

Avenir Suisse

IT – TRANSFORMER

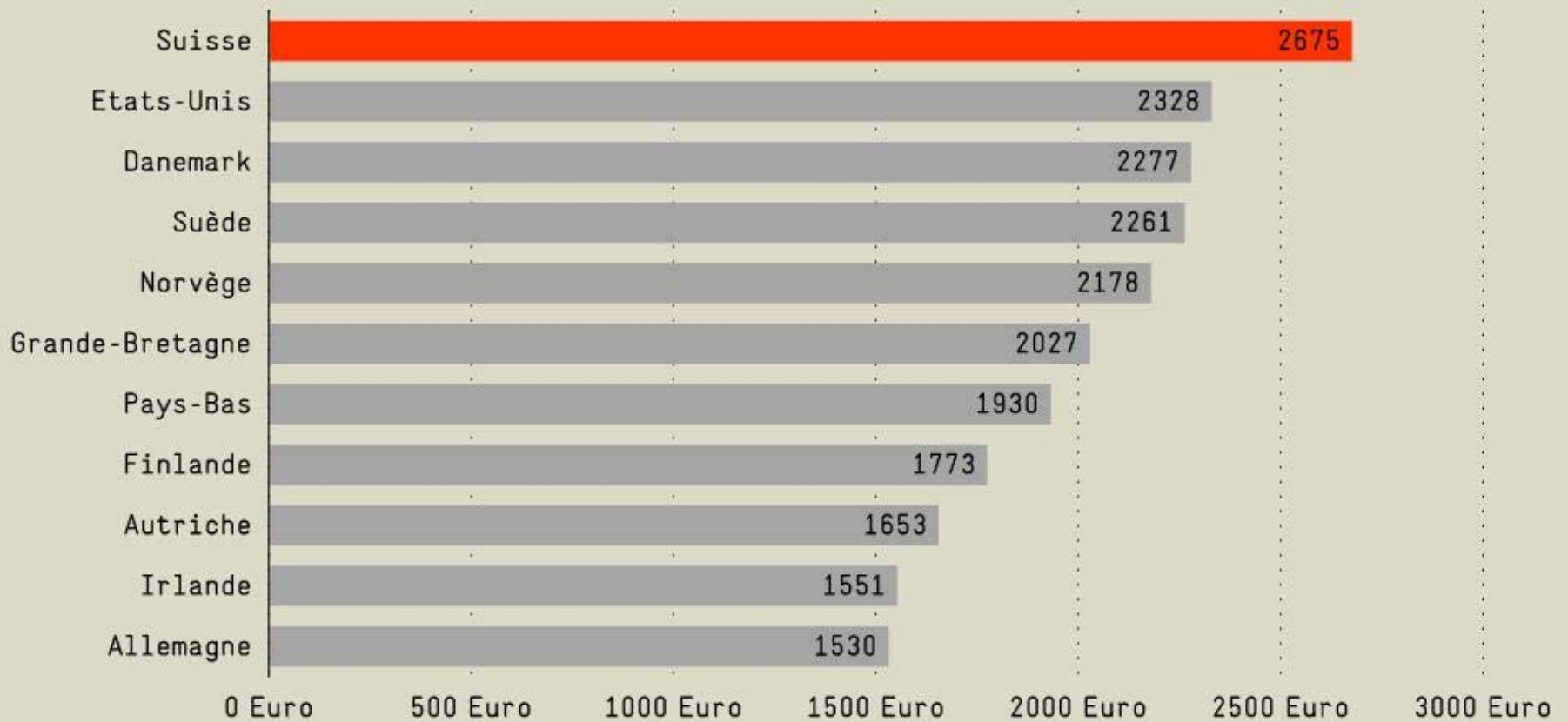
Bern, 16. November 2005

The swiss paradox

- High Investments - Low Productivity
 - ICT spending
 - Internet Activities
 - Cost
 - Productivity
- Wrong Education & Innovation Model
 - Education
 - Innovation & Patents
 - Innovation to cash: Venture Capital

