Lithuania, Croatia, Romania, Latvia, Bulgaria, Turkey

Papirbredden Innovasjon

is a catalyst for development and innovation in Buskerud



papirbredden
INNOVASJON



Drammen, Norway

The challenges: Drammen is a small city of 60,000 people that straddles a fjord mouth, adjacent to the major city of Oslo (population of 530,000). In the past the city has suffered from three particular problems: decline of the paper and other traditional industries on which the city was founded; difficult access and transport patterns arising from the natural topography; and a very poor image to investors and the public more generally. These problems have been exacerbated by the continued growth and dominance of the capital city, potentially leaving Drammen as a commuter based neighbour with a diminished competitiveness and economic base.

The response: Major investment in the road infrastructure has reconfigured accessibility and traffic flows around the city. Potentially this could have led to Drammen being largely by-passed, but instead has provided the opportunity for the city centre to be developed as a core urban neighbourhood, offering well designed public spaces, new services and the re-vitalisation of existing assets, such as the theatre and riverside areas. This transformation has been reinforced by the attraction of local and international events to the city. A major new project has seen the re-use of old factories alongside new build to provide accommodation for library related activities, education and innovation.



- Drammen is situated 45km west of Oslo
- The City of Drammen has approx. 60.000 inhabitants
- The Buskerud Region has approx. 150 000 inhabitants
- 16% of Drammen's population has foreign background
- Approx. 40% of work-force commutes to Oslo
- Drammen has from a hilly billy town in 1995 become a No.1 growth region in Norway in 2007!

Investments budget Drammen municipality (NOK million) 1,000 NOK = 124.948 Euro

	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
City development		10	45	163	21	92	38	39	86	129
Water/waste water		20	25	27	62	44	78	72	66	80
Culture/ hobbies/church		21	3	75	100	14	24	14	74	237
Schools /kindergartens		57	192	79	50	40	40	29	128	140
Healthcare		18	46	91	56	48	30	38	71	26
Other		1	6	30	8	48	25	73	35	39
Total investment budget		127	316	465	297	286	235	265	459	650
<i>Net operational budget</i>		<i>1054</i>	<i>1138</i>	<i>1286</i>	<i>1416</i>	<i>1443</i>	<i>1527</i>	<i>1533</i>	<i>1606</i>	<i>1762</i>

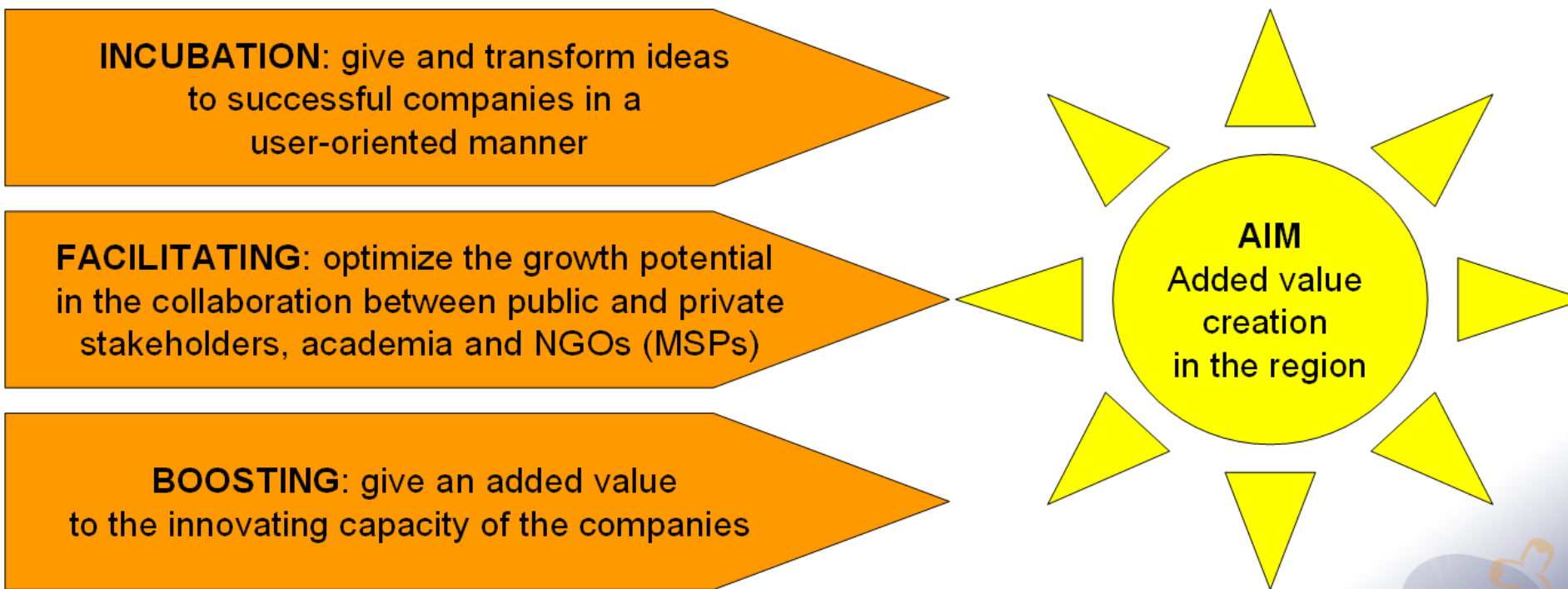
The figures refer to funds set aside in the budgets and financial planning and can differ slightly from the final figures shown in project work completed (specially with regard to work carried out in 2001)

The 3 growth processes Paperbank Innovation leads and supports:

INCUBATION: give and transform ideas
to successful companies in a
user-oriented manner

FACILITATING: optimize the growth potential
in the collaboration between public and private
stakeholders, academia and NGOs (MSPs)

