

RE-INVENT OUR REGION

Future scenario's on the economic development of the South Eastern
part of the Netherlands

TIM 7

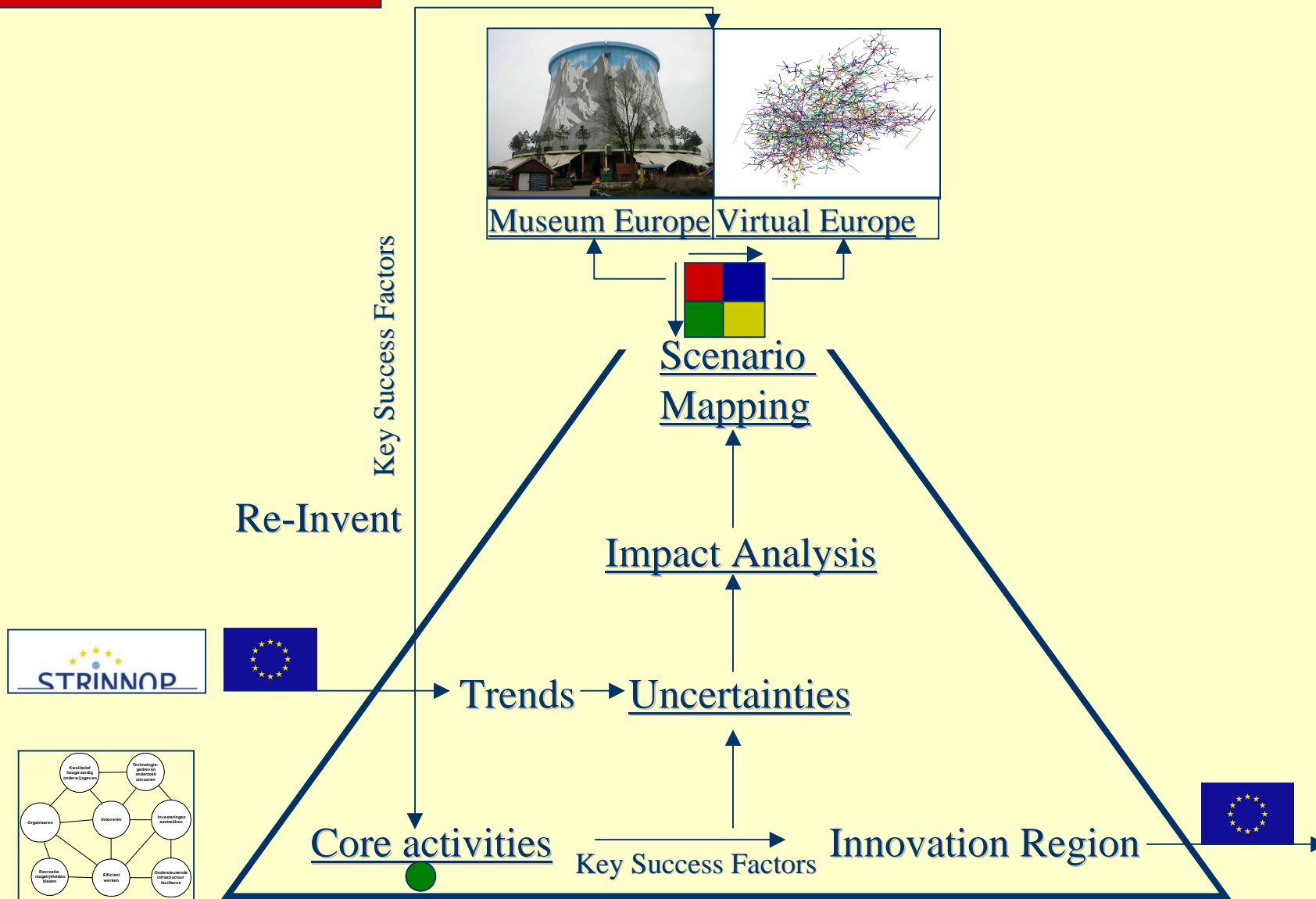
With close guidance on process and
methods by Peter Kopeczek*