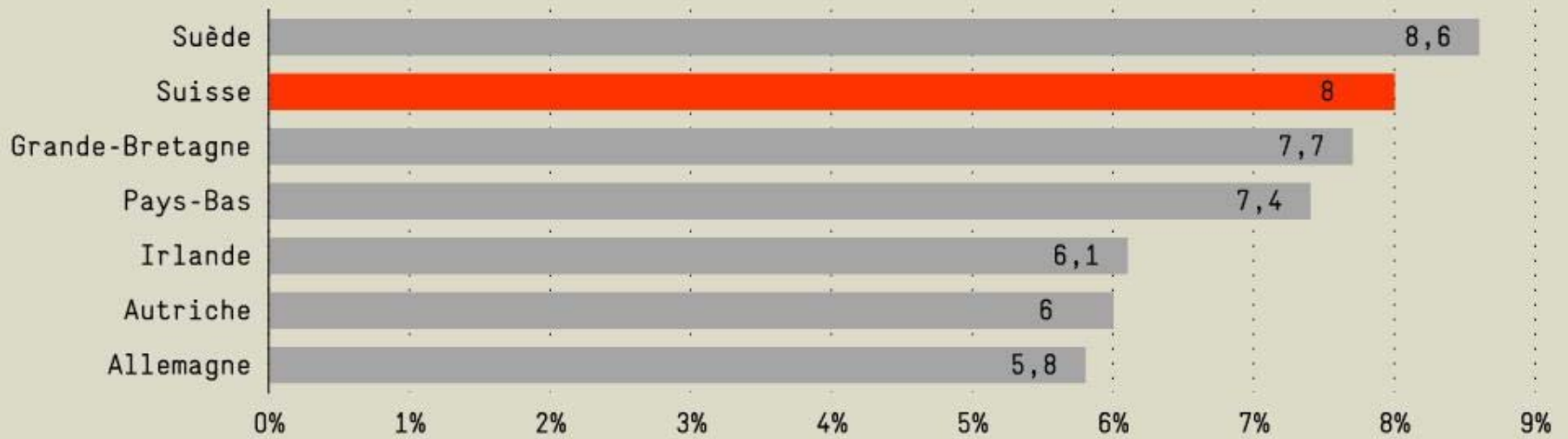
IT Spending per capita (2003)

Source : European Information Technology Observatory (2004)



IT Market (2000)

Source : European Information Technology Observatory (2001)



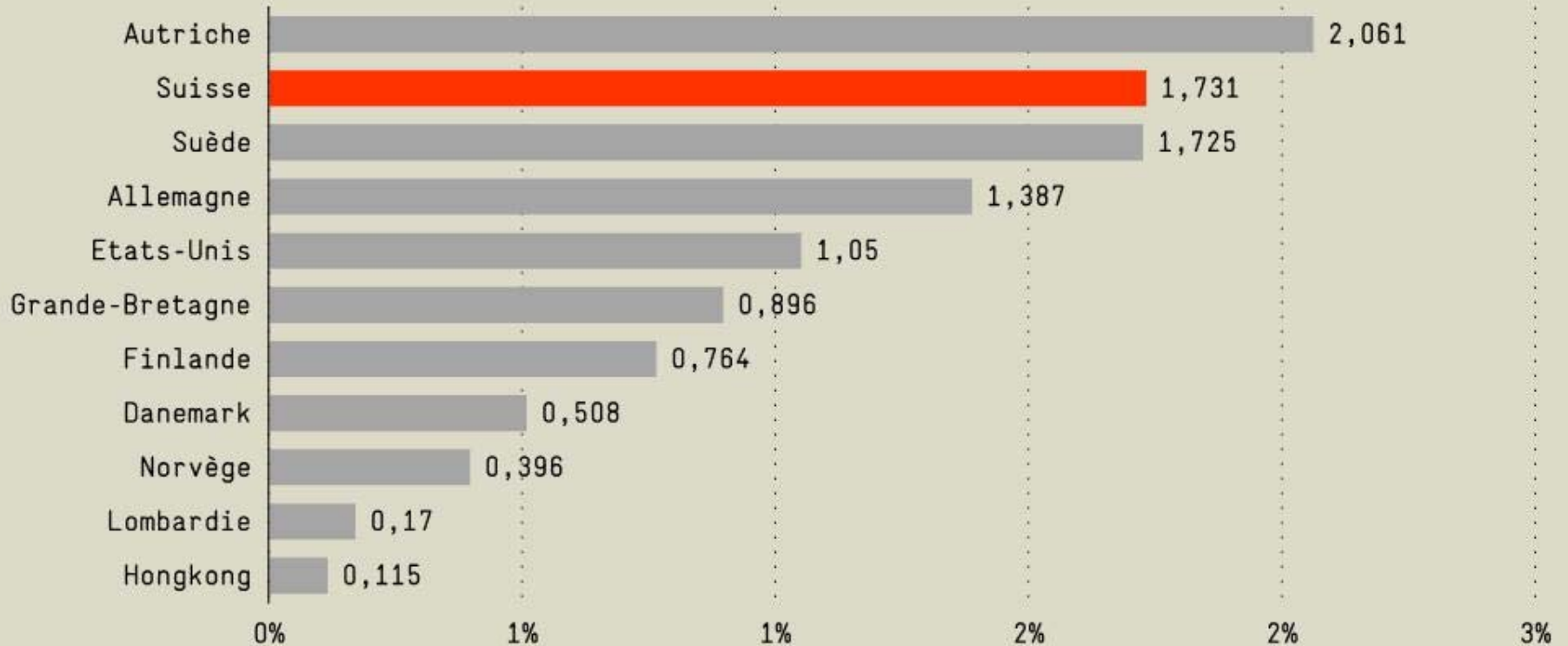
Internet Web Site per 1000 habitants (2000)

