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UK Trade
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Innovate UK
Technology Strategy Board

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THE GLOBAL SPOTLIGHT ON UK INNOVATION

GREAT
BRITAIN & NORTHERN IRELAND

INNOVATION SOUTH EAST ASIA

INNOVATION SOUTH EAST ASIA

Alexander Degelsegger

Deputy Head,
Department of Research
Policy & Development at Centre of Social Innovation (ZSI),
Austria

SEA-EU-NET
partners in science

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SOUTHEAST ASIA KEY FACTS

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SOUTHEAST ASIA OPPORTUNITIES

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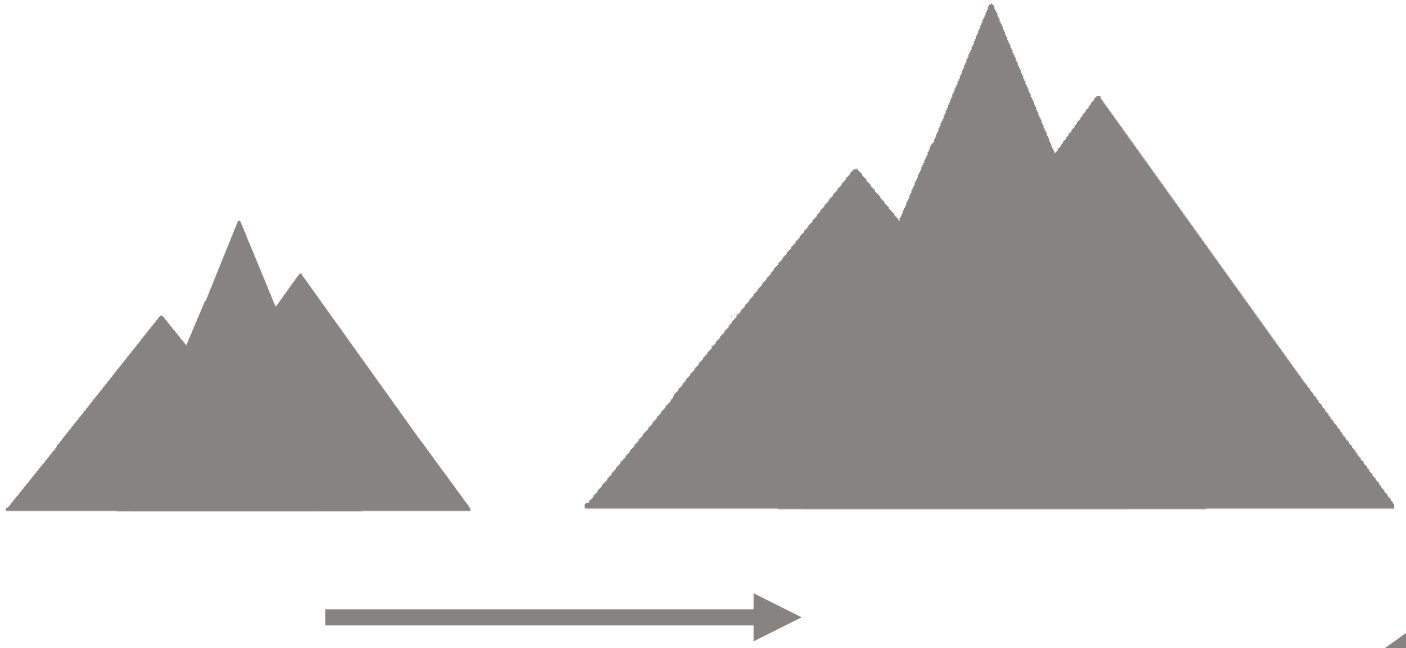
OPPORTUNITIES - MARKET



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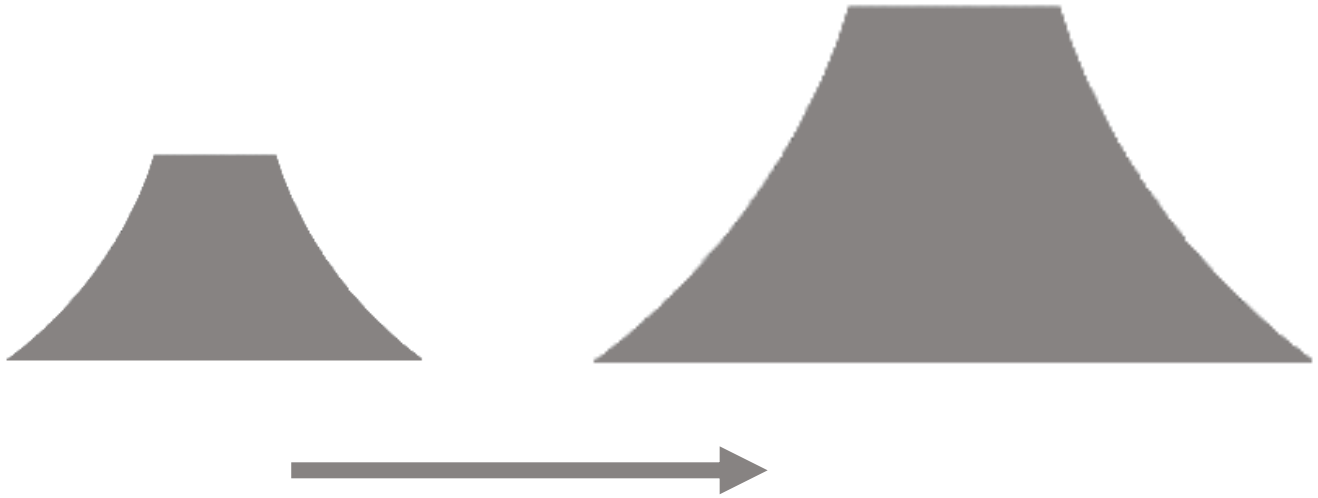
OPPORTUNITIES - MARKET



