

SMEs REGIONAL CONFERENCE

28 – 29 APRIL 2014, AMMAN - JORDAN

SPEAKER CALL SHEET

Moderator Name	Baybars Altuntas M: +90 532 236 6682
Event	SMEs Regional Conference
Session	Innovation – the path for the future
Date	Tuesday 29th April, 2014
Venue	Le Royal Hotel P.O.Box 52 Amman T: +962 6 460 3000
Session Room	Main Conference Room
Dress Code	Business Casual

SESSION TOPIC
Innovation – the path for the future: Addressing SMEs challenges require innovative solutions by SMEs themselves as well as CBAs. Innovation and entrepreneurship should be utilized to enhance the position of SMEs in front of service providers (financial and nonfinancial) as well as government agencies and programs.

SPEAKER	SPEECH CONTENT
Nora Al-Shaaban - President & CEO / Ebdaa' Exchange	The importance of innovation for SMEs and how it can enhance their productivity and the quality of their products / services and – accordingly positively impact SMEs development and growth. More over SMEs have a responsibility in understanding the impact of innovation on their work and the importance of investment in this arena.
John Hill Chairman / Pera - UK	CBAs need to consider how they may spark SMEs innovation and facilitate the required change of mentality as well as product / service development processes, through strongly supporting entrepreneurship, innovation, and research and development activities. Likewise, CBAs themselves must change their approach in addressing SMEs issues and work to come up with a set of innovative solutions and services for SMEs.
Mais Haddadin Head of International Business / Pera Consulting	CBAs need to consider how they may spark SMEs innovation and facilitate the required change of mentality as well as product / service development processes, through strongly supporting entrepreneurship, innovation, and research and development activities. Likewise, CBAs themselves must change their approach in addressing SMEs issues and work to come up with a set of innovative solutions and services for SMEs.

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Nora Al-Shaaban	Panel Speaker	president@ebda3.com.sa
John Hill	Panel Speaker	john.hill@pera.com
Mais Haddadin	Panel Speaker	mais.haddadin@pera.com

MONDAY, 28th APRIL 2014

16:00 – 17:00	Meeting with panel speakers to study the panel session – after lunch
Place	Hotel Lobby

TUESDAY, 29th APRIL 2014

12:30	Arrive at the Conference Room
12:30 – 12:45	Sound check / rehearsal with panelists
12:45 – 13:00	<ul style="list-style-type: none">• Introduction by Baybars Altuntas about the subject matter – POWER POINT• Introducing panel speakers
13:00 – 13:15	Presentation by Nora Al-Shaaban – POWER POINT
13:15 – 13:30	Presentation by John Hill – POWER POINT
13:30 – 13:45	Presentation by Mais Haddadin – POWER POINT
13:45 – 14:00	Panel Discussion :
1 : What is the difference between invention and innovation?	
2 : How can CBAs take an active role to convert invention into innovation?	
3 : Who are the main players of the innovation ecosystem? How can we place CBAs to the center of this ecosystem?	
4 : How can we create a collaboration between SMEs and CBAs to increase the innovation in all stages of every entrepreneurial activity ?	
5 :How can we CBAs take an active role to accelerate the process from lab to market?	
14:00 – 14:10	Q & A
14:10 – 14:15	Take-Home Messages

Message1: Nora Al-Shaabab

1: CBAs should be the regional hub center for SMEs where entrepreneurs and inventors come together to convert inventions into innovation.

Message2: John Hill

2: CBAs should act like an accelerator platform where angel investors, VCs, banks and entrepreneurs can come together.

Message3: Mais Haddadin

3: CBAs should be the centers to develop the creative and innovative thinking skills of SMEs

Message4: Baybars Altuntas

4: Innovation is the key point of the entrepreneurial success in the competitive economy of today. So, creating new jobs, wealth and social justice are concrete outputs of innovation.

Recommended Books:

Bessant John & Tidd Joe (2011), *Innovation & Entrepreneurship*, Wiley, New York
HBR's 10 Must Reads on Innovation, Harvard Business Review Press, Boston

Recommended Reading :

The World's Most Innovative Countries: The Global Innovation Index 2013

INSEAD-WIPO-Cornell University rank 142 countries on their innovation capabilities. Sixth annual index reshuffles the top ten and shows gap widening between rich and poor countries.

The top 25 countries may be the same - albeit in a different order from past years – but this year's **Global Innovation Index**, produced by INSEAD, WIPO and Cornell University shows there is no short-cut to successful innovation: it takes continued development of talent, sustained investment, institutional support... and the right mindset.

That accounts for some of the major position shifts in this year's top ten countries. "The U.S. is one of the countries which, in spite of the crisis, has maintained its level of investment in research and development and in innovation-related sectors. We see, for instance, a remarkable increase in spending on computer software which is directly applied to research and innovation," said Bruno Lanvin, Executive Director, INSEAD European Competitiveness Initiative & co-author, Global Innovation Index Report. The USA moved up from 10th place last year to number five this year.

