

JOHNSON
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Innovalatino, Fostering Innovation in Latin America

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EMERGING MARKETS INSTITUTE

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InnovaLatino is a new initiative to assess Latin America's capacity to innovate for economic development and the well-being of its citizens. Our aim is to understand innovation in the region in a way that is useful to policy makers, business leaders and the community.

Publications



<http://www.innovalatino.org>

Innovation Profiles

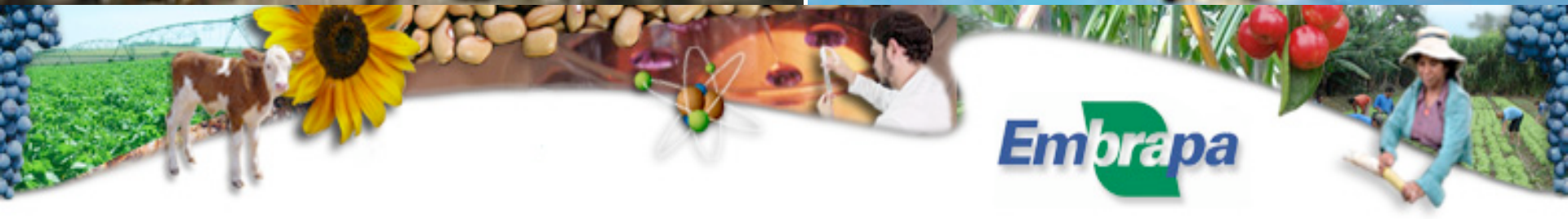


News & Events

▶ [Fostering Innovation in Latin America](#) 17/05/2010

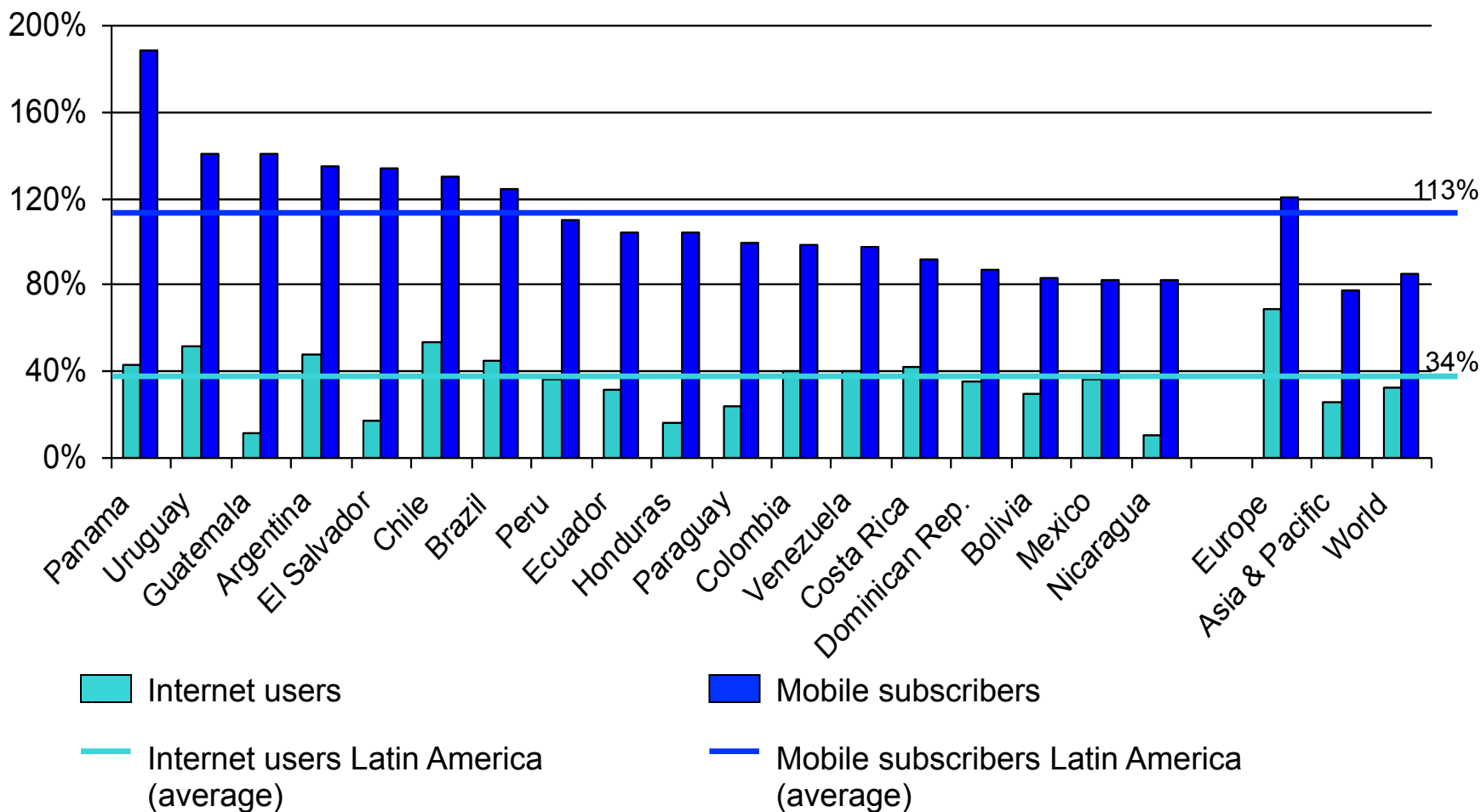
Fundación Telefónica, INSEAD and the OECD Development Centre, hosted the panel "Fostering Innovation in Latin America" as part of the "III Latin America and the Caribbean - European Union Business Summit".

