

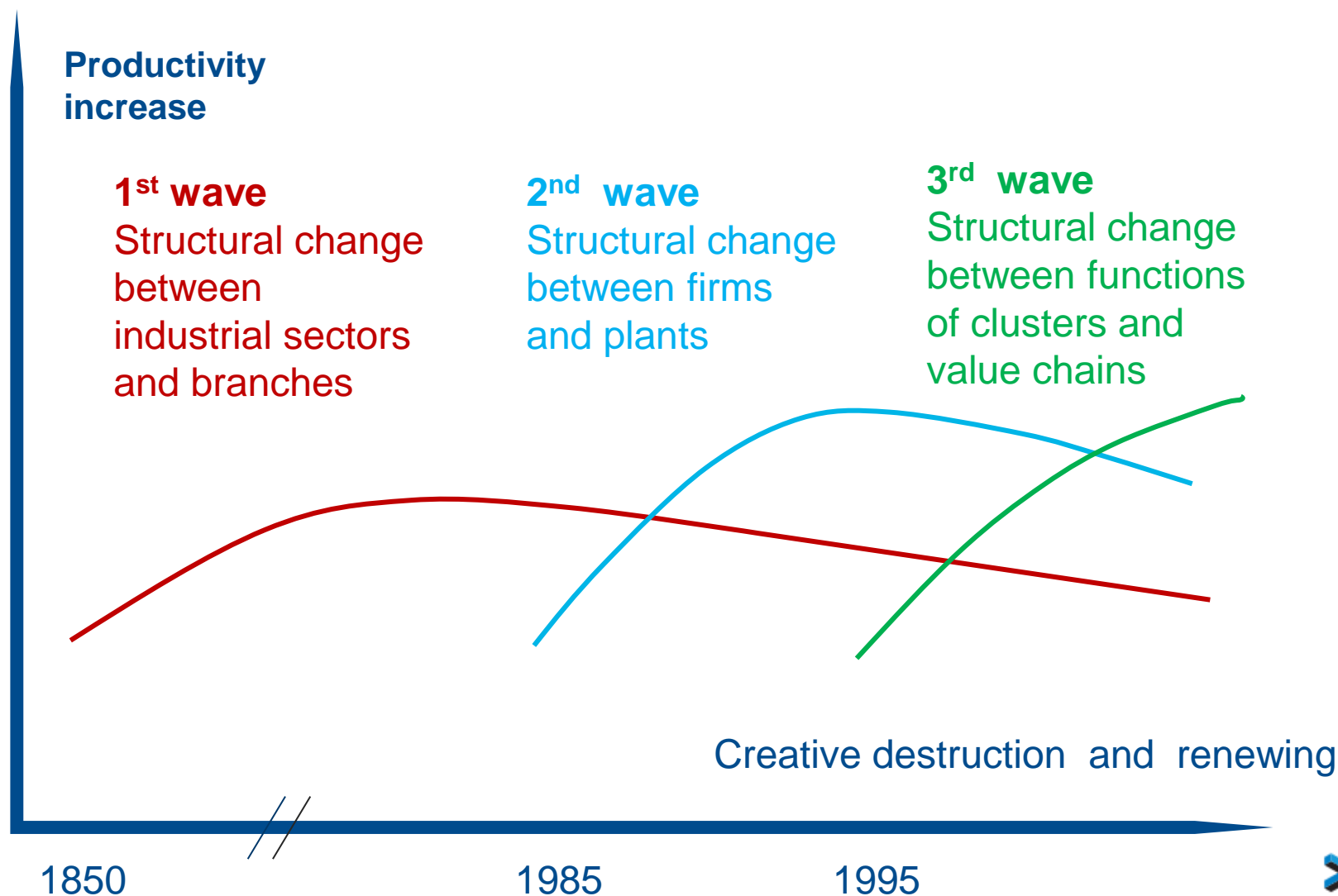
TAF PRODUCTIVITY FORUM 19.10.2010

Welcome

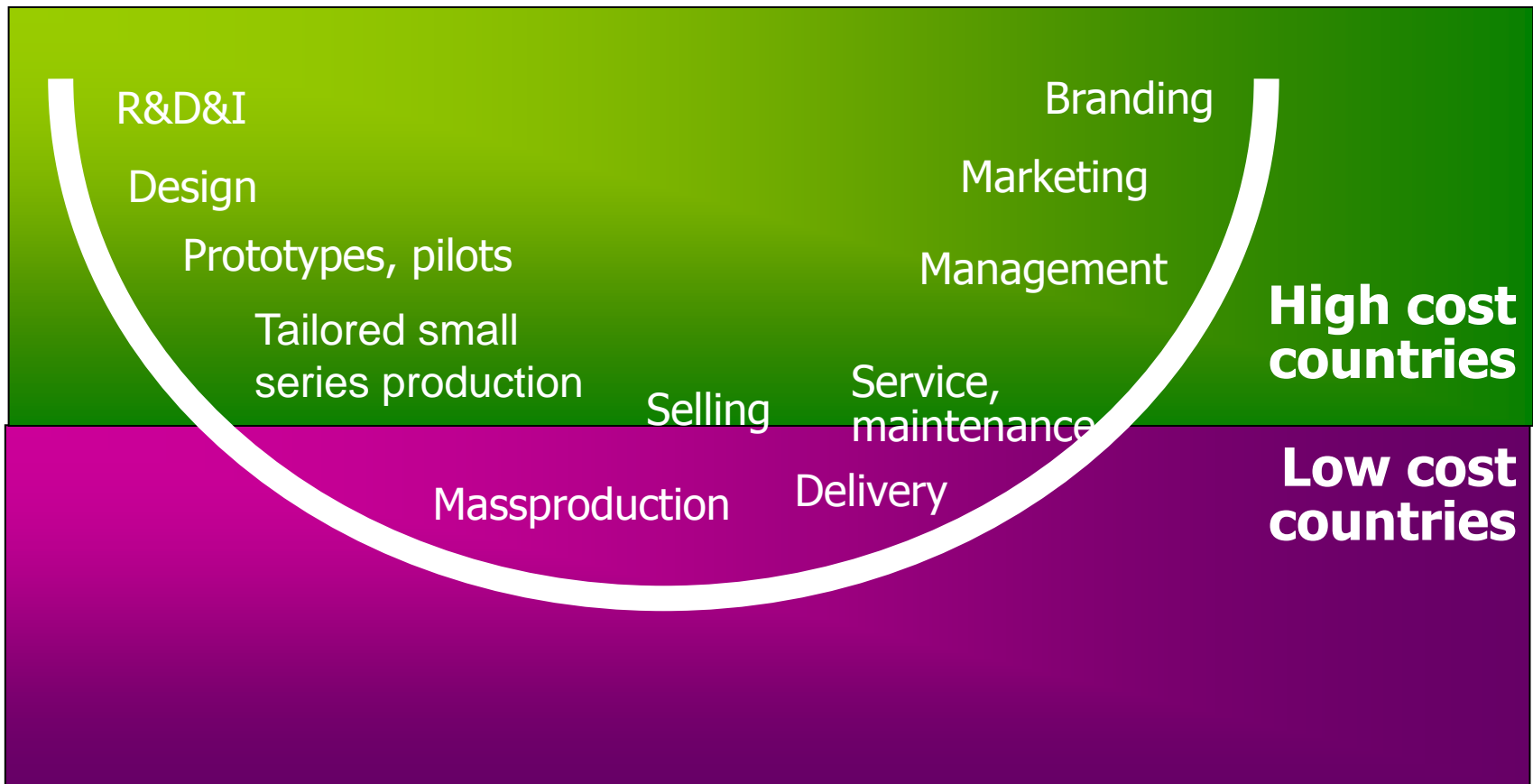
Veli-Pekka Saarnivaara
CEO, Tekes



The long history of the main drivers of productivity growth



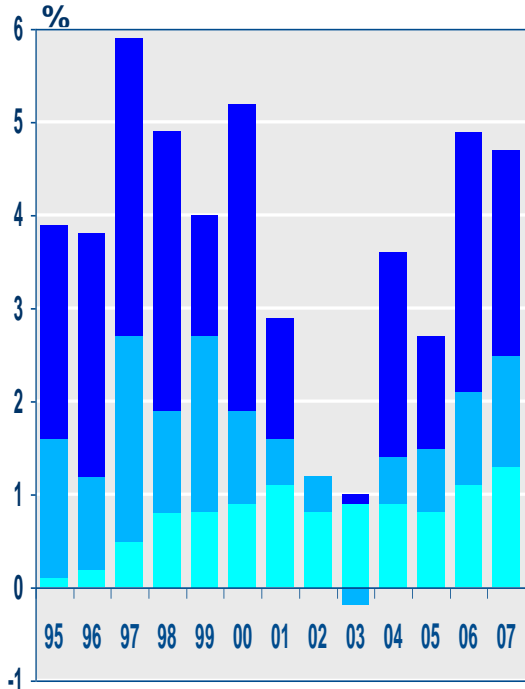
High added value functions creates most of the productivity growth in global value chains



- Source: Pajarinen–Rouvinen–Ylä-Anttila: Missä arvo syntyy? Suomi globaalissa kilpailussa. Taloustieto (ETLA B 247)

National economic growth is very much based on productivity increase, which mainly comes from intangible investments.

Impact of different factors in the increase of GDP in Finland