Thursday, 13th of January 2005

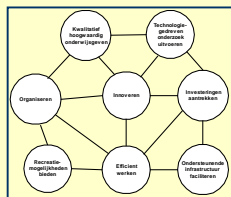
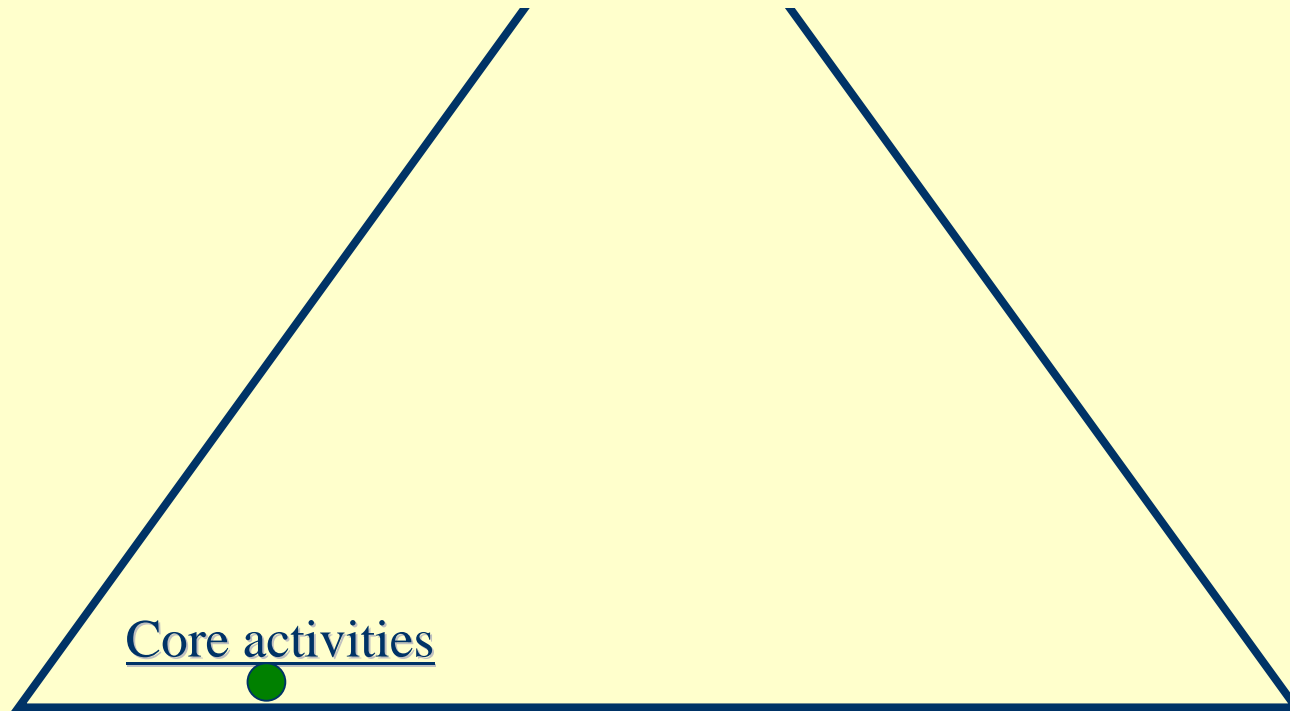
*"Re-invent your business"

The Virtual Manager.nl

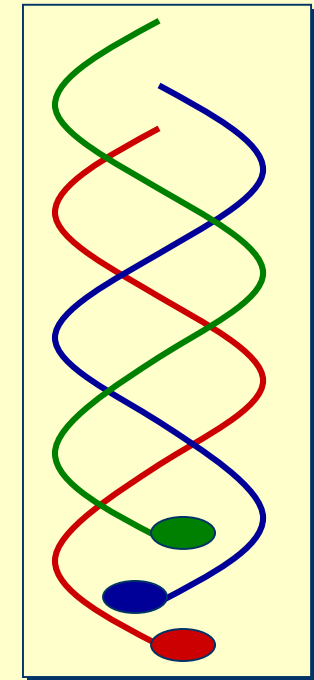
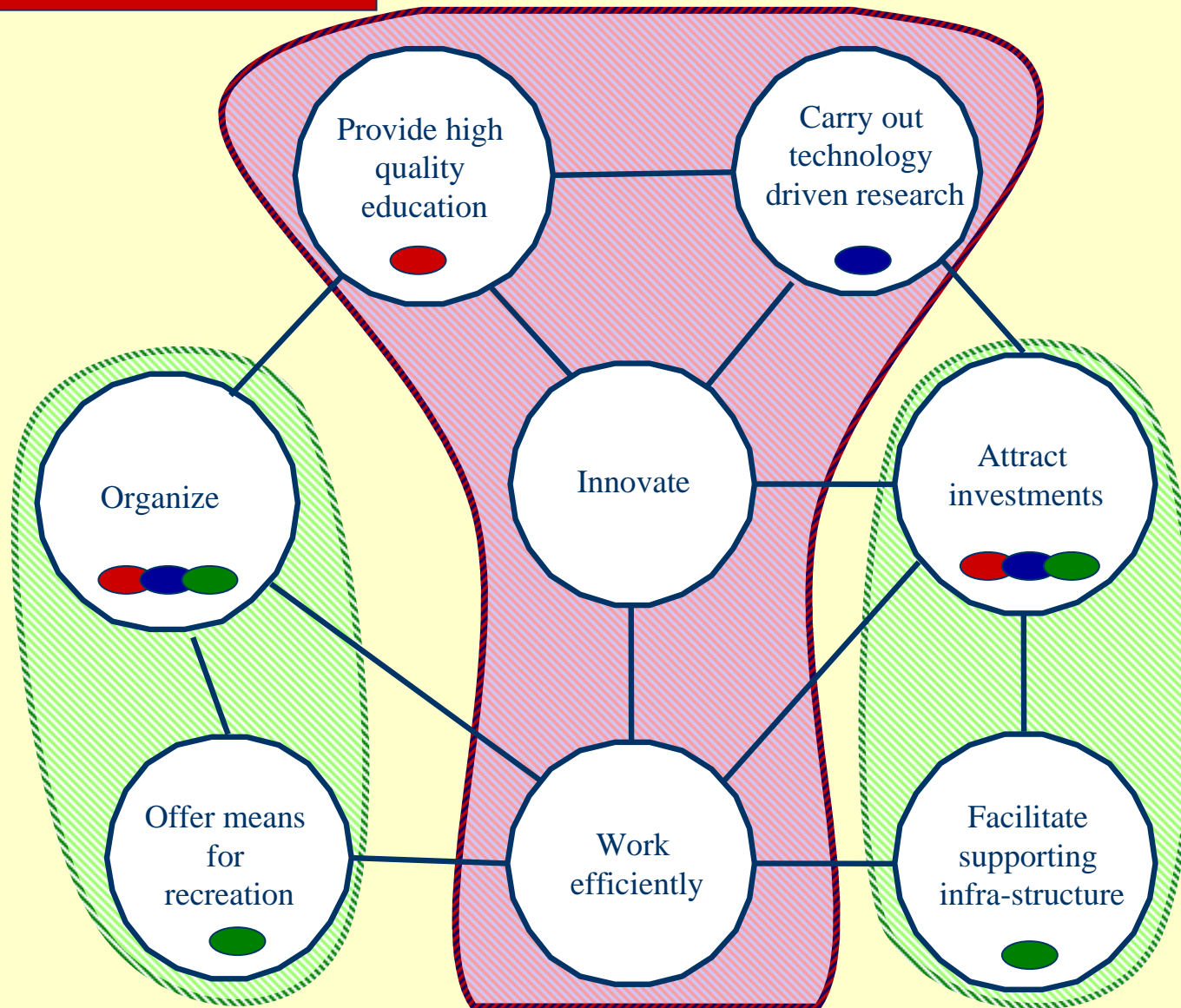
TO A FUTURE