BOOSTING: give an added value
to the innovating capacity of the companies



AIM
Added value
creation
in the region

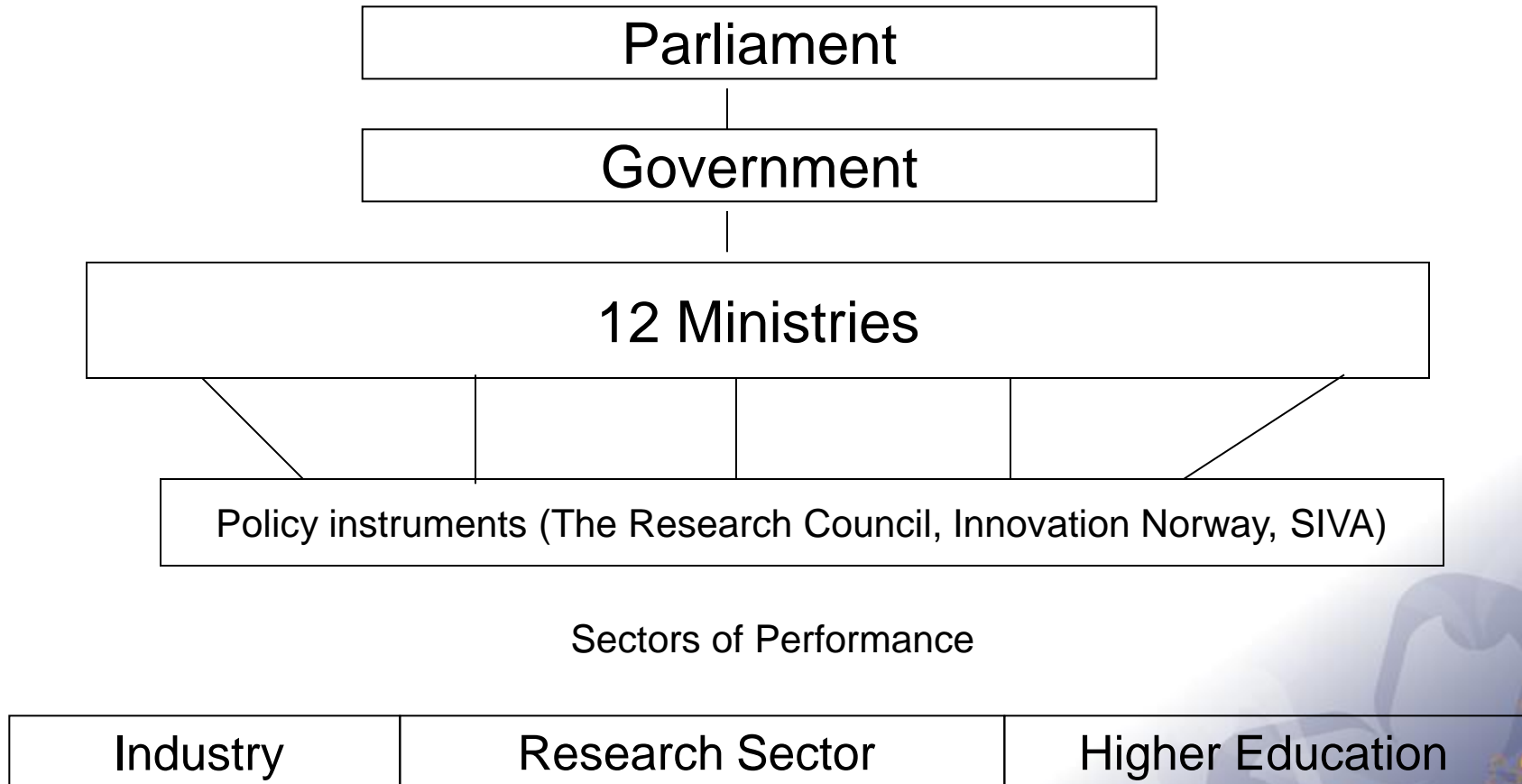
Drammen Norway



The Cooperation between the Norwegian innovation agencies



The Norwegian Innovation Policy System





– The Industrial Development Corporation of Norway



Some facts about SIVA

- State owned company with main office in Trondheim
- Established 1968
- Owned by Ministry of industry and trade (Nærings- og handelsdepartementet)
- Total balance in SIVA: 2,5 billion NOK
- Owner / Partowner in
 - 44 industrial parks
 - 25 science and technology parks
 - 40 business incubators
 - 52 regional business centers /micro clusters)