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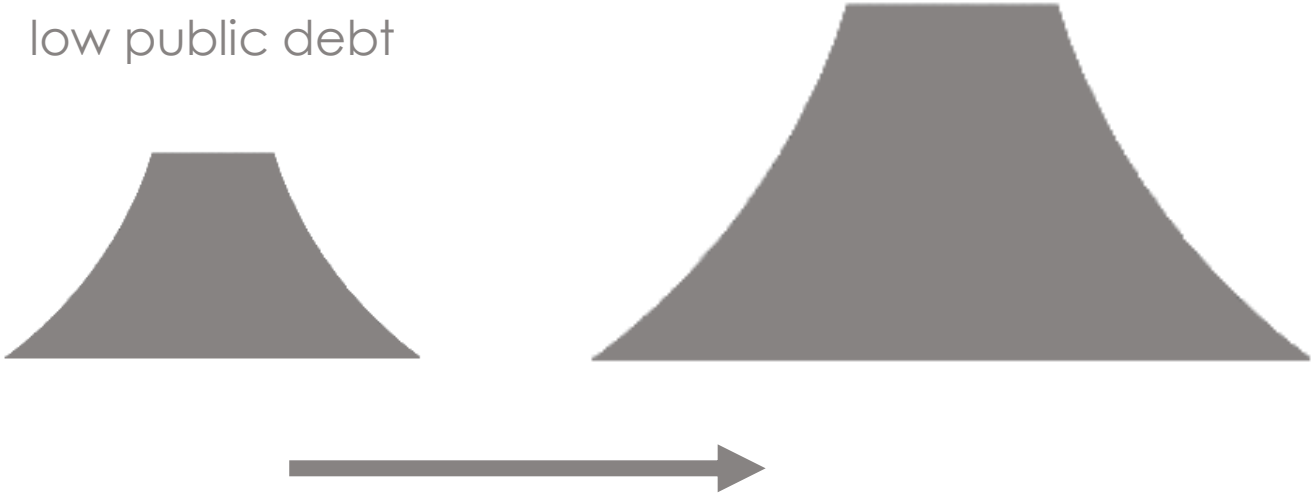
OPPORTUNITIES - MARKET

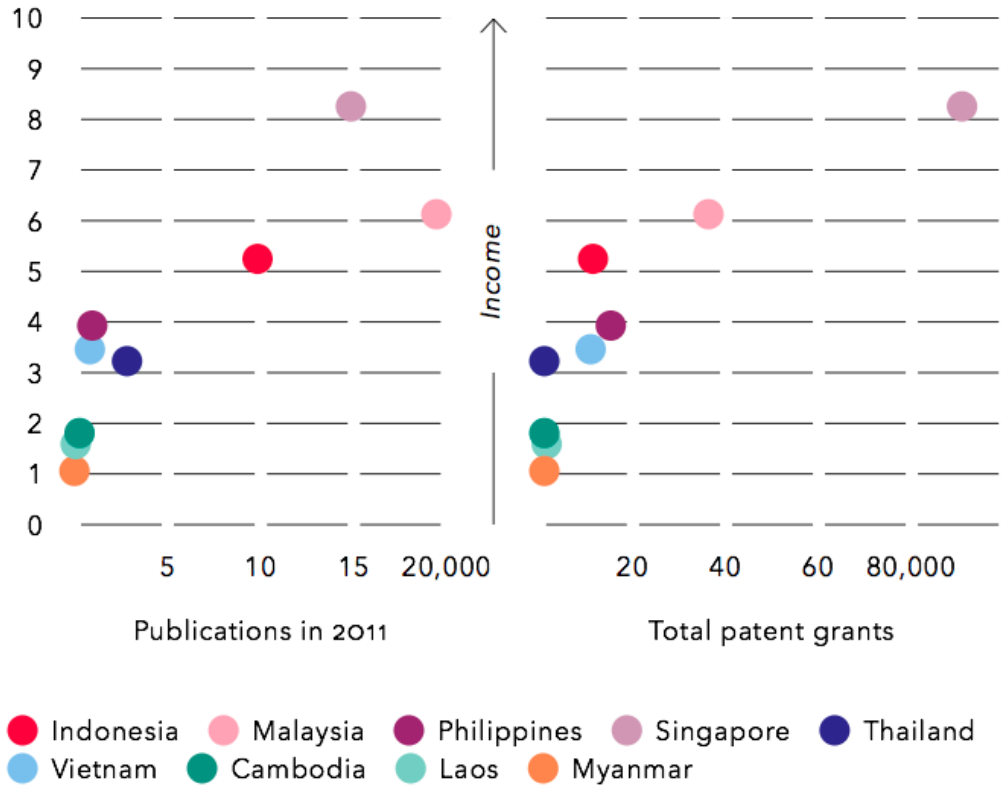
- Growing middle class: 125m households by 2015, 400m people by 2020
- Affluent consumer population expected to double between 2013 and 2020
- High expected infrastructure investments
- Intra-regional trade liberalisation ongoing

- low public debt



RESEARCH

- Research output and the WB's Knowledge Economy Index:



Source: Ocon 2013

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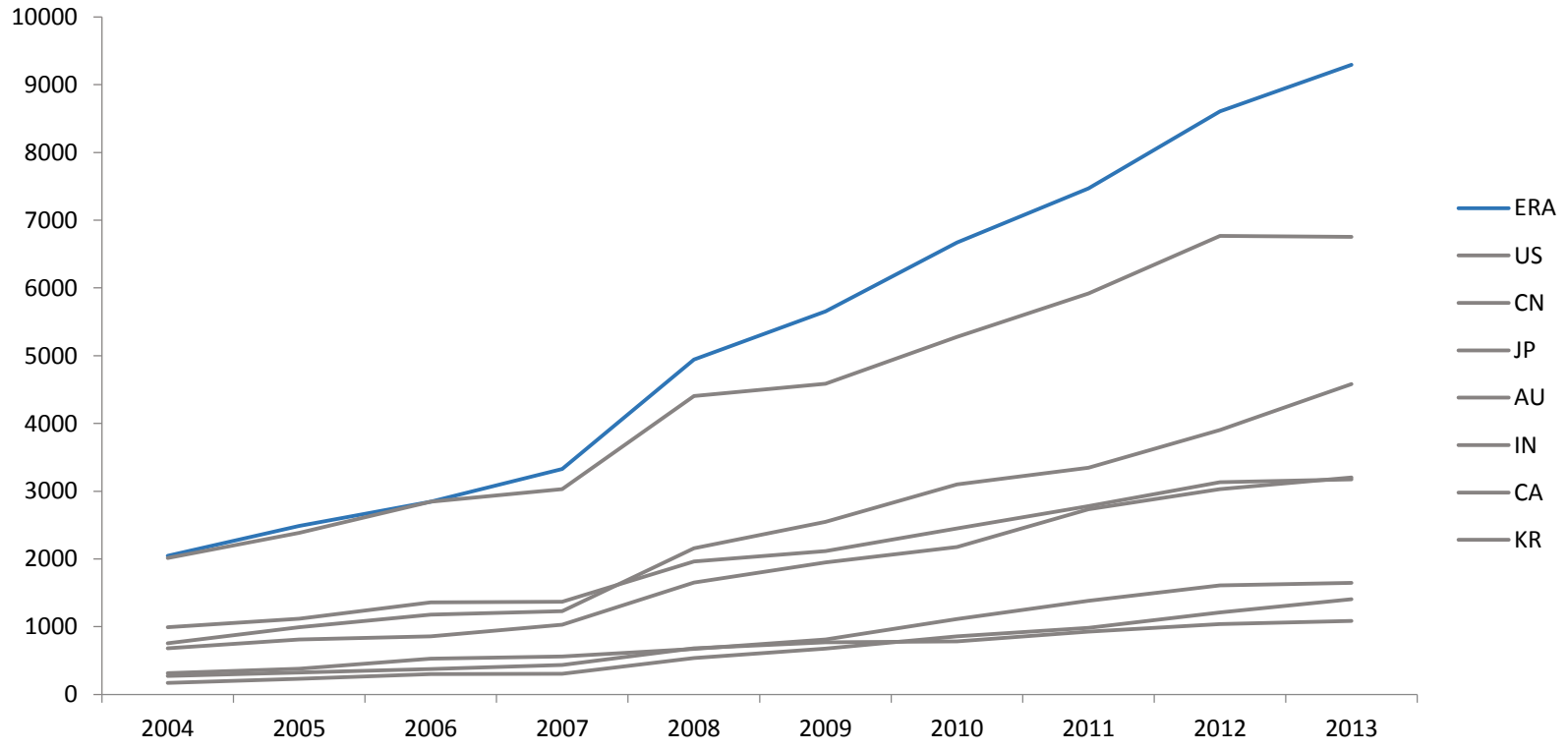
COLLABORATION

ASEAN copublications with important partners, 2004-2013



Source: SEA-EU-NET/ZSI 2014

OPPORTUNITIES – INNOVATION

- Human resources
- Sectoral strengths: electronics, automotive, IT, petrochemicals, biomedicine, services, food
- Support infrastructure (incubators, science parks)
- Direct and indirect public R&D support (tax deductions, innovation vouchers, etc.)
- Venture capital landscape is improving
- FDI friendly climate

SOUTHEAST ASIA DIVERSITY

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DIVERSITY – SUPPORT

- Singapore
  - GERD/GDP = 2,1% (2012); 700 companies report R&D
  - World class universities and strong public R&D performers
  - Research commercialisation support; NRF and SPRING grants, and co-investments; indirect R&D benefits
  - Public infrastructure for private R&D (labs/facilities, incubators, information portals etc.); see also: EnterpriseOne.gov.sg
  - Sectors: services, biomedicine, petrochemicals, pharma, ICT, nano/materials

- Malaysia:
  - GERD/GDP = 1,1% (2011); 57% private
  - Public support for research commercialisation and venture capital: MOSTI TechnoFund and flagship programme, MTDC tech acquisition and commercialisation funds; efforts of the Malaysia Innov. Agency
  - Science parks/corridors: Multimedia super corridor, etc.
  - strong research universities; highest publication output in the region
  - sectors: automotive, ICT/media, materials, electronics, energy

DIVERSITY – SUPPORT

- Thailand
  - Thailand Science Park (NSTDA); regional science parks are developing
  - Internationally well networked public research
  - National Innovation Agency's proof-of-concept co-financing; publicly-backed loans
  - Academia-industry mobility support
  - sectors: automotive, electronics, health, food

- Indonesia:
  - Market!
  - Human resources
  - public universities
  - Triple helix approach: regional innovation clusters, S&T and innovation parks; support role of the public sector
  - Sectors: food/agriculture, biodiversity, telecom, health

DIVERSITY – SUPPORT

- Vietnam:
  - public support for R&D and FDI
  - public infrastructure investments/high-tech parks
  - long-term planning
  - Sectors: manufacturing of various kind, fisheries

- Philippines:
  - international linkages
  - University landscape
  - Sectors: services, food/fisheries, etc.