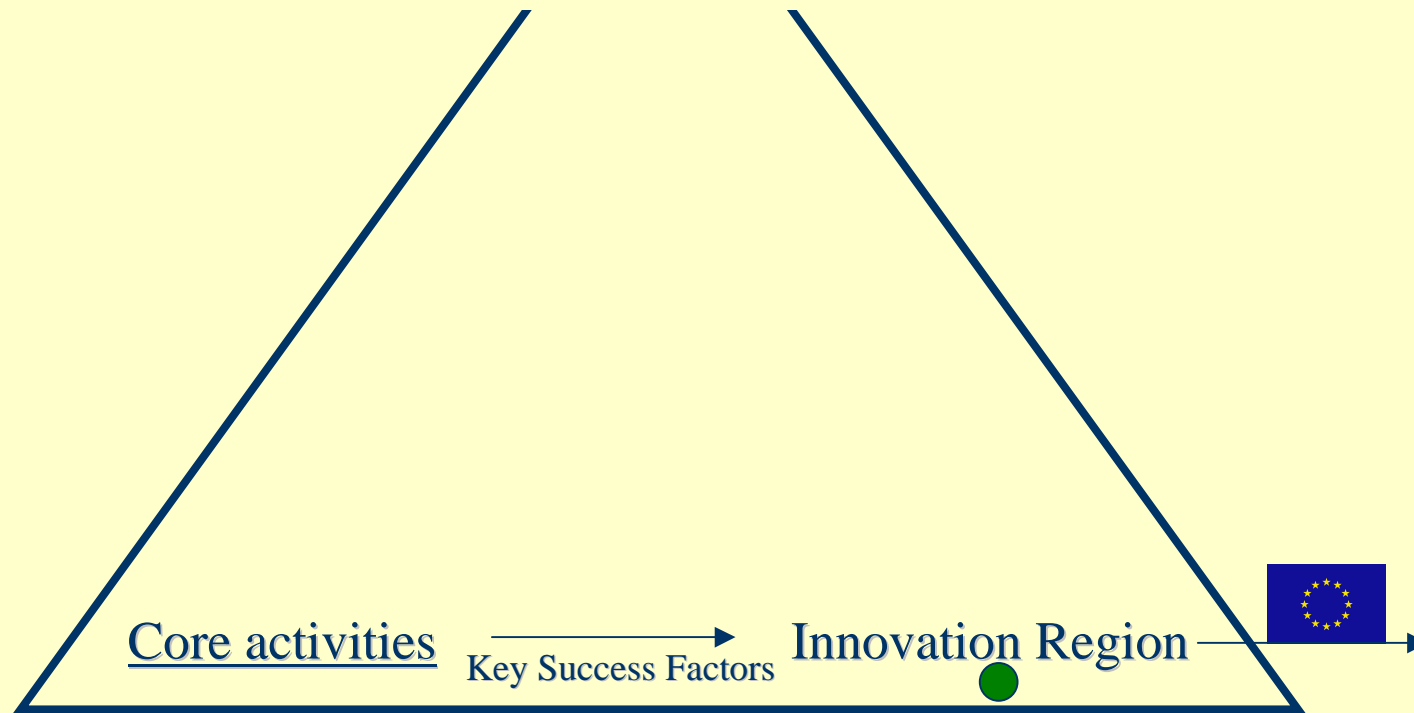
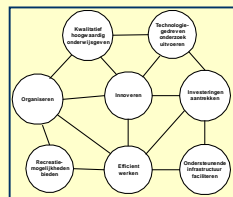
CORE ACTIVITIES



