

Nordic Innovation

Workshop: Grow your business Nordic



Openness
Trust
Equal rights
Happiness
Sustainability

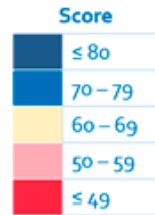
Nordic values



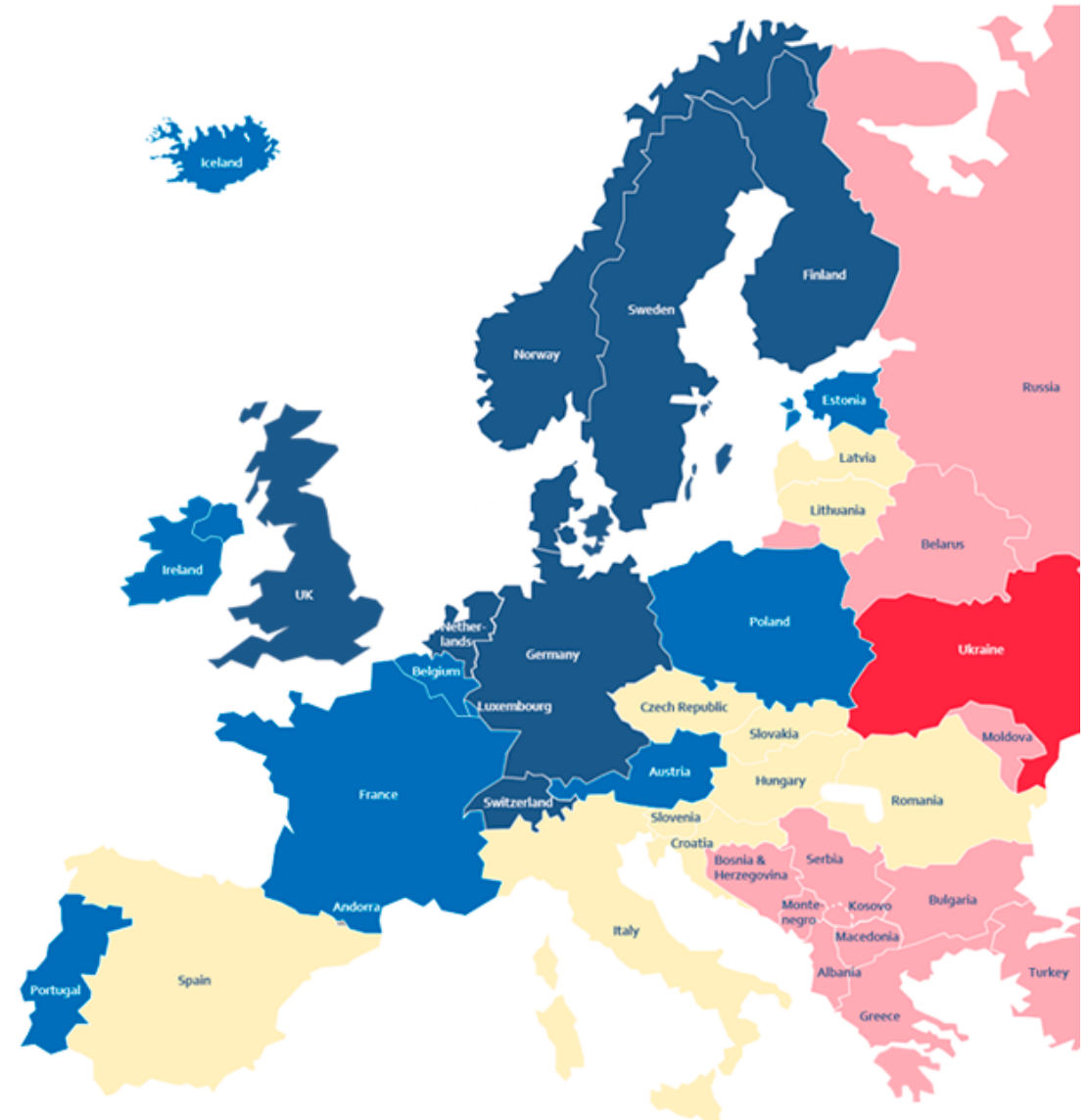
All of the Nordic countries score consistently well on global surveys intended to measure how innovative and innovation-friendly countries are.