- General: Boards of Investment, Chambers of Commerce, ASEAN SME Helpdesk (on IPR), EURAXESS, SEA-EU-NET

CHALLENGES & OPPORTUNITIES

- Challenges
  - Political developments in the macro-region
  - Varying levels of R&D investment and political support
  - Complex landscapes of R&D funders and performers
  - Ease of setting up/doing business: differences, but improving

- Non-tariff trade barriers vs growing intra-regional trade
  - ASEAN Economic Community (AEC)
  - Regional Comprehensive Economic Partnership (RCEP)

→ Need for disruptive solutions for societal challenges!

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INNOVATION SOUTH EAST ASIA

Dr Benjamin Reid

Principal Researcher,
International Innovation,
Nesta

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INNOVATION SOUTHEAST ASIA

BENJAMIN REID

COLLABORATING WITH SE ASIAN COUNTRIES FOR INNOVATION

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Nesta...

Research & Analysis

Understanding how innovation happens and creating evidence on how to better support & promote it

Innovation Lab

Supporting innovation in governments, local authorities and civil society through innovative programmes

Innovation Skills

Capacity building for innovation via tools, training, networks, mentoring, events and peer support

Investments

In early stage companies, social enterprises and social venture intermediaries as well as wider ecosystem development

- **Nesta is the UK's innovation foundation**
- Not-for-profit organisation core funded by an endowment, partnering with organisations across the UK and around the world
- Our mission is to help people and organisations bring great ideas to life

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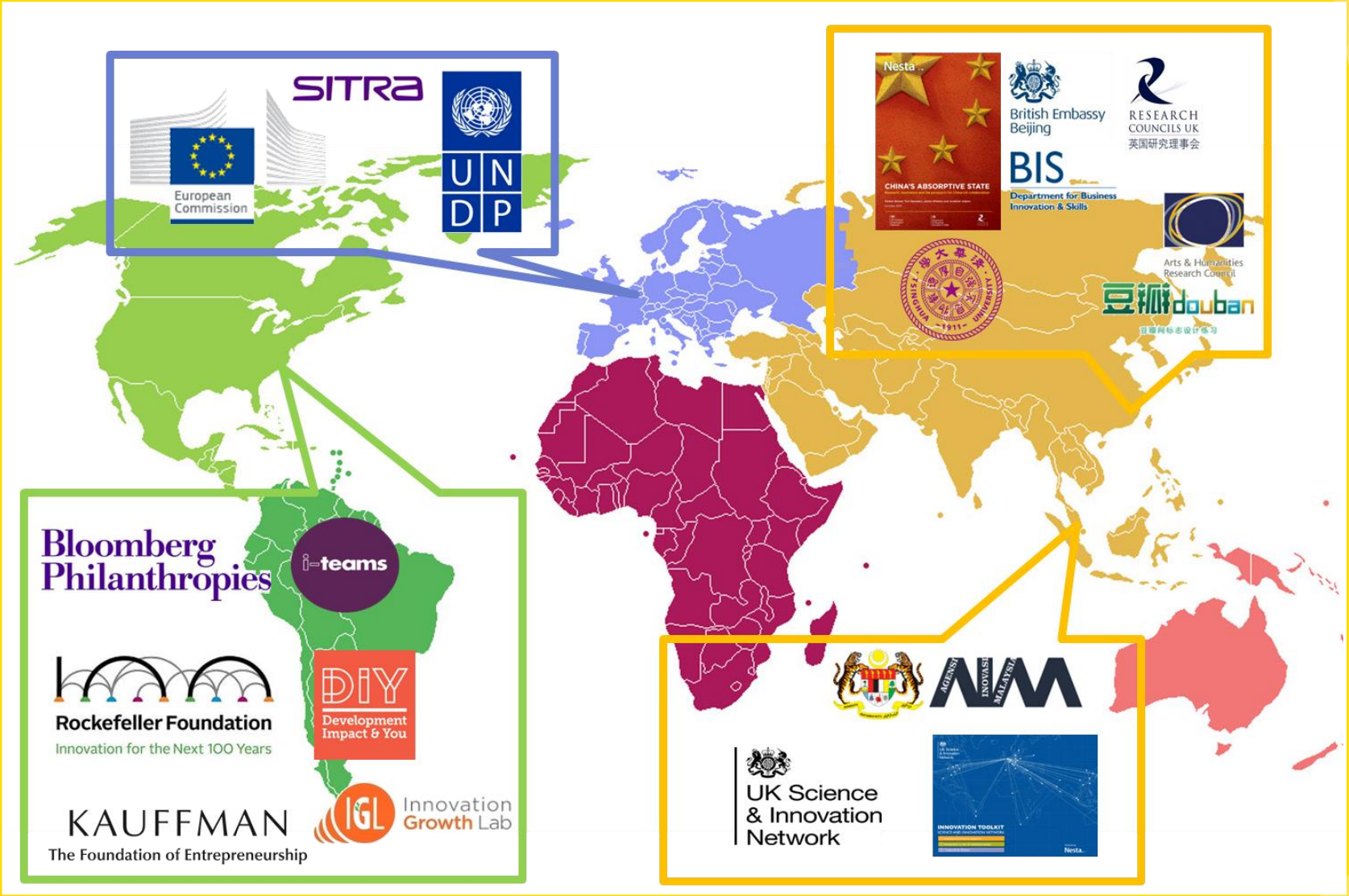

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NESTA – WORKING GLOBALLY

- Key innovation collaborations
- Major work in China, India, and the ASEAN Countries
- Focus on understanding the 'innovation ecosystem' of nations and regions
- Building the capacity for UK companies, groups and organisations to understand, support and engage in innovation globally

HOW CAN WE WORK TOGETHER AS NATIONS FOR INNOVATION?