CORE ACTIVITIES



INNOVATION REGION



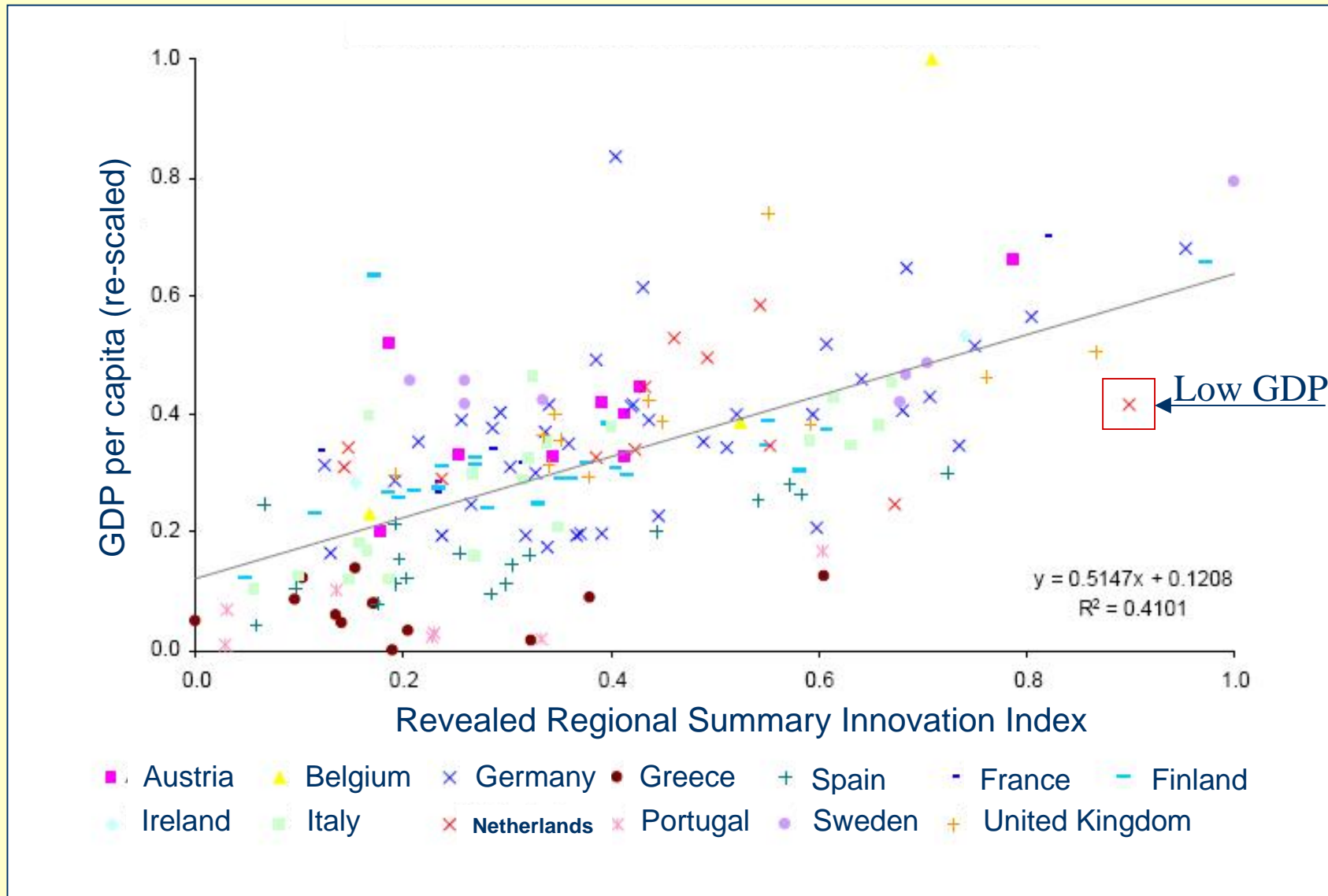
INNOVATION REGION

“Local” EU innovation leaders

Rank	Region	Country	RRSII
1	Stockholm	Sweden	225
2	Uusimaa (Suuralue)	Finland	208
3	Noord-Brabant	Netherlands	191 ←
4	Eastern	United Kingdom	161
5	Pohjois-Suomi	Finland	161
6	Ile-de-France	France	160
7	Bayern	Germany	151
8	South East	United Kingdom	150
9	Comunidad de Madrid	Spain	149
10	Baden-Württemberg	Germany	146

RRSII- Revealed Regional Summary Innovation Index calculated for 148 regions

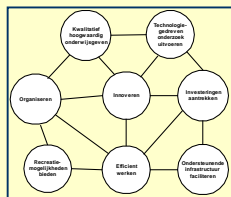
INNOVATION AND ECONOMIC PERFORMANCE



TRENDS



Trends



Core activities

Key Success Factors

Innovation Region



TRENDS FOR INNOVATION

STRINNOP Regional Innovation Indicators

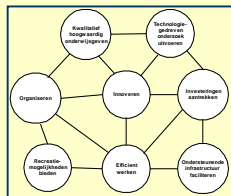
1	Tertiary education
2	Life-long learning
3	Medium-/high-tech employment in <u>manufacturing</u>
4	High-tech employment in services
5	Public R&D
6	Business R&D
7	High-tech EPO patents (1)
8	All EPO patents (2)
9	Innovative <u>manufacturing</u> enterprises
10	Innovative services enterprises
11	Innovation expenditure <u>manufacturing</u>
12	Innovation expenditure services
13	Sales of new-to-firm <u>products</u>

Between brackets the position of Noord-Brabant. If no brackets position < 5th place