Ministry of Trade and Industry

Board of Directors

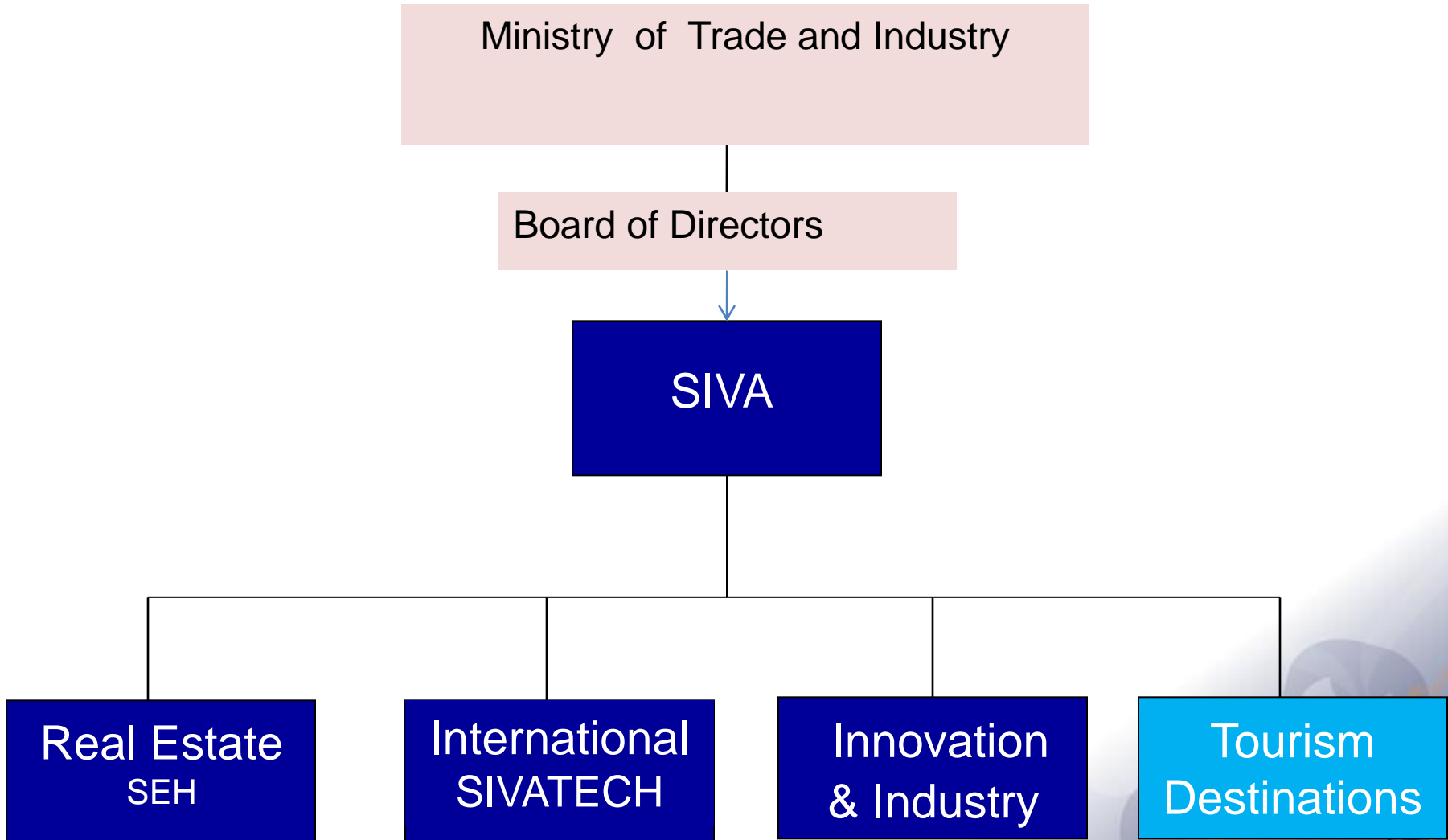
SIVA

Real Estate
SEH

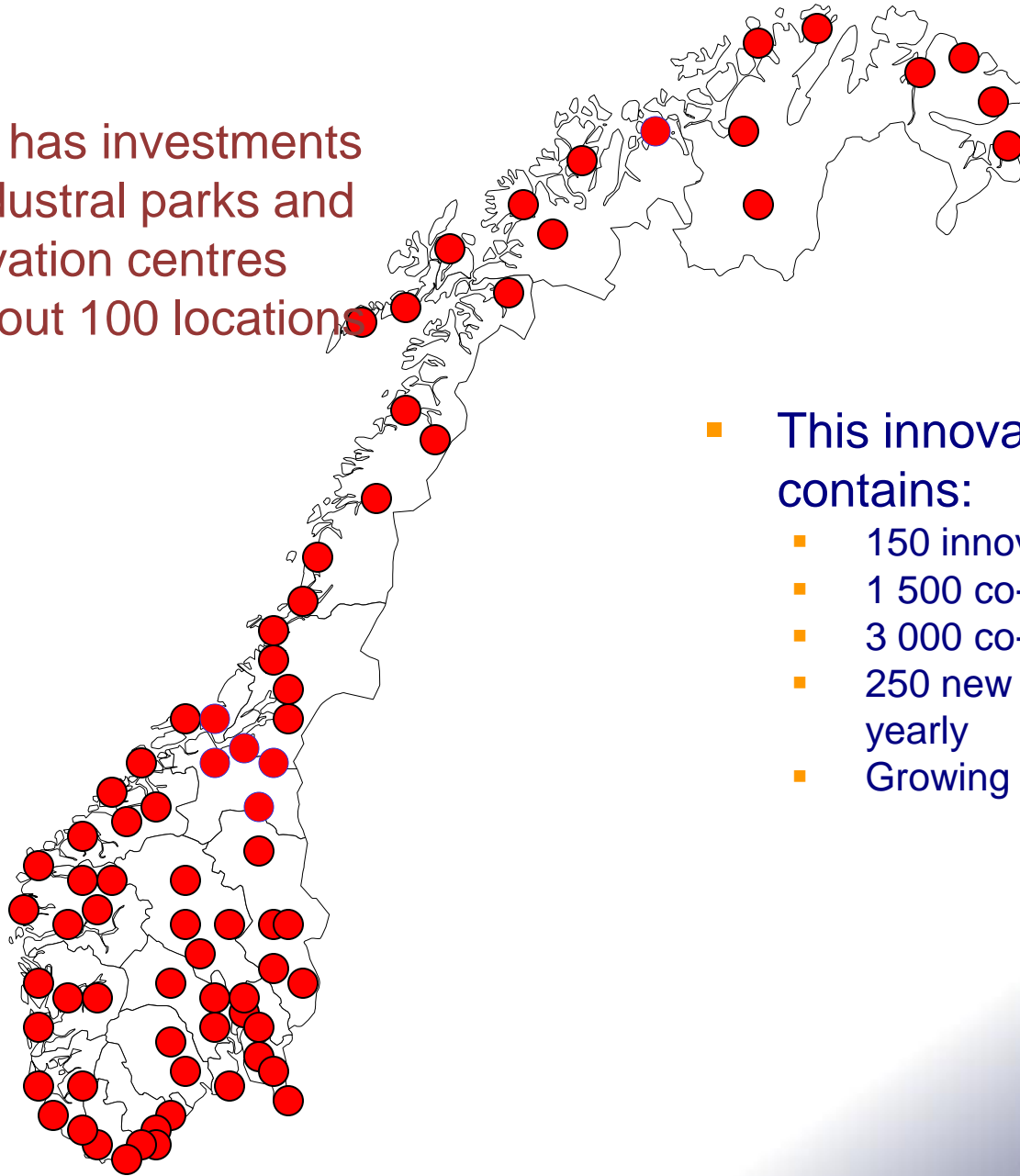
International
SIVATECH

Innovation
& Industry

Tourism
Destinations



SIVA has investments in industrial parks and innovation centres in about 100 locations



- This innovation network contains:
 - 150 innovation managers
 - 1 500 co-owners
 - 3 000 co-localized companies
 - 250 new companies produced yearly
 - Growing international activity



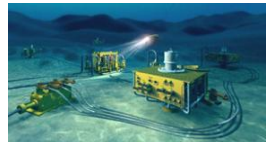
Norwegian Centres of Expertise (Clusters)



NCE Instrumentation
Trøndelag



NCE Maritime
Møre



NCE Subsea
Hordaland



NCE Culinology
Rogaland



NCE Aquaculture
Nordland



NCE Raufoss



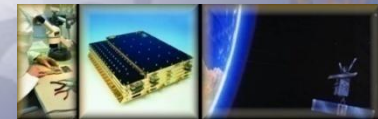
Oslo Cancer Cluster



NCE Systems
Engineering
Kongsberg



NCE Microsystems
Vestfold