Top 10 European countries for business 2017



Rank	Country	Score
1	Denmark	87
2	Sweden	86
3	Finland	85
4	Norway	85
5	UK	82
6	Switzerland	81
7	Germany	80
7	Netherlands	80
9	Iceland	78
10	Austria	77



Country rank by GDP

Rank	Country	GDP (Nominal) in Millions US\$
23	 Sweden	538,575
29	 Norway	396,457
36	 Denmark	324,484
44	 Finland	253,244
106	 Iceland	23,909
Total		1,536,669

List by the International Monetary Fund (Estimates for 2017)

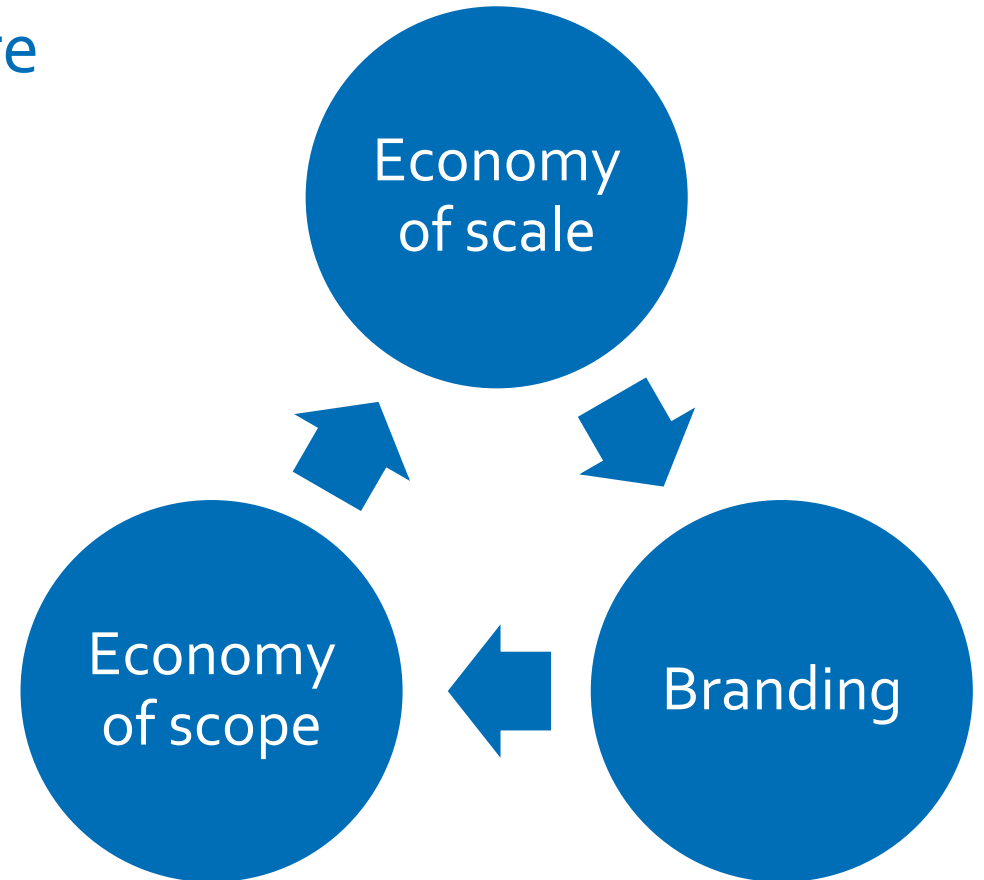
Country Rank by GDP

Rank	Country	GDP (Nominal) in Millions US\$
1	 United States	19,390,600
2	 China	12,014,610
3	 Japan	4,872,135
4	 Germany	3,684,816
5	 United Kingdom	2,624,529
6	 India	2,611,012
7	 France	2,583,560
8	 Brazil	2,054,969
9	 Italy	1,937,894
10	 Canada	1,652,412
11	 South Korea	1,538,030
12	 Russia	1,527,469
13	 Australia	1,379,548
14	 Spain	1,313,951
15	 Mexico	1,149,236

Why Nordic

Nordic added Value – together we can more

- We are seen as one region by others
- Makes business sense; critical mass, costs, broader product portfolios
- More attention and better access
- Nordic is a strong brand



The three goals of Nordic collaboration

- Preserve our ability to adapt quickly

- Nordic co-operation to face **technological change**

- **Digitalisation** and new green business models

- Boost innovation and competitiveness

- The **public sector** as a driver of innovation

- Better access to **risk capital** across borders

- Improve global market opportunities

- The Nordic Region as a **global innovation hub**

- Co-operation on **international markets**

NORDIC CO-OPERATION PROGRAMME FOR BUSINESS AND INNOVATION POLICY 2018–2021



Nordic Innovation

- Funded by the Nordic Council of Ministers
- Promotes cross-border trade and innovation in the Nordic region to generate increased value creation
- Annual budget: 1.160 mil. ISK
- 23 employees