UNCERTAINTIES



Trends → Uncertainties



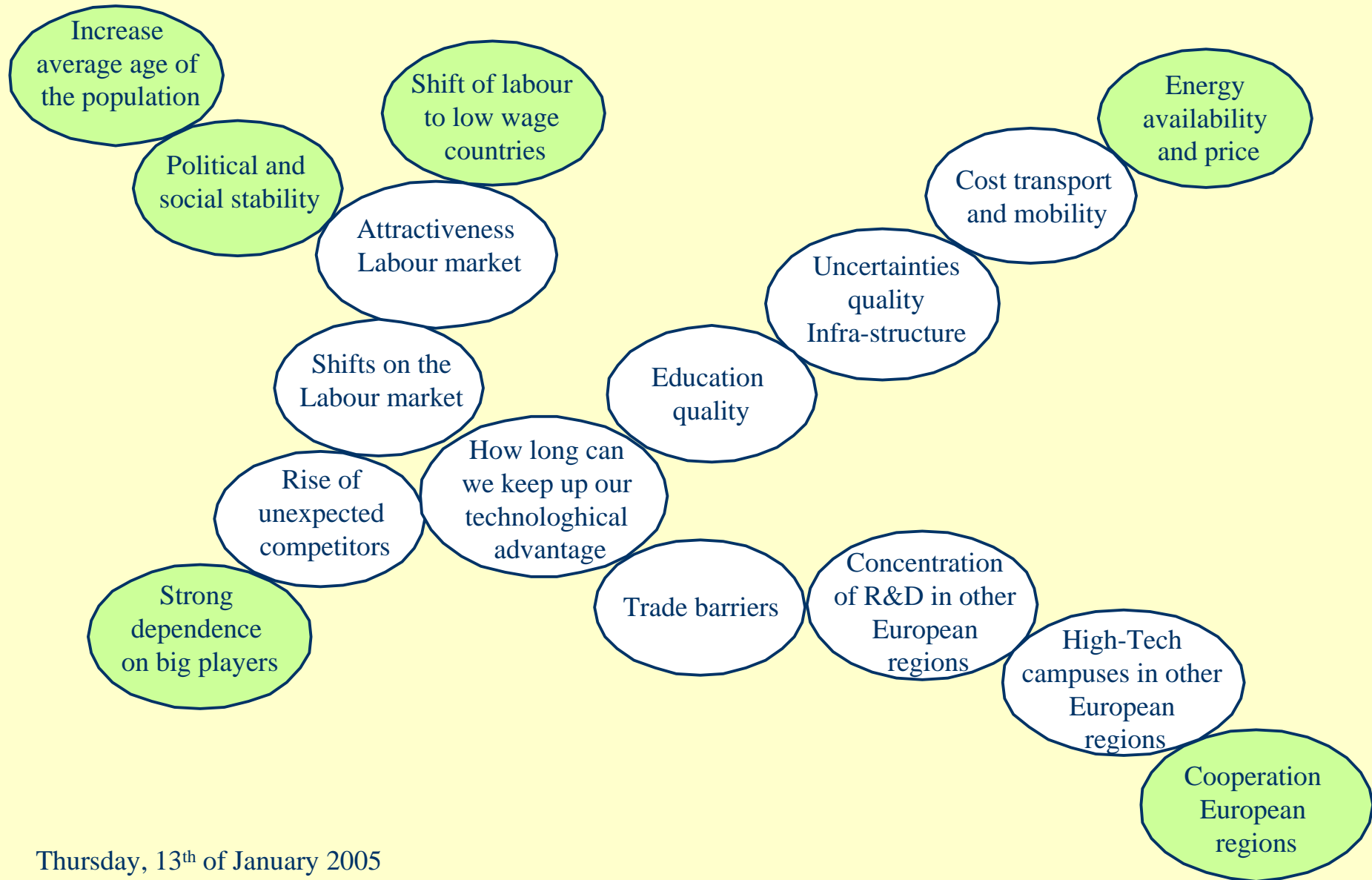
Core activities

Key Success Factors

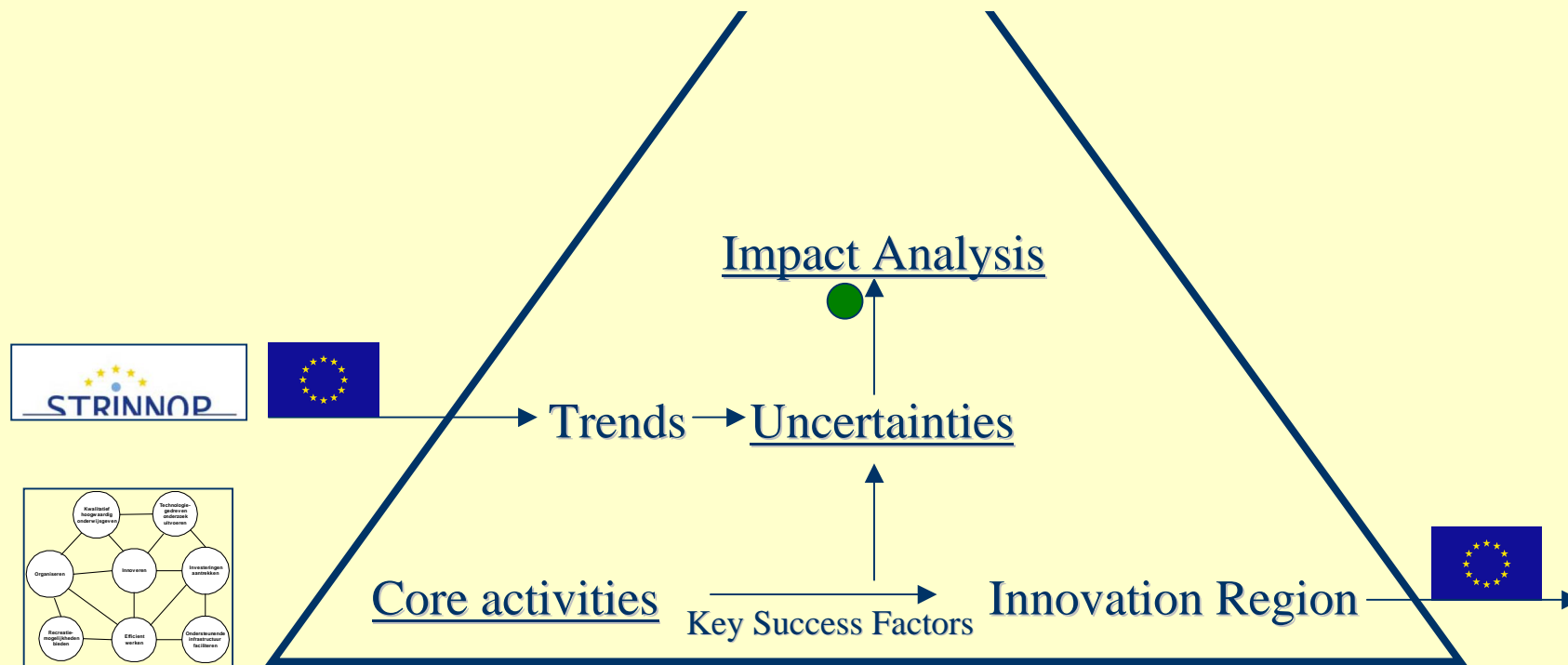
Innovation Region →



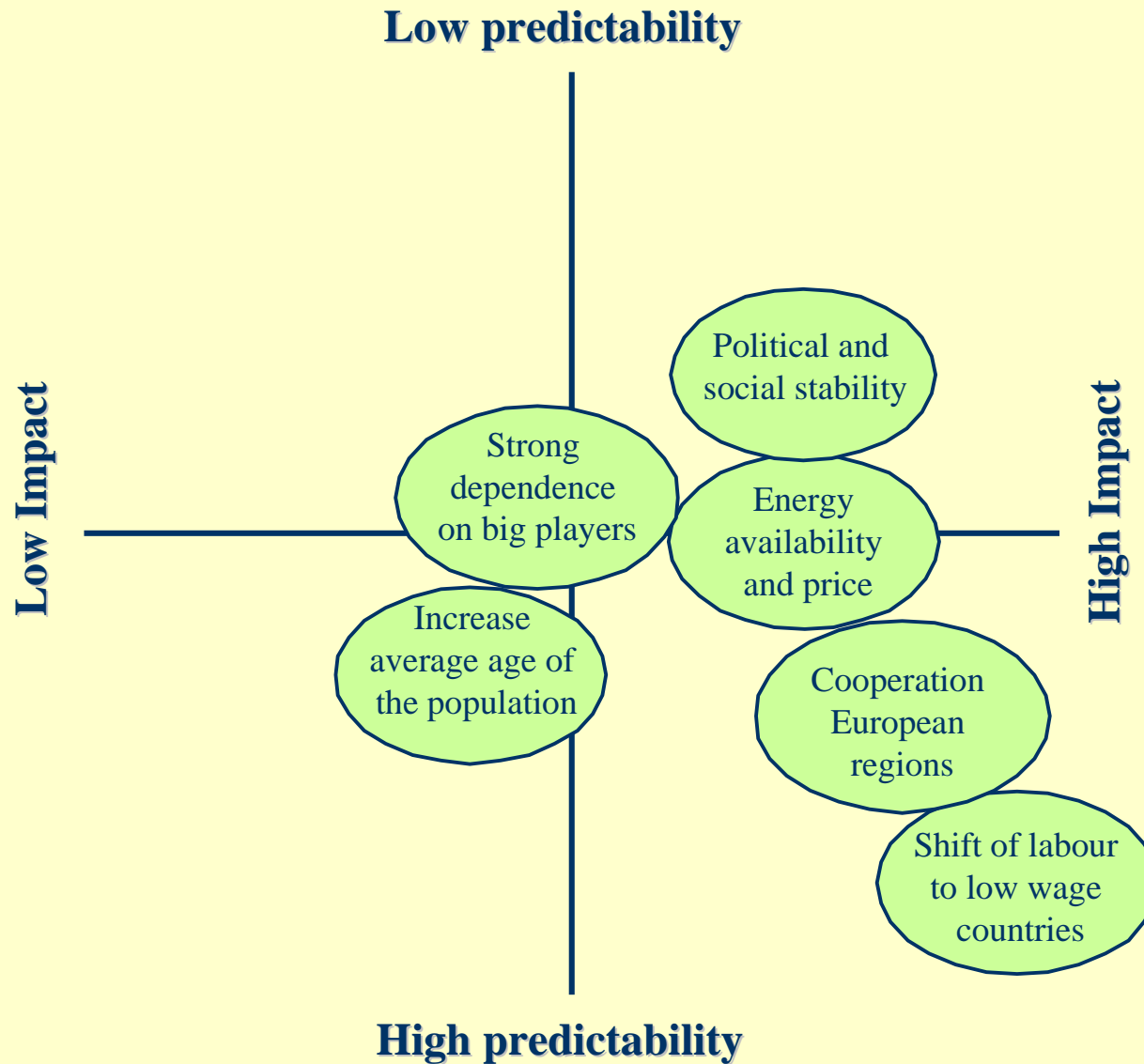
UNCERTAINTIES



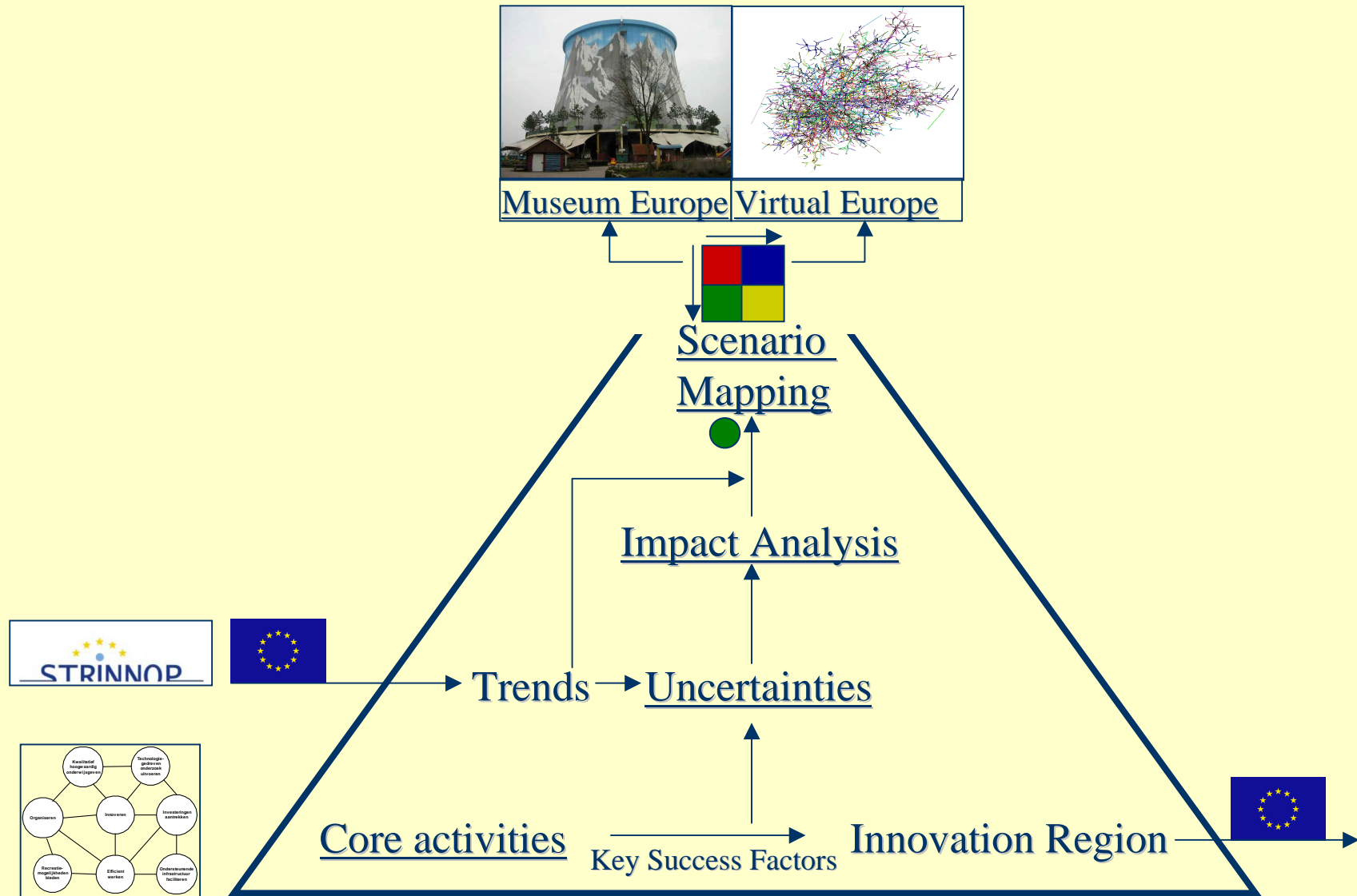