Source : OCDE (2001)



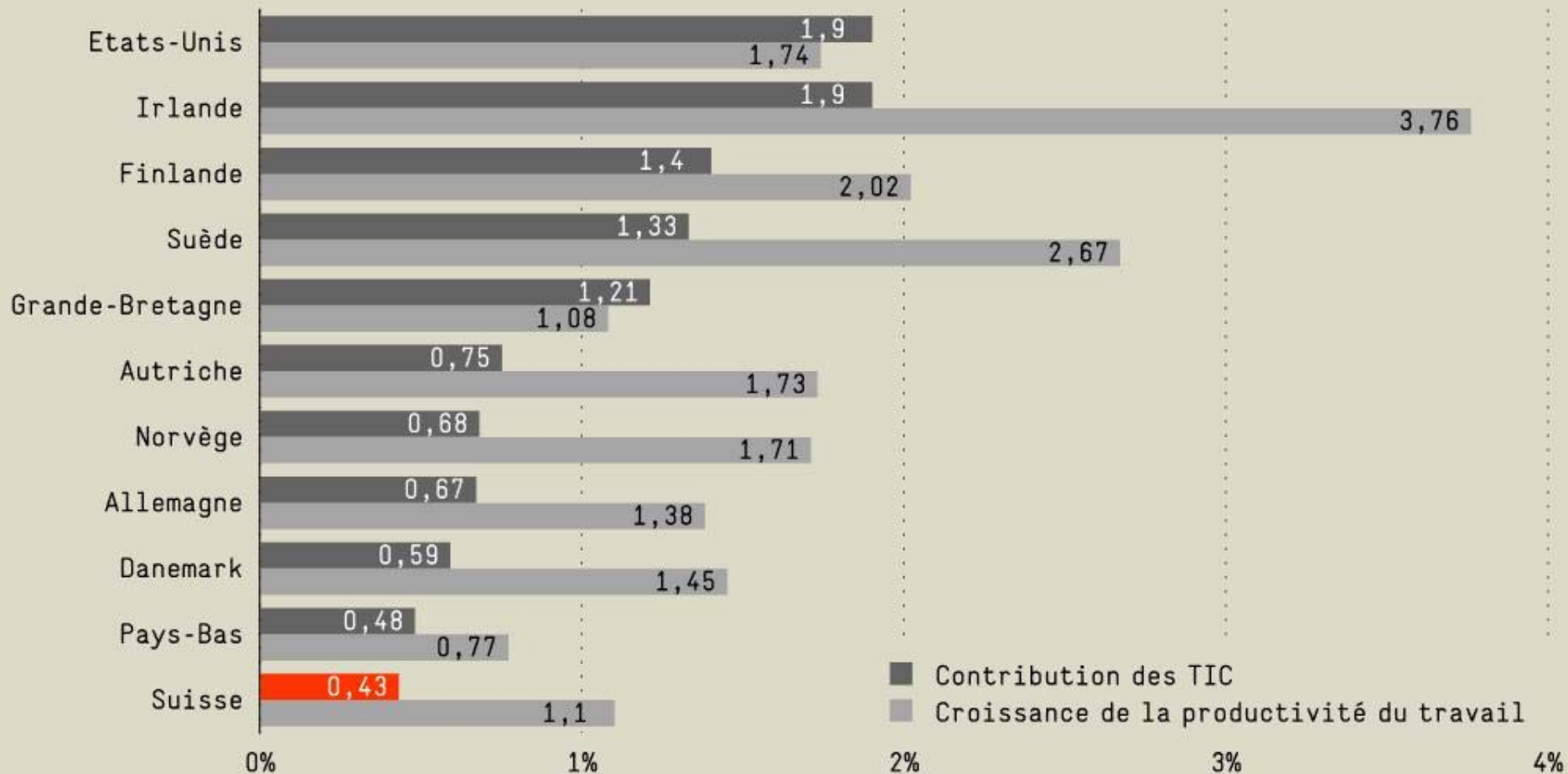
Mobile Phone Cost (2002)