▶ [Experts Meeting on Innovation Indicators](#)





Mobile cellular subscriptions and internet users as percentage of population (2011)



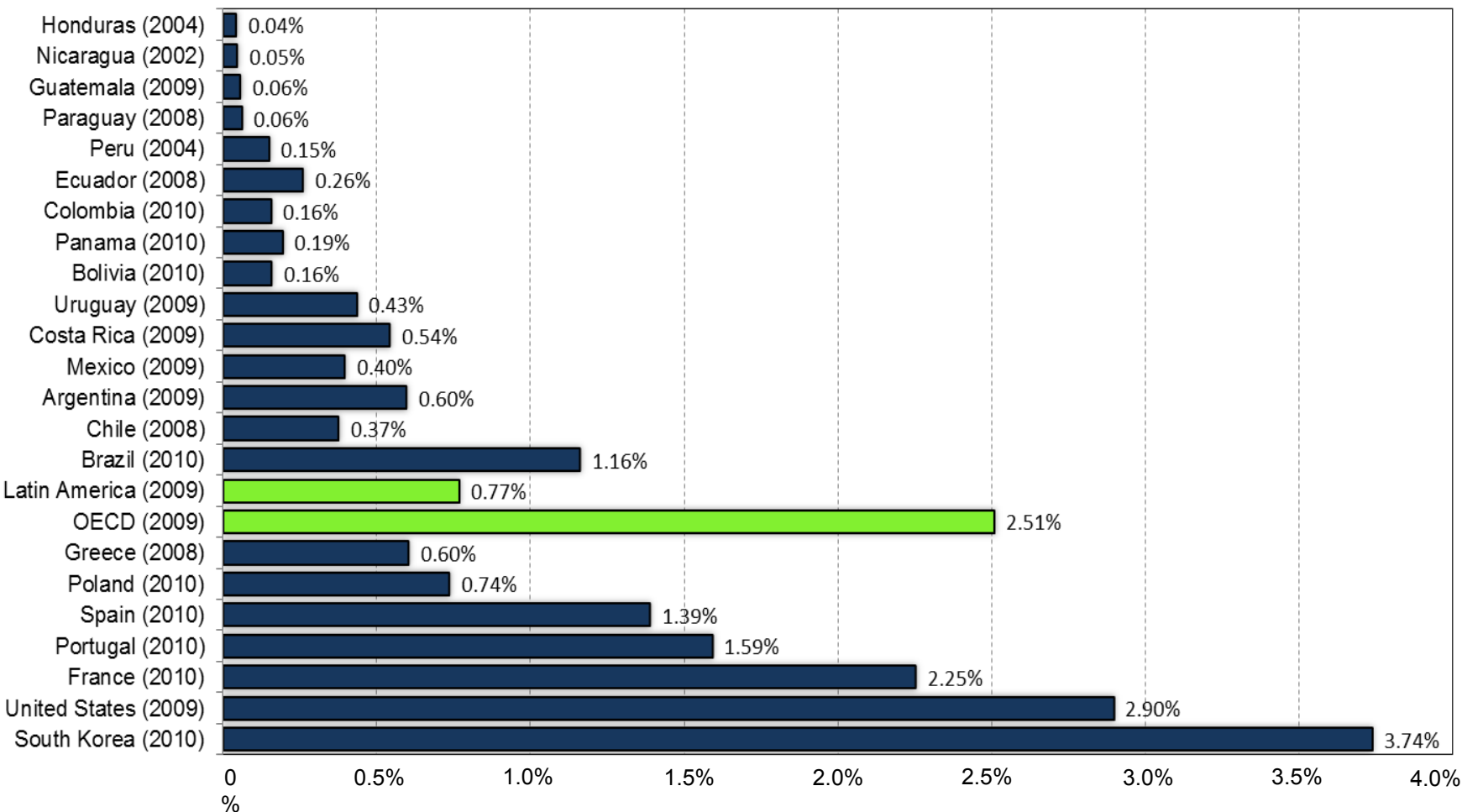


Innovation

- Adoption of new ideas, products, production processes, marketing methods, business models.
 - Top of the agenda governments
 - Efficiency not enough
- Innovation key for countries to enhance sustainable growth & social well-being.
- Private sector as part of the solution and **NATIONAL CHAMPIONS** are key