IMPACT ANALYSIS



UNCERTAINTY MAPPING



SCENARIO MAPPING



SCENARIO'S FOR THE SOUTH EASTERN PART OF THE NETHERLANDS

Shift of labour to low wage countries

Low

High

Low

Fragmented
Europe

Museum
Europe



High

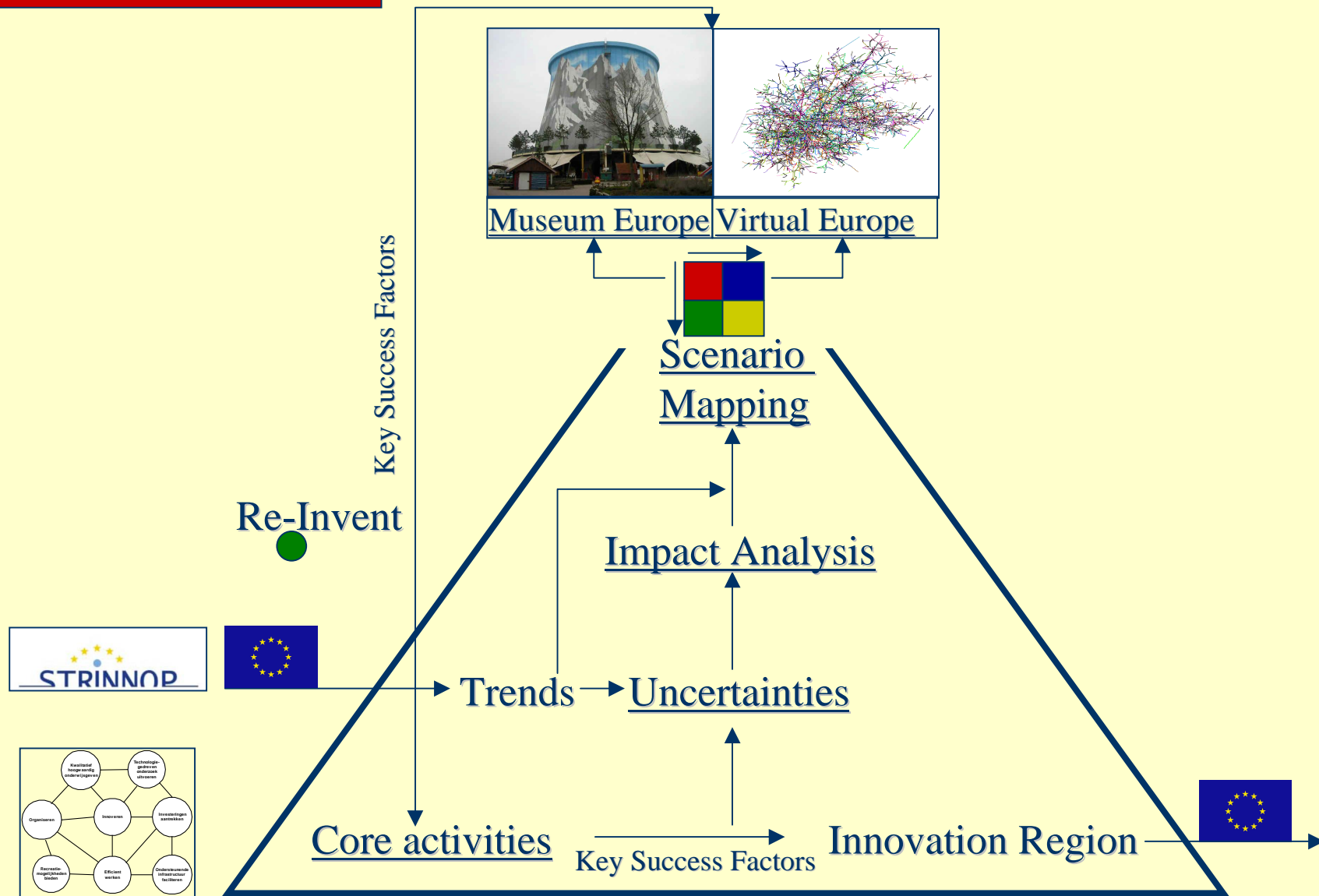
Virtual