Established 19 December 2003 as a statutory company

Started its activities on 1 January 2004

Took over the initiatives formerly offered by The Norwegian Industrial and Regional Development Fund (SND), the Norwegian Trade Council, the Norwegian Consultative Office for Inventors (SVO) and the Norwegian Tourist Board.

750 employees in offices distributed throughout all of Norway's counties and in 30 countries. The Head Office is located in Oslo.

Innovation Norway: One owner – 40 principals

Owner:



Ministry of Trade and Industry

Principals:



Ministry of Local Government
And Regional Development



Ministry of Agriculture and Food



Ministry of Trade and Industry



Ministry of Fisheries and
Costal Affairs



19 county municipalities



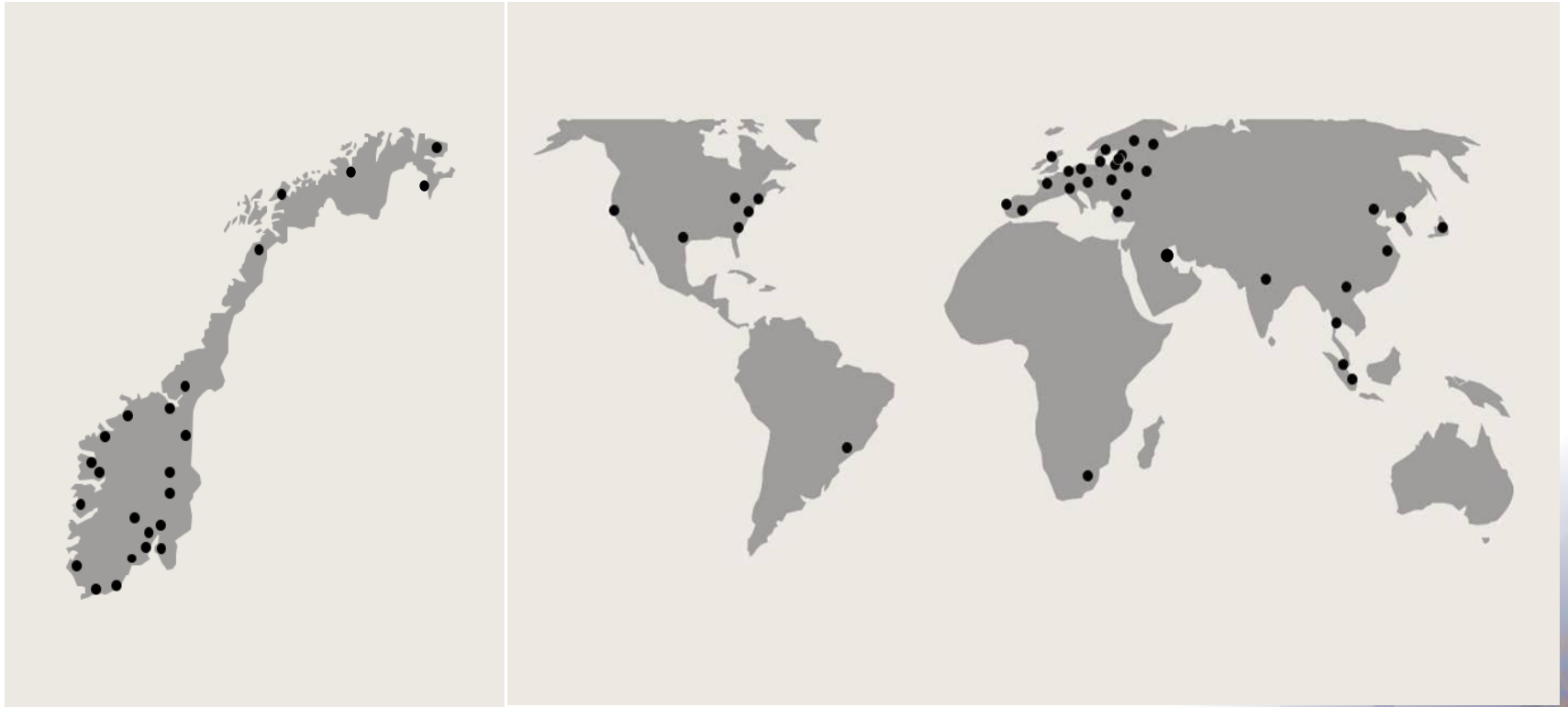
19 county administrator

Vision

”We give local ideas
global opportunities”