Source : Institute for Management Development (2004)



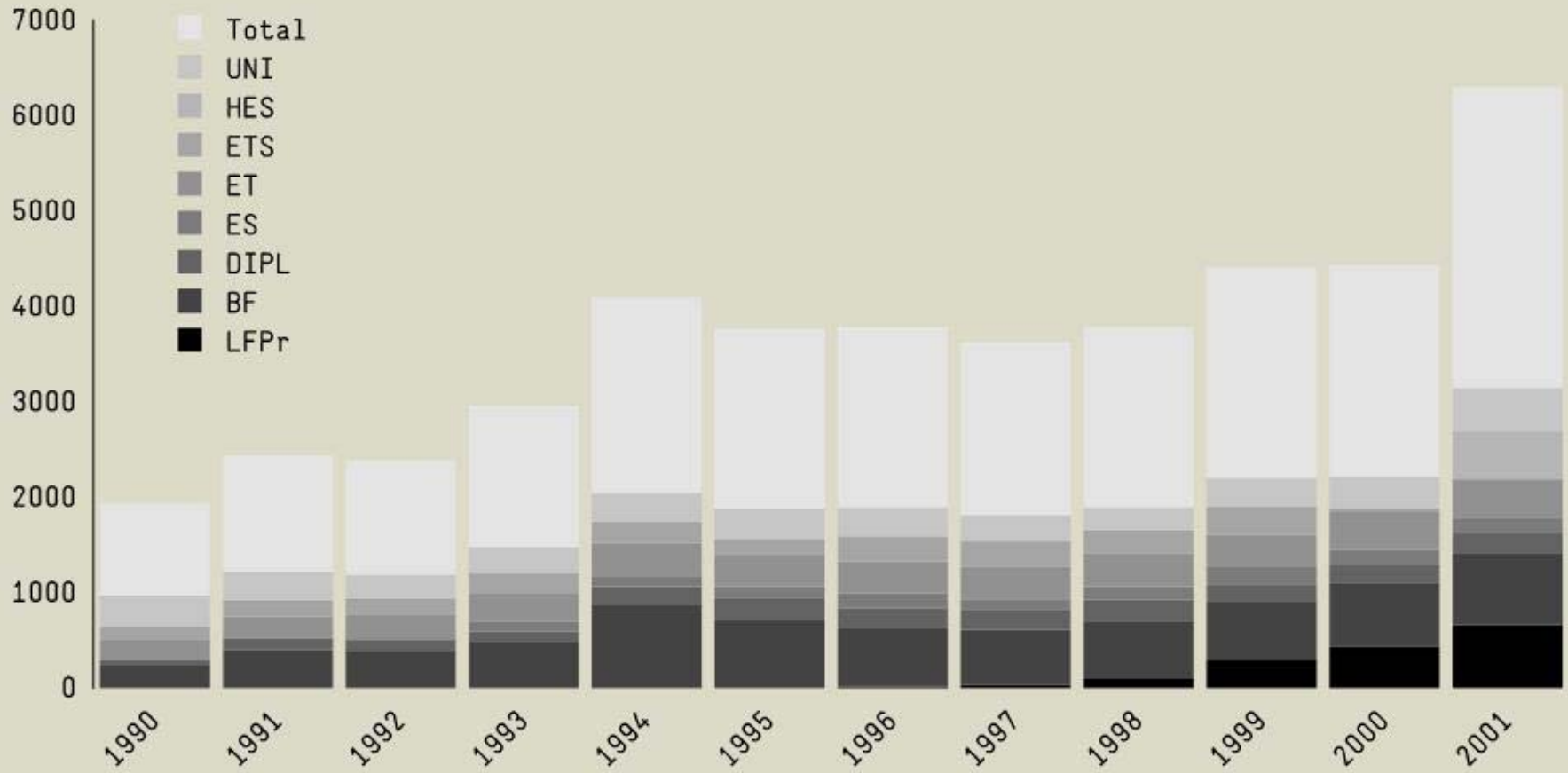
IT Productivity (1996–2000)