While the rest of the top ten countries in the GII remain the same as last year, their positions have shifted, with Singapore falling out of the top 3, where it has resided for the past two years, to 8th position.

Lanvin also notes that a "stop-and-go" policy in terms of innovation investment is generally detrimental to innovation performance. "It is much more difficult to stop investment in innovation and to resume it in a year or two... than to maintain a consistent flow of investment into innovation. Some countries have continued to do that. The U.S. is one example which has translated that into significant improvements in the ranking and governments have been using innovation investment as a countercyclical policy instrument."

For Singapore, Lanvin attributes the fall mainly to the change in methodology which put more weight on the output side of innovation, such as creativity on the internet, licensing trademarks under the Madrid system,

patents, R&D and trade-related items.

"Singapore remains very high in terms of input and dropped significantly in terms of output which is where the methodical changes have been the strongest. For instance, we see the rank of Singapore dropping when we introduce items relating to the creation of GTLDs (General Top Level Domain) names on the internet or creative industries so these are areas where we expect further adjustments will be made next year," he added.

Top Ten 2013 Ranking				In its 6 th edition, the GII measures 142 countries, using 84 indicators, which include the quality of universities, availability of microfinance and venture capital, to gauge innovation capabilities and measurable results. On a global basis, research and development (R&D) spending levels are surpassing 2008 levels in most countries and existing innovation hubs are thriving. The Innovation Learners: There were encouraging signs from the developing markets in this year's GII with 18 emerging economies outperforming peers in their respective income groups (The Republic of Moldova, China, India, Uganda, Armenia, Viet Nam, Malaysia, Jordan , Mongolia, Mali, Kenya, Senegal, Hungary, Georgia, Montenegro, Costa Rica, Tajikistan and Latvia).
1	Switzerland (<i>Number 1 in 2012</i>)	6	Finland (4)	
2	Sweden (2)	7	Hong Kong (China) (8)	
3	United Kingdom (5)	8	Singapore (3)	
4	Netherlands (6)	9	Denmark (7)	
5	United States of America (10)	10	Ireland (9)	

"The reason why these countries have emerged as the upcoming future champions of innovation is basically they are focused on three main pillars of innovation:

1. They have generally fostered education, they have attracted talents and created talents for innovation;
2. They have also nurtured the climate of investment around innovation, they have created a culture of venture and risk capital which has helped local investors;
3. They have also built strong and dynamic structures of innovation, that is the institutional part of it which should not be neglected,"

said Lanvin.

Divide remains

But, as with last year's GII, a significant divide remains.

"It is clearly good news for the countries at the top as the top 10 are the same as last year, the top 25 are the same as last year with some games of musical chairs within those groups, but the gap between these top countries and the rest seems to be increasing," said Lanvin.

Part of the reason for this, say the report's authors, is that innovation success leads to a virtuous circle, where investment attracts further investment, as well as talent and innovation. Poorer countries start from a lower financial basis and are having a hard time catching up.

Even middle income countries such as Brazil, Russia, India and China (BRICs), says Lanvin, are coming up against an invisible wall, where they have progressed steadily over the years but are now stuck. He suggests that "beyond the obvious ingredients for innovation: public, private investment, education and R&D, there is an ecosystem that needs to be built around factors that may be more difficult to define and measure, which have to do with the fact that innovation is not just the result of innovation, but it's also a mindset."

"The elements that are required to develop the talents around innovation, the degree of cooperation, still have yet to be defined and measured," he added.

The Hub Effect

One way such weaknesses can be overcome, says the GII, is by looking at “local specifics” in different parts of the world to develop hubs of innovation activity. The report says that too many innovation strategies have been focused on trying to replicate successes in other parts of the world, such as Silicon Valley, rather than develop their own strengths.

“For national-level policy makers seeking to support innovation, realising the full potential of innovation in their own backyards is often a more promising approach than trying to emulate successful innovation models elsewhere,” said Francis Gurry, the Director General of WIPO. “These hubs leverage local advantages with a global outlook on markets and talent.”

Such hubs have come to define the bee hives of economic activity and innovation taking place in cities such as Dubai and Singapore, with centres of excellence such as Internet City in Dubai, the Middle East’s biggest ICT hub and Singapore’s “Knowledge Hub” where INSEAD’s Asia Campus sits amid a bustling cluster of academic and research institutions.

“What happens at the sub-national level typically in clusters or among regions or in the city are at least as important as the countrywide type of data,” says Lanvin. “We see the emergence of these multifaceted, multitalented, multilayered type of clusters as an ingredient for success.”

Read more at <http://knowledge.insead.edu/innovation/the-worlds-most-innovative-countries-the-global-innovation-index-2013-2525?nopaging=1#wUvDGTrPrUcq2iMw.99>