One contact point – where businesses are



**Offices in all of Norway's counties
and in 30 countries**

Seamless service, based on customer needs

Focus

- Innovation
- Internationalisation
- Profile building

Services

- Advisory services
- Competence services
- Networking services
- Promotional services
- Financing services

**As a customer you have your needs – together we
will find a solution to those needs**

Effective and result-oriented

- Around NOK 4 billion for the reinforcement of Norwegian industry
- Innovation Norway contributes to the establishment and protection of 7,000-8,000 jobs each year
- Customer surveys indicate that at least 90% of Innovation Norway's funds is devoted to projects that are regarded as important for companies' survival and profitability development
- 70% of the companies who were promised funding in 2000 think that the projects will lead to a high degree of skills development in one or more professional fields

Innovation

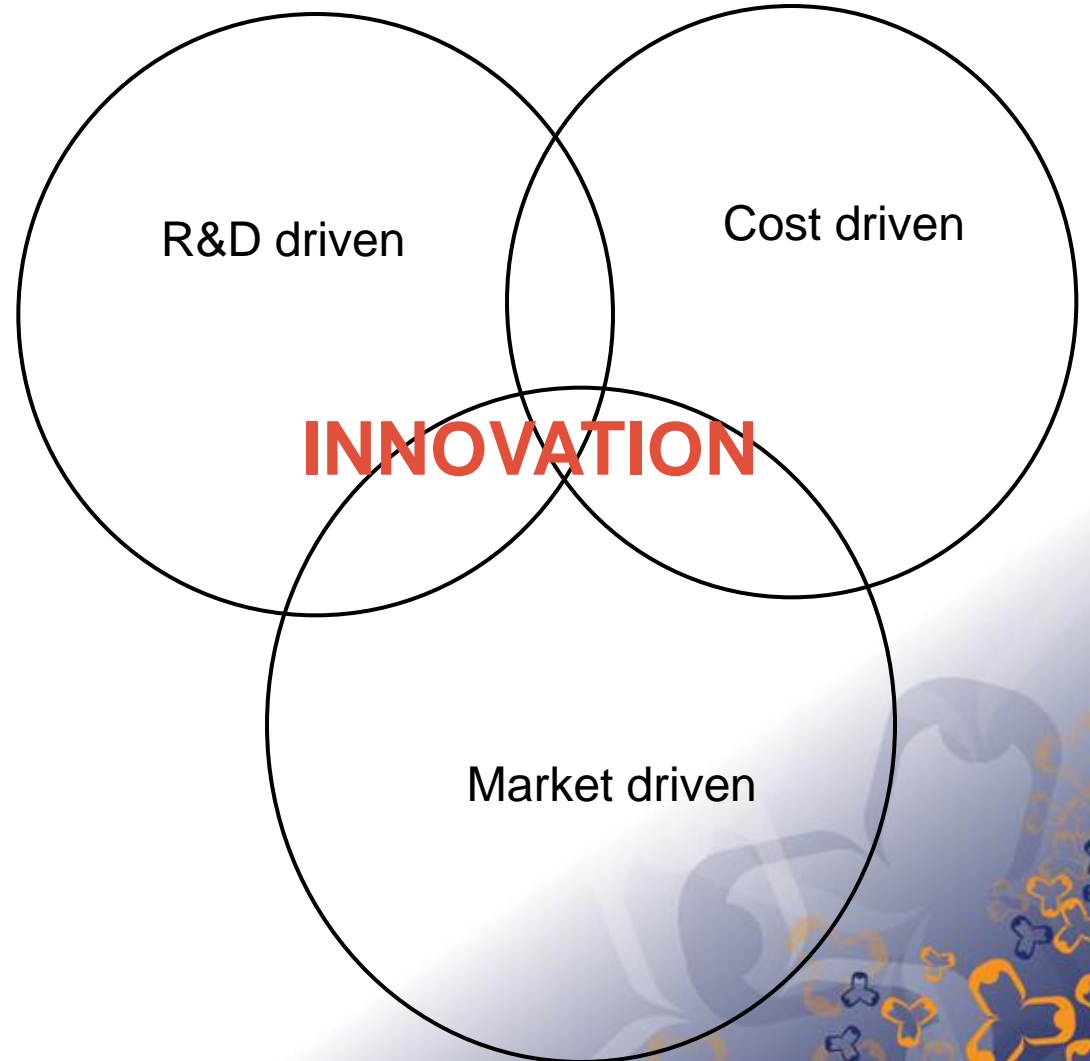
- An innovation can be a new product, a new service, a new production process or type of organisation that has been introduced onto the market or put into use in production or in the organisation thereof in order to create economic value.
It may also relate to finding completely new markets.