Source : The Economist Intelligence Unit (2004)



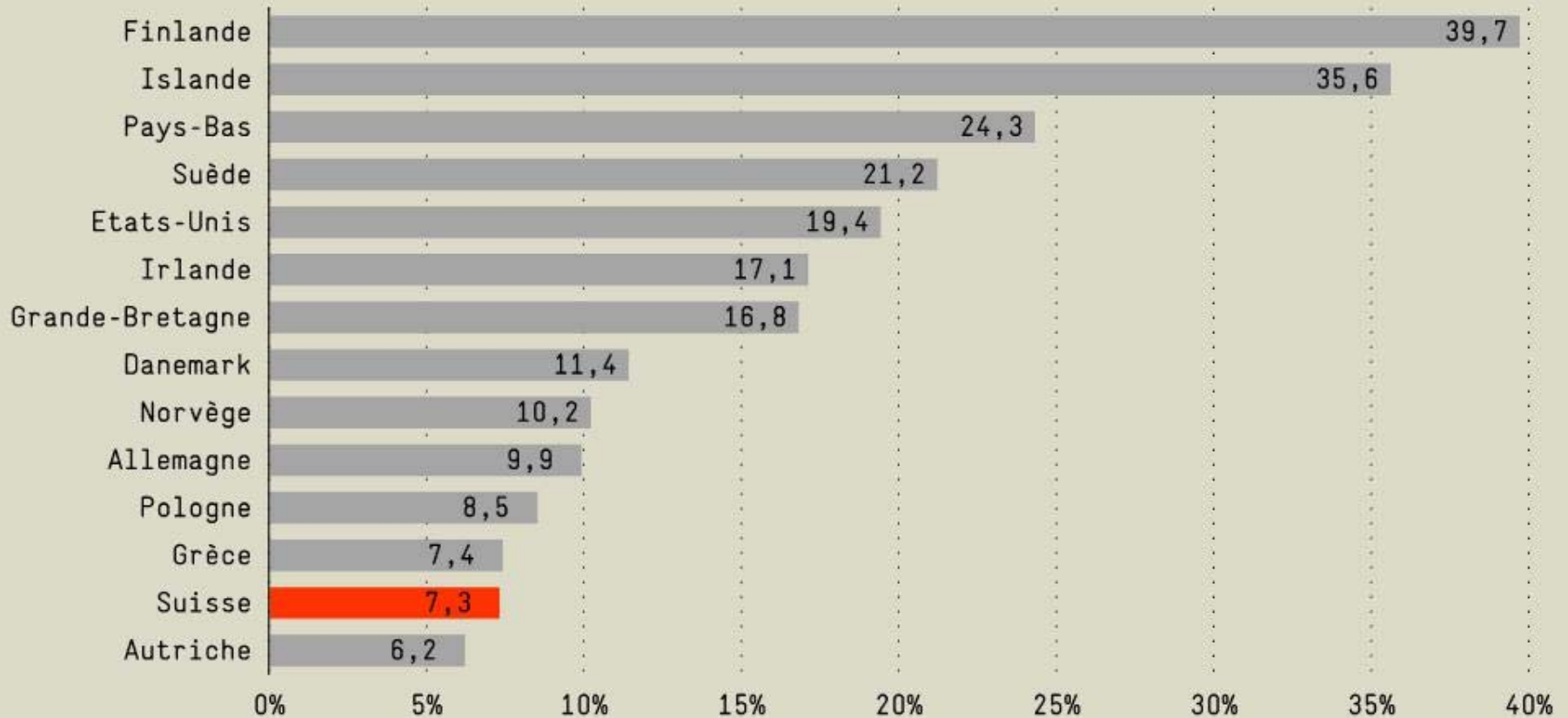
IT Diploma (1990–2001)

Source : OFS (2002)