Nesta

Experimenting together
Helping young, innovative firms to grow rapidly and globally

Creating together
Developing the creative and digital industries as a driving force of future economic growth

Solving together
Finding, testing, developing & deploying new solutions to national & global challenges

www.nesta.org.uk

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15 ideas to help Singapore and UK innovate together

Shared goal	Ideas
Helping young, innovative firms to grow rapidly and globally	❑ Partner on the world's first Innovation Growth Lab, creating better evidence, more effective programmes and peer support among leading edge governments. ❑ Expand startup mentor competitions to new firms and sectors to better understand and meet demand for collaboration ❑ Create an Accelerator Access programme to build bridges between startup ecosystems
Developing the creative and digital industries as a driving force of future economic growth	❑ Work together to transform not only national, but global standards for digital education ❑ Collaborate to refine policy tools to better support growth through innovation in the creative industries ❑ Turn tinkering to trading by facilitating a 'Makerspace swap' that could even help seed future additive manufacturing clusters ❑ Harness creative industries to drive growth across sectors with a 'creative credits' international innovation voucher scheme
Finding, testing, developing & deploying new solutions to national & global challenges (eg urban futures, healthy ageing)	❑ Hold an international urban futures festival to interpret and employ the findings of parallel future cities foresight initiatives ❑ Co-design a Next50 Urban futures challenge prize to identify and test new solutions to sustainable, liveable and prosperous future cities. ❑ Facilitate reciprocal access to technology testbeds and demonstrators, driving systemic solutions as well as innovative public procurement
Enhancing roles as hubs for regional markets for innovation	❑ Support joint practical policy research on 'the hub factor' – how each nation can be a collaborator on regional innovation market opportunities ❑ Open Catapult/Open-opolis - Design an open-house innovation week where laboratories and other facilities open their doors to visitors and intensively explore the innovation system ❑ Boost support for internship programmes with innovative firms to build relationships between talent, technology and markets ❑ Build an innovation services and intermediary community to support the work of these 'multipliers' and drive quality services ❑ In place of missions, consider regional innovation immersion courses in partnership with anchor companies and universities, which combine capacity building for successful innovation with access to networks and market information

UK-SINGAPORE INNOVATION AGREEMENT (October 2014)

Nesta supporting UK-ASEAN country collaboration for innovation

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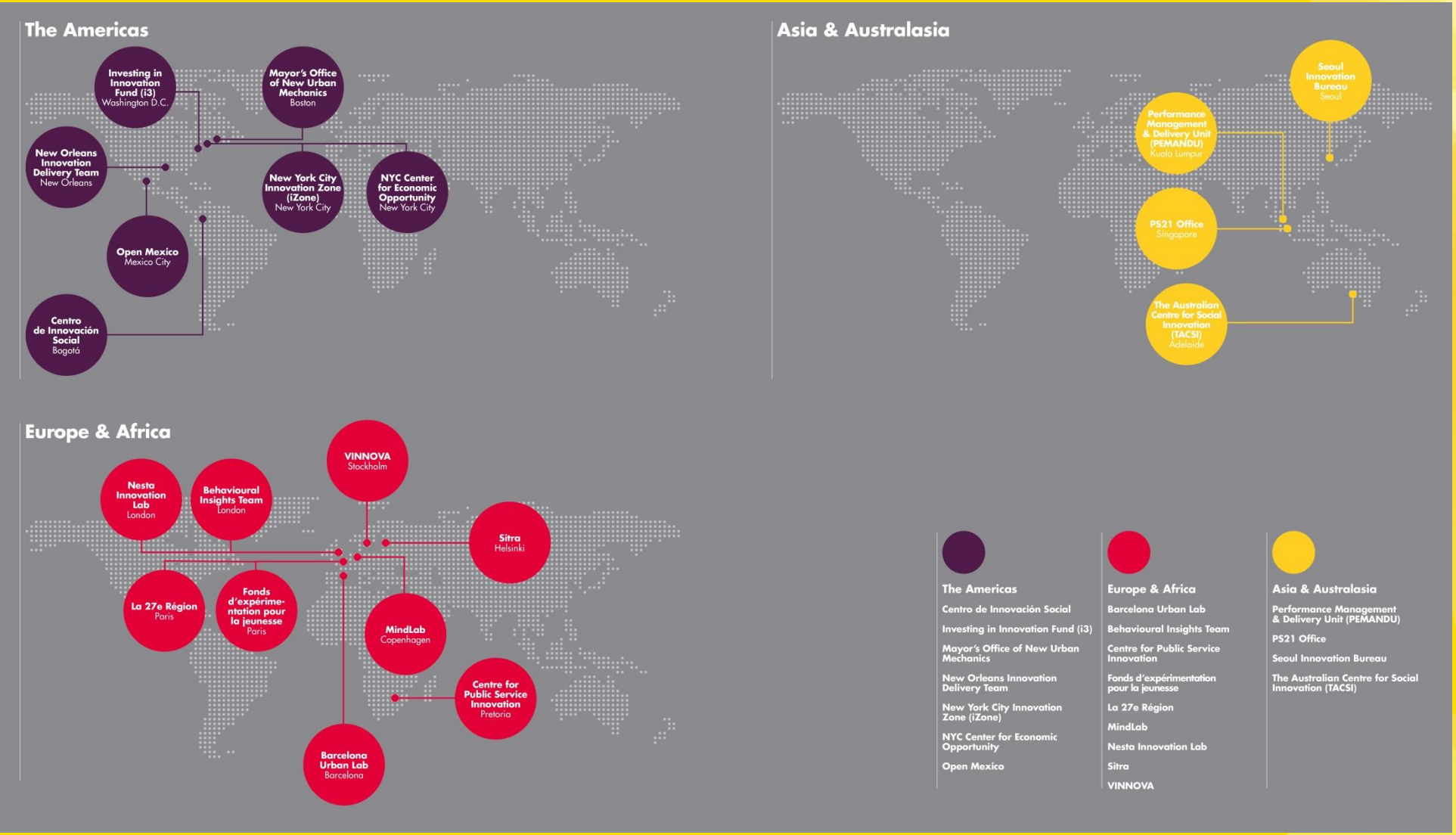
‘I-TEAMS’ - 2014