The Innovation process

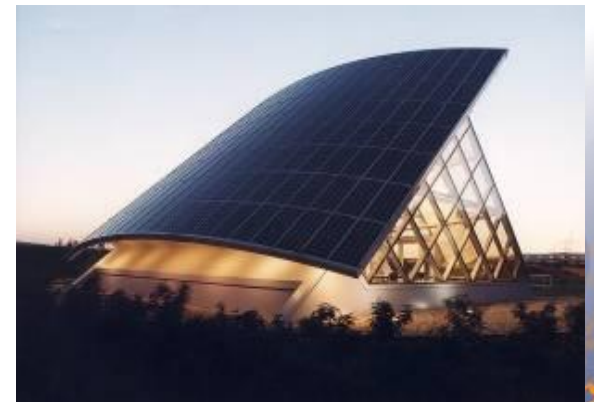
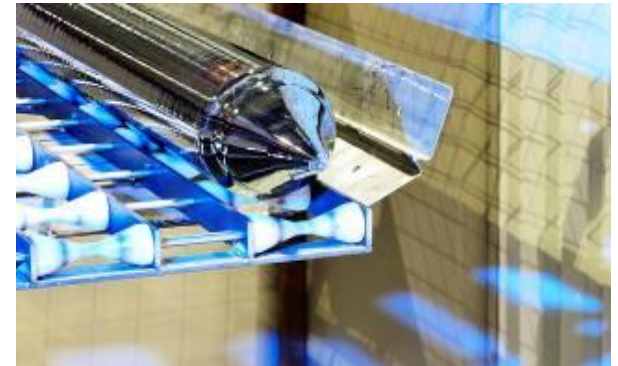
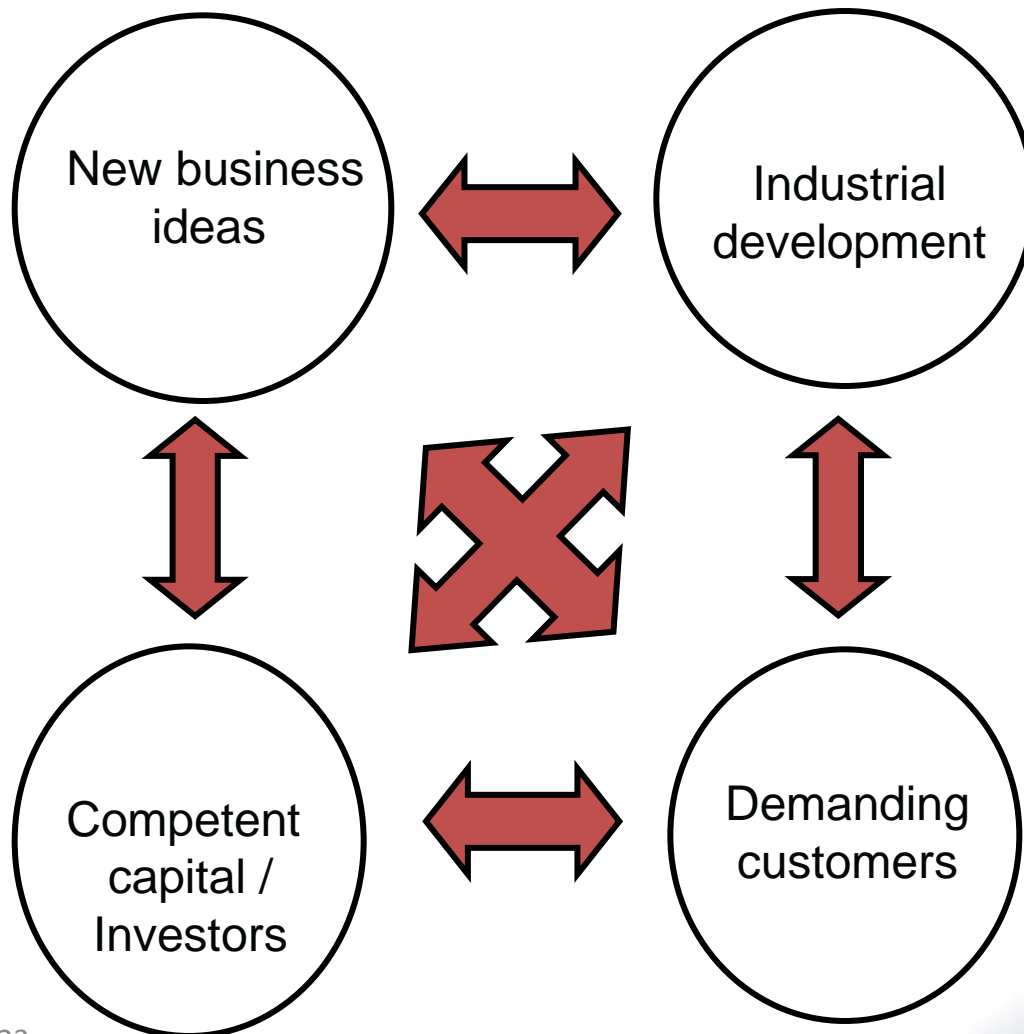
- The Innovation process, or to innovate (to achieve innovation), requires coordination (competition and collaboration) between a number of private and public players, and forms part of what is called the innovation system.
- Innovation takes place locally with national and international links.



Drivers for innovation



Innovation = success in the markets



REC

Regional and industrial development - Norwegian cluster policy and programs



Why clusters?