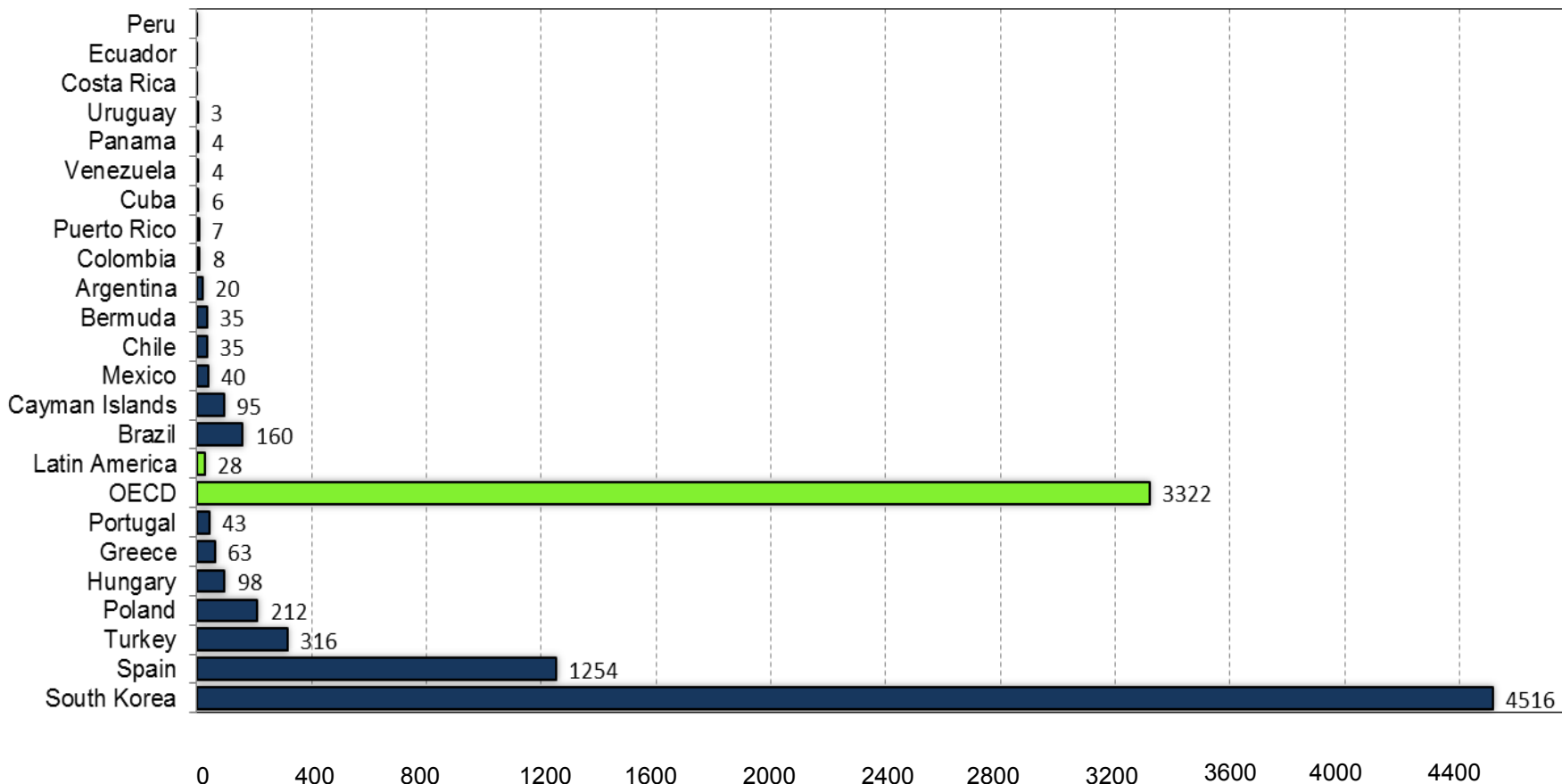
Lastest available for Latina America, OECD and selected countries



Source: The World Bank. World Development Indicators. Research and development expenditure (% of GDP).



2010, by application date and country of residence of applicant



Notes: These statistics are simple counts based on the date of application and the applicant's country of residence. The OECD average includes Mexico and Chile, which are also included in the average for Latin America. The average for Latin America is computed only for the 15 Latin American countries included in the graph.



High Technology exports % of total (2007 or latest available)