Where are the government innovation agencies who are supporting firms globally?

How do they work?

What support to do they provide?

http://theiteams.org/

Bloomberg Philanthropies Nesta...

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I-TEAMS ASIA

EXAMPLE: PS21 Office

Based: Singapore

Mission Statement: "PS21 is the Change Movement of the Singapore Public Service. It encourages every public officer to be open to change, and to find better ways, ideas and possibilities to bring about improvement and innovation in their individual work or the work of the public service."

What defines them: Staff-led innovation

Size of team: 43

Example of impact; An evaluation of PS21 estimated that over a year it generated 520,000 suggestions from staff, of which approximately 60% were implemented, leading to savings of around £55 million

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DEVELOPMENT IMPACT AND YOU - 2014

DIY

Development Impact & You

发展，影响与您

激发和支持社会创新的实用工具

02 DIY

循证计划

这是什么 以及我为什么 需要它?

做这份工作的原因是什么呢？**循证计划**是一种工具，能快速帮助阐释及改进你在做的工作。它给你提供一个简单的方式来定义和分享你工作项目以及相关的依据和假设。通过激励你放宽思路，考虑工作对目标受益者、社会和其他组织的效果，循证计划帮助你构建一个有理有据的影响方案。

循证计划提供一个结构化方式来预见你的活动对未来的影响。这能帮助你反思你希望改变或保留的事物。它也帮助发现初期的潜在问题或易错点。

发展，影响与您 | 激发和支持社会创新的实用工具

如何使用

首先，在工作表中心填入你的工作或所属机构的关注点。然后通过问题框来反思你的关注点提升、替换或限制了什么。你的工作会给所属部门、其它公私部门带来哪些改变，对社会有何影响。这给你提供一个反思工作成果的窗口。

从不同角度看待关键方面。当填写四周的方框时，请思考：

- 更广阔的世界（思路最大限度放宽）
- 你的专业领域或关注领域（例如它将如何影响现行措施）
- 你的受益者（会给他们带来哪些利益）
- 你自身（会给你的工作/生活带来哪些影响）

提升

替换

你的项目或所属组织的关注点

由此开始

重振

限制

Nesta...

www.diytoolkit.org

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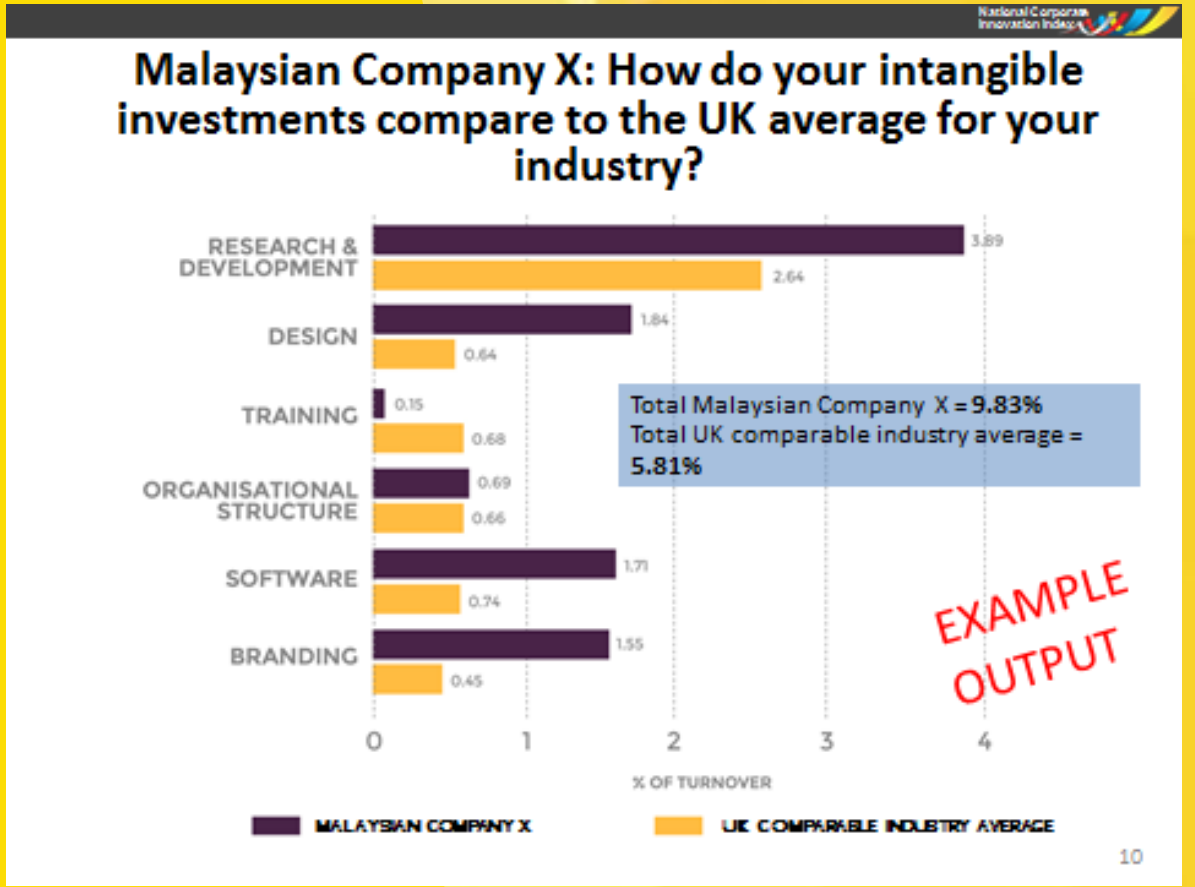
THE MALAYSIAN NATIONAL CORPORATE INNOVATION INDEX 2014