- Increased focus on clusters and networks as a result of:
 - Open innovation
 - Transfer/Diffusion of knowledge
 - Critical mass
 - Building competitiveness
 - Regional development
 - Business/industrial development



Norwegian Centres of Expertise



Aquaculture Nordland



Instrumentat
Trøndelag



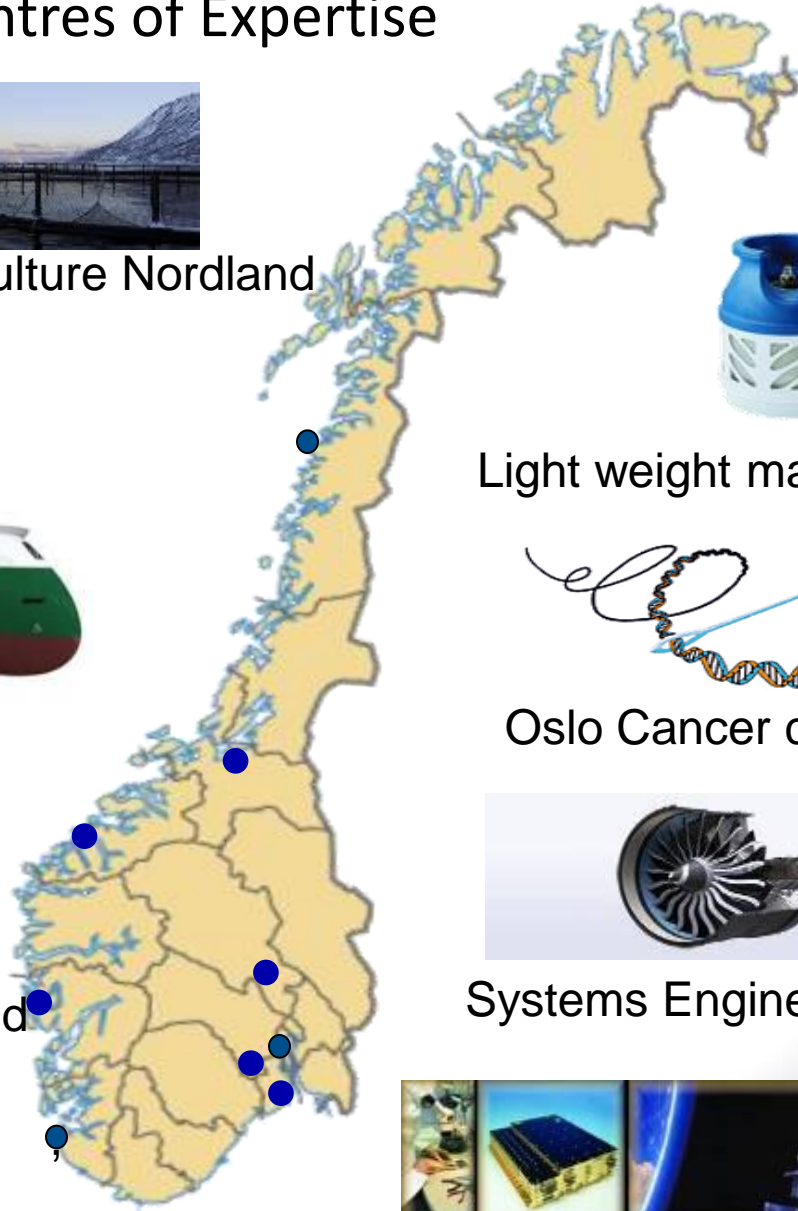
NCE Maritime
Møre



Subsea Technology Hordaland



Culinology Rogaland



Light weight materials Raufoss



Oslo Cancer cluster



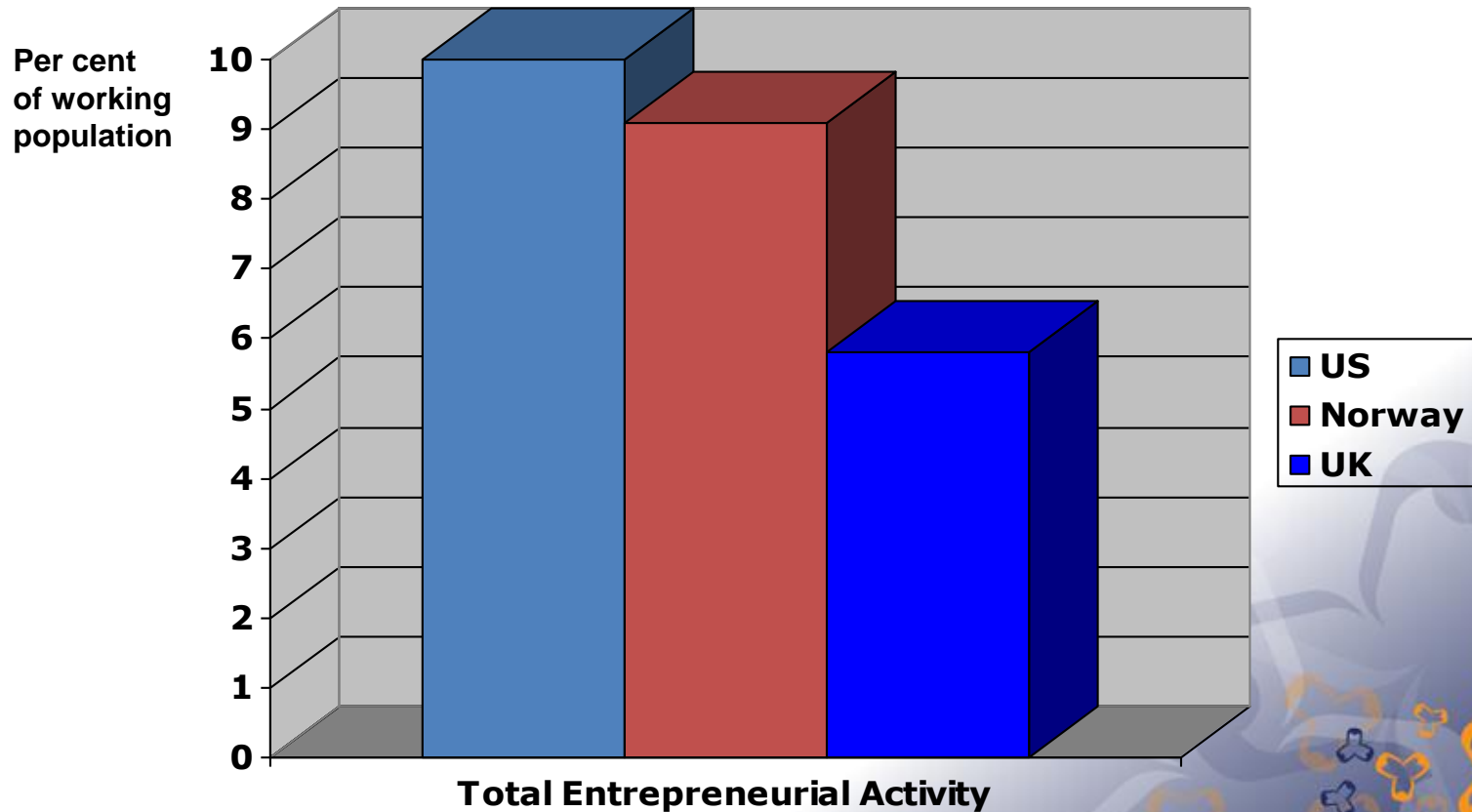
Systems Engineering Kongsberg



Microsystems Vestfold

How do we perform?

Share of population active in entrepreneurship



The Norwegian framework for entrepreneurship

– Entrepreneurship in education

- Learn how to carry out ideas
- Develop skills and attitude
- Partnership schools, business sector, authorities
- Age 10 to 25

– Competence and training of entrepreneurs

- Building competence and networks around real business plans
- Networking for women
- Networking for youth

– Access to finance

- Grants
- Loans
- Seed capital
- Connecting with investors

– Social security in a welfare state

- Reducing cost of failure!
- Right to one year child care support also for self-employed
- Self-employed can get unemployment benefit if training scheme is accepted

– Reducing administrative burdens

- Checking administrative burden for small companies of all new laws and red tape
- Electronic reporting to government

What entrepreneurs need*



- Guidance/encouragement/mentoring
- Skills development
- Concept/market evaluation
- Capital
- Partners
- Expert environments
- International contacts
- Learning from other entrepreneurs

How we support the entrepreneurs

Mobilising

1. Making successful enterprises visible
2. Campaigns and events
3. Entrepreneur “Idol” on TV

Normal entrepreneurs

1. E-learning
2. Entrepreneur groups
3. Regional training/courses
4. Grants

Growth entrepreneurs

1. Internationalisation advice
2. Advising/coaching
3. Grants and risk loans
4. Matching investors and entrepreneurs
5. Incubators
 - Regional
 - University Campus
6. Technology Transfer Offices
7. Private-public seed-capital (16 funds)
 - Regional (11)
 - Sector specific in university-cities (5)



Young entrepreneurs

Why young people?

Because they are our future!

Young entrepreneurs have:

- No earlier achievements giving credibility
- Limited experience from business
- Debt and/or little equity
- Limited network
- Opportunistic
- Lot's of energy!
- Little patience!

SEC Systems AS



How we support the young entrepreneurs



Education and Training

1. Young Enterprise
 - Primary School
 - Secondary School
 - High School
 - University
2. Bachelors and Masters in Entrepreneurship at all universities
3. The Entrepreneurship School
 - Practical training in startups abroad
 - Guided by professors from top international universities

Business plan

1. Intensive business plan development with professors (Take-off)