Europe



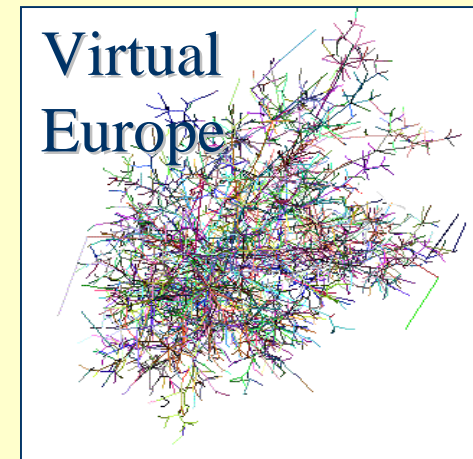
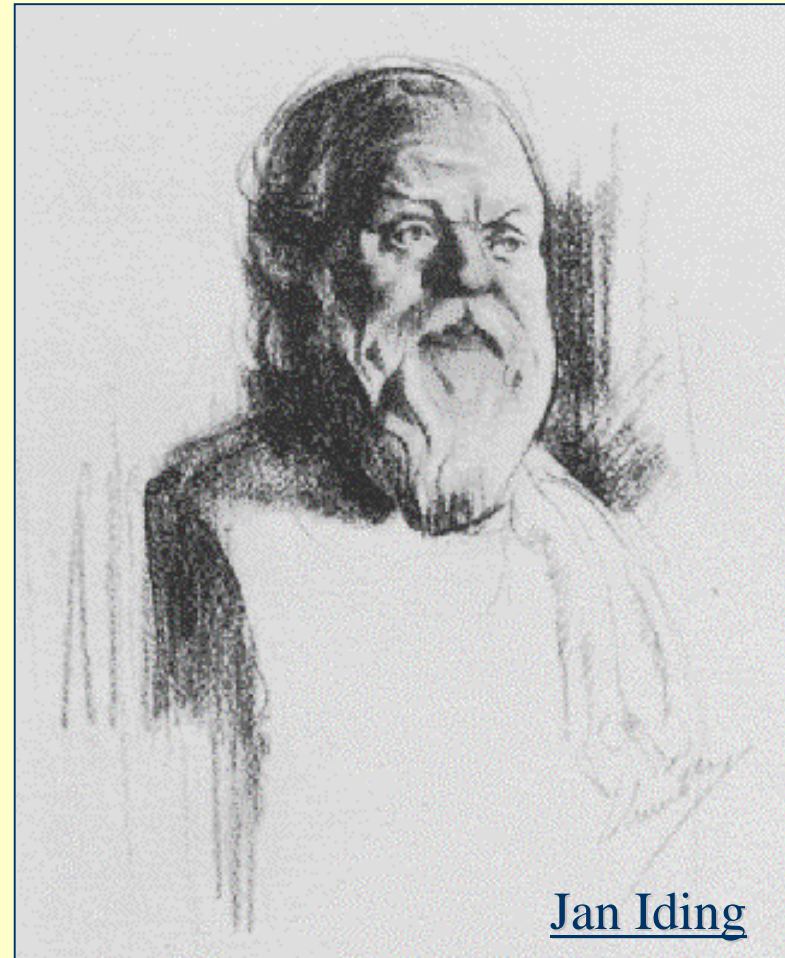
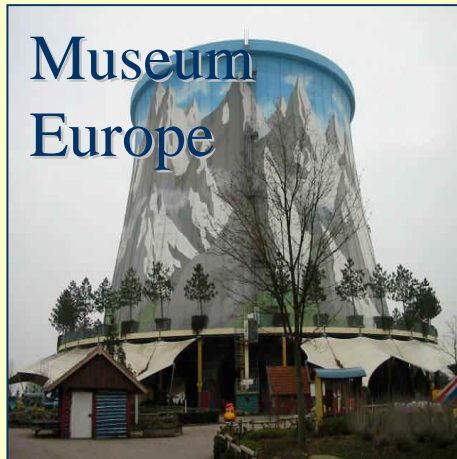
Paradise
Europe

Cooperation European regions

RE-INVENTING THE FUTURE



RE-INVENT OUR REGION



RECOMMENDATIONS/THESES

“MUSEUM EUROPE” IS A NIGHTMARE SCENARIO FOR OUR REGION?

HIGH TECH SURVIVAL IN OUR REGION REQUIRES THE CREATION OF A EUROPEAN HIGH TECH REGION (DEFINED ACROSS BOUNDARIES) OF SIZEABLE (~10 MILLION PEOPLE) SCALE

HIGH TECH INDUSTRY WITHOUT MANUFACTURING HAS NO FUTURE

**NEVER
STOP
ANSWERING**