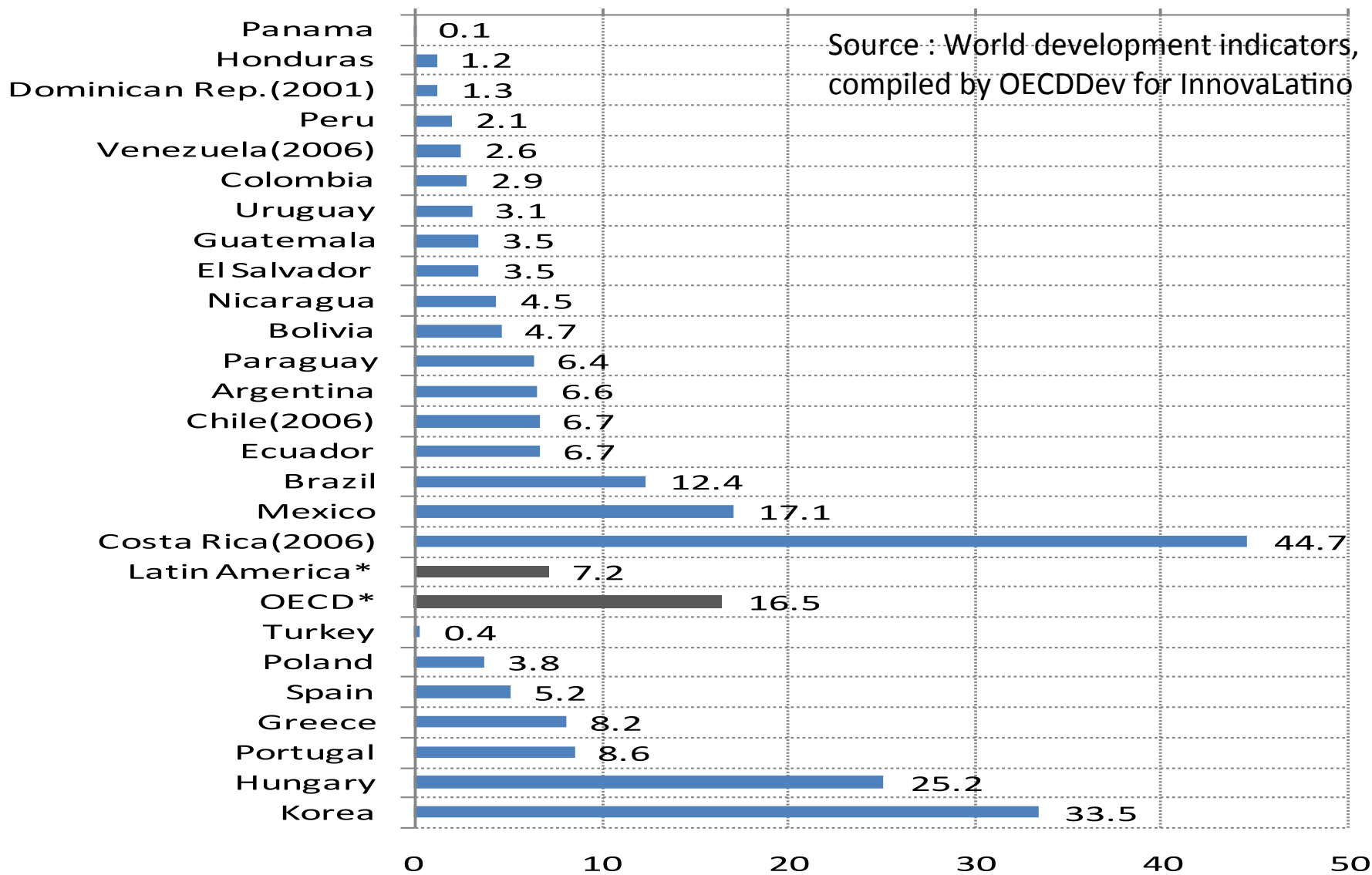