2. Group of entrepreneurs work together over time (Alchemist)
3. Small grants for prestudies

Boston
San Francisco
Cambridge
Johannesburg
Singapore
Shanghai

Competitions events

1. Business plan competitions (VentureCup and Student Enterprise)
2. Celebrating outstanding young people
3. The National Entrepreneurship Week

In addition, all ordinary measures (grants, courses, advice, networks) are of course available for young too

Why focus on women?

Because they contribute to different thinking

- We believe:
 - Women think differently and thus contribute to diversity and thereby innovation
 - Women's background and talents can increase our problem-solving capacity



How we support the female entrepreneurs

Business development

1. Micro Credit
 - Stimulate very early stage
2. GROW-programme
 - Grants to implement growth projects in companies led by women
 - Grants to establish networks of women
3. Light-house
 - Developing firms
 - Successful female entrepreneurs used as role models

Competence

1. Mentor programme for female managers
2. Board Member programme
 - Female board members and potential members
 - Management skills
 - Network of female managers

Incubation

1. Incubator for Art, Design, Humanities and Social Sciences
 - Spreading to more cities

Estonia, Latvia and Lithuania



The Baltics have been among the fastest growing economies in the world over the last ten years, but a correction is now taking place.

Norway is among the largest investors and most important trade partners for the Baltics.

The geographical closeness, a strong Nordic presence, and absence of significant cultural differences make the Baltics a natural choice for Norwegian companies. Norwegian small and medium size companies often find the size of Baltic companies suitable to partner with, and large Norwegian companies have established themselves in this market.



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Email: tiina.link@innovationnorway.no





**Five regional multi-stakeholder networks
with the aim to help entrepreneurs speed
up their commercialization process and
prepare them to meet investors and
industrial partners**



CONNECT internasjonalt

- Australia, Sør Korea, Storbritannia, USA, Danmark, **Estland**, Finland, Jordan, Latvia, New Zealand, Norge, Sverige, Taiwan, Japan, Canada og Tyskland.



TYPE OF SERVICE FOR ENTREPRENEURS

Pre-springboard

Springboard

International Springboard

Partnering program

Investment forum

Partnership forum

Business Angels

Board members



TYPE OF SERVICE FOR MEMBERS

Member meetings
Newsletter
Business Angel network
Pre-springboard
Springboard
International Springboard
Partnering program
Investment forum
Partnership forum





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Member of the Managing Board

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Thank you for
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