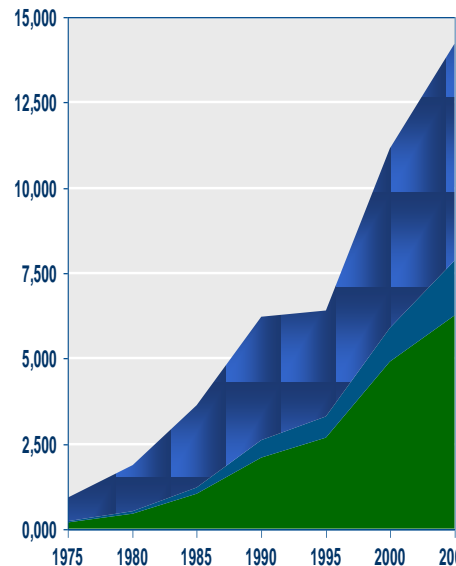


Intangible business investments are the main sources of productivity (MPF) growth

Share of effect on productivity growth

Average 1995-2007

2%
1%
0,8%



- Economic competencies
 - Business concept
 - Brand
 - Design
 - Human capital
 - Processes
 - Organisational structure
 - Workplace development
- Computerised information

R&D
Other innovative property

0,5
0,5

On business level the impact of r&d&i - investments in productivity growth can be increased by combining them with investments in economic competences leading to integrated innovations.