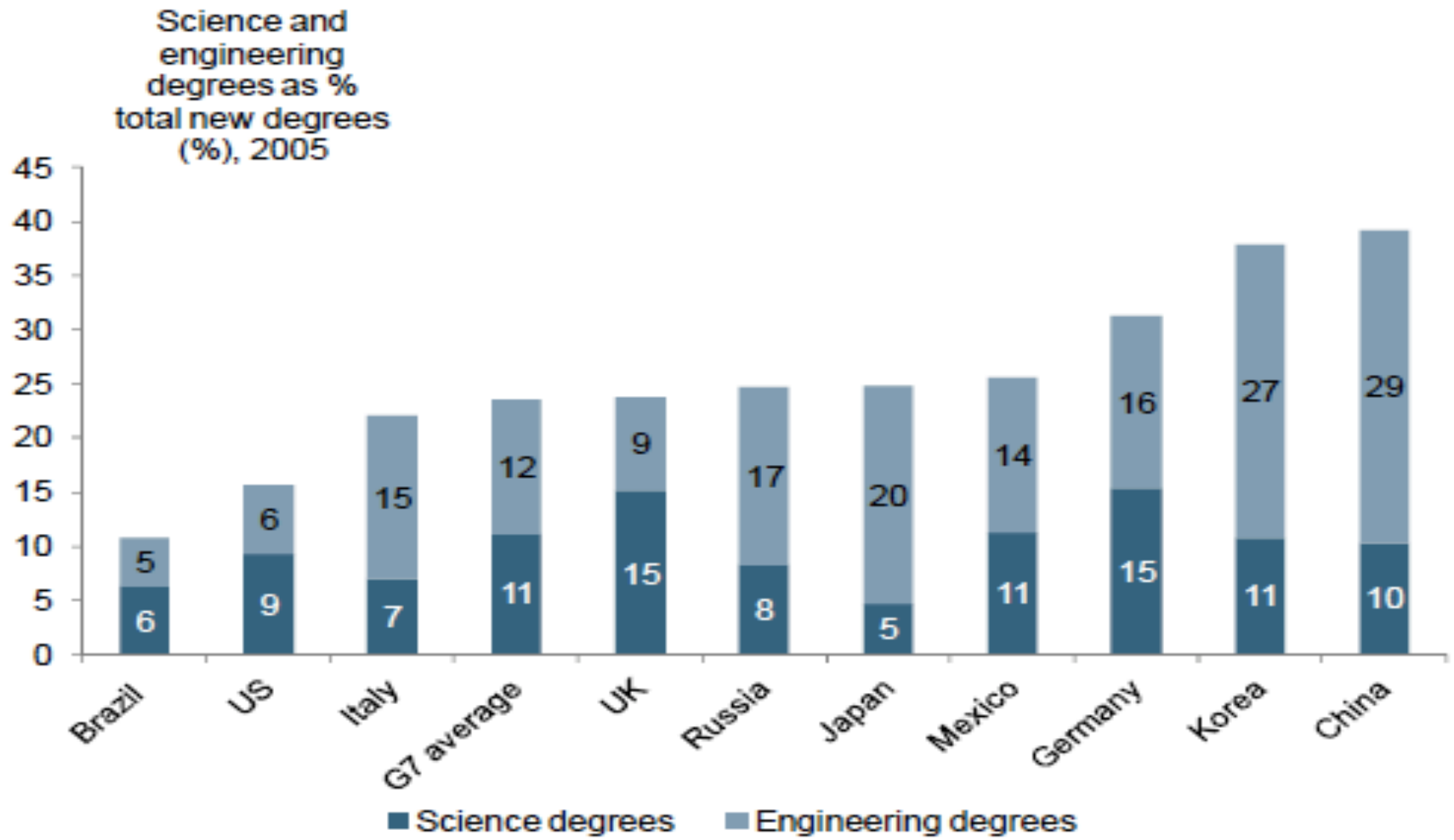