- Drawing on the Nesta Innovation Index (2009-present)
- Developing a Tool to help Malaysian businesses understand their investment in innovation
- Potential to be rolled out globally to support innovation in organisations



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ACCELERATED INNOVATION IN CHINA-UK FIRM COLLABORATIONS (2015)

- UK firms traditionally going to China for:
  - Market Access
  - Cost Effective Manufacturing

- But now Chinese firms have a wide range of collaborative innovation capabilities to help UK companies develop new products and services, and get them to scale

- How can more UK firms harness that capability?

- http://www.economist.com/news/business/21616974-chinese-management-ideas-are-beginning-get-attention-they-deserve-china-wave

© The Economist 2014

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UNIVERSITY OF CAMBRIDGE

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NEWTON FUND

Newton Fund

Nesta

- UK government ‘emerging powers’ fund.
- £375m - £75m / annum for 5 years
- SE Asian countries are:
  - **China, Malaysia, Thailand, Vietnam, Indonesia, Philippines**
- Streams:
  - Research / Researcher ‘bridges’
  - Science and Innovation research projects
  - ‘Translation’:
    - **Broad category including wide range of capacity-building, innovation, collaborative, projects**
    - **Opportunities for British expertise and knowledge to engage and benefit**
    - **This stream is co-ordinated globally by *Innovate UK***

COLLABORATING WITH SE ASIAN COUNTRIES FOR INNOVATION

Now HUGE range of options for engaging in innovation in SE ASIAN countries

Gives market reach and cost-effective development, *but also* potential for cutting-edge innovation

Wide range of support mechanisms to support collaborations for innovation

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THANK YOU!
BENJAMIN REID
Nesta…