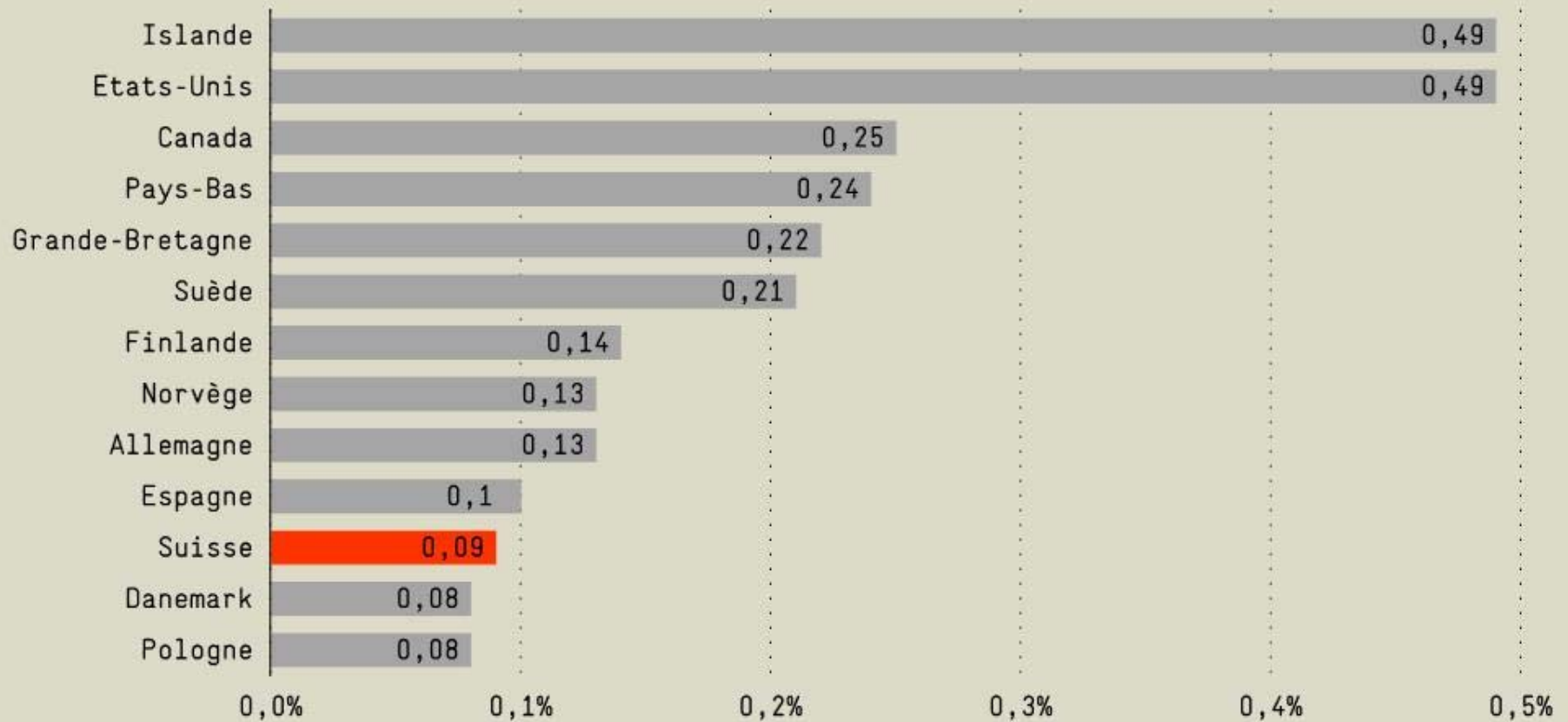
IT Patent as % of total national Patent(1998)

Source : OCDE (2002)



Venture Capital (1998–2001)

Source : OCDE (2003)



The new ICT Demand driving Force

- Technology Innovation Supply rarely meet the demand
- but Technology Innovation can be adapted to meet the demand
- It's the role of the new innovators: the Transformers

The ICT Transformer

- Some innovators play a key role
 - they know how to think in a digital world
 - they look after new business model
 - they listen to the people
 - they are highly productive
 - they are able to transform innovation into cash

The ICT Productivity Potential

- focus on ICT productivity not on ICT performance
- More Competition – less regulations -
- Education - demand versus supply -
- Research – more market oriented -
- Efficient Innovation Market - turning into cash -
- Venture Capital - better attractivity -
- E-government - focus on speeding all the process -
- Labor market – flexibility and mobility -
- Transformers - new business model,... -

Conclusion

- The Changing Nature of Innovation
 - Tangible versus Intangible Assets
 - Demand versus Technology Supply
 - Productivity
 - Business Model
 - Transformers