Exhibit 12: S&E interest in Asia now 2.6X US levels ...
 40% of all new degrees in China are in S&E fields, compared to 15% in the United States



Source: OECD, Global Markets Institute.



- **Celebrating Innovation**
 - Innovation for development from an emerging market perspective
- The innovation **ecosystem**/country: 55 short ‘vignettes’ 9 countries
 - Institutions: FINEP (Brazil)
 - Large companies: Petrobras
 - SMEs: Stefanini, TOTVS
- Broadening **types of innovation**, beyond R&D and patents:
 - Product: Ethanol
 - Marketing (Havaianas) and branding (Peruvian cuisine)
 - Business model Innovation: ‘pre-paid’ mobile, mobile applications
 - **Social Innovation**: CDI (Brazil)



- Natural resources countries
 - Brazil agricultural success: Increase of 20% cultivated land, 150% increase in productivity in the sector
- Beginning of collaboration of University-Research institutions & Private Sector
 - 11% of population in Brazil with University degree, same as 30 years ago
- SMEs, need to support (Brazil: 90% of employment in microcompanies). Sebrae's program to formalize them
- Green energy: ethanol, hydro



Key Messages

- **A national vision:** Brasil Plano Maior, ICT 2022
 - Institutions (universities) + private sector + government
- **Focus** on certain sectors: ICT, Natural Resources, Agriculture, Tourism/Gastronomy & SMEs
- Balance economic innovation with **social inclusion** and sustainability
- Private sector needs to invest in innovation, today is public
- **People:** Leadership, education, training



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Inspire





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Thank you!