BENJAMIN.REID@NESTA.ORG.UK

@NESTA_UK

@DRBENJAMIN REID

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INNOVATION SOUTH EAST ASIA

Sarah Vick

Group Managing Director,
Reading Room

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READING ROOM

readingroom

- Digital consultancy

- 250 staff in UK, Singapore and Australia

- Founded in 1996, independent

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READING ROOM

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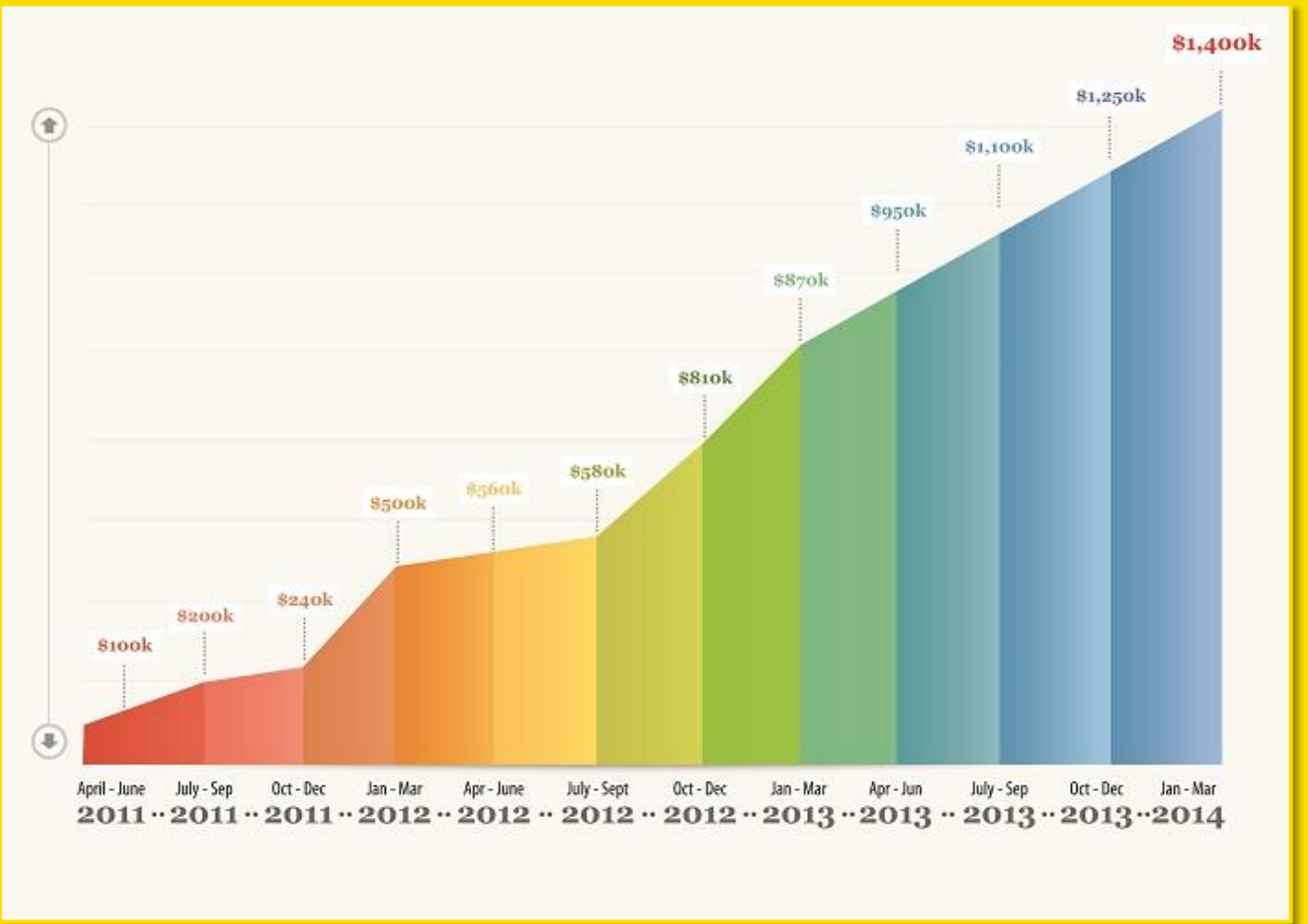
- Why Singapore?
  - International growth beyond UK and Australia
  - Challenging to grow in the UK
  - Fast growth in APAC
  - Close ties to the UK
  - Highly educated, hard working talent pool
  - Attractive to ex-pats
  - Regional hub – helps to set up across the region

readingroom

Reading Room Singapore – 60 people in 3.5 years

2014 AWARDS

- 2014 Asia-Pacific Stevie Awards Bronze Winner: Technology Company of the Year – Singapore
- 2014 Asia-Pacific Stevie Awards Bronze Winner: Fastest-Growing Company of the Year – Singapore
- Interactive Media Awards – Outstanding Achievement Awards in B2B – Reading Room for BW Maritime Pte Ltd and BW LPG Pte Ltd
- Interactive Media Awards – Best in Class in Sports – Reading Room for Sport Singapore
- Interactive Media Awards – Best in Class in B2B – Reading Room for IE Singapore
- Sitefinity Website of the Month - Reading Room for Schoolbag.sg



SINGAPORE CLIENTS

- Infocomm Development Authority of Singapore
- Saudi Aramco
- Mobifone (Vietnam)
- Health Promotion Board Singapore
- Ministry of Culture, Community and Youth
- Singapore Sports Council
- SPH Magazines
- Resorts World Sentosa
- Housing & Development Board
- Our Better World
- Competition Commission Singapore
- Fullerton Bay Hotel
- United Envirotech Ltd
- National Parks Board, Singapore
- Ministry of Defence, Singapore
- Spa Esprit Group
- Mitsubishi Electric

readingroom

Drop in for a coffee / beer and take a look around our gallery

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SETTING UP IN SINGAPORE

readingroom

- Recruitment, recruitment, recruitment – get the right people on your bus

- 2 types of foreign employment passes:

  - S pass – dependent on percentage of locals employed

  - E pass – owner/executive level – need to justify why locals cannot be appointed

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SETTING UP IN SINGAPORE

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- Grants and programmes for innovative, growing companies:
  - EDB http://www.edb.gov.sg
  - Global Investor Programme (www.contactsingapore.sg)

FUTURE READY singapore

EDB singapore

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SETTING UP IN SINGAPORE

readingroom

- Be everywhere as quickly as possible
- Prioritise ‘assists’
- CRM
- Get involved with high profile Government programmes
- Clear proposition and recognisable credentials
- Be prepared to do 5 meetings a day
- Understand how tender systems work

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SETTING UP IN SINGAPORE

readingroom

- Immerse yourself in the culture, learn Singlish, work hard / play hard

Can lah	- Yes.
Can leh	- Yes. Of course.
Can lor	- Yes. I think so.
Can hah?	- Are you sure?
Can hor	- Are you sure then.
Can meh?	- Are you certain?
Can bo?	- Can or not?
Can can	- Confirm.
Can gua	- Maybe.
Can liao	- Already can / Done
Can wor	- Yea.
Can liao la	- Ok, enough.

SETTING UP IN SINGAPORE

readingroom

- Use UKTI, British Chamber of Commerce

British Chamber of Commerce SINGAPORE

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SETTING UP IN SINGAPORE

Just do it.

No amount of research or networking will ever be enough.

Be present, sign your life away on a lease and be prepared to put blood and sweat into building it up.

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THANK YOU

SARAH@READINGROOM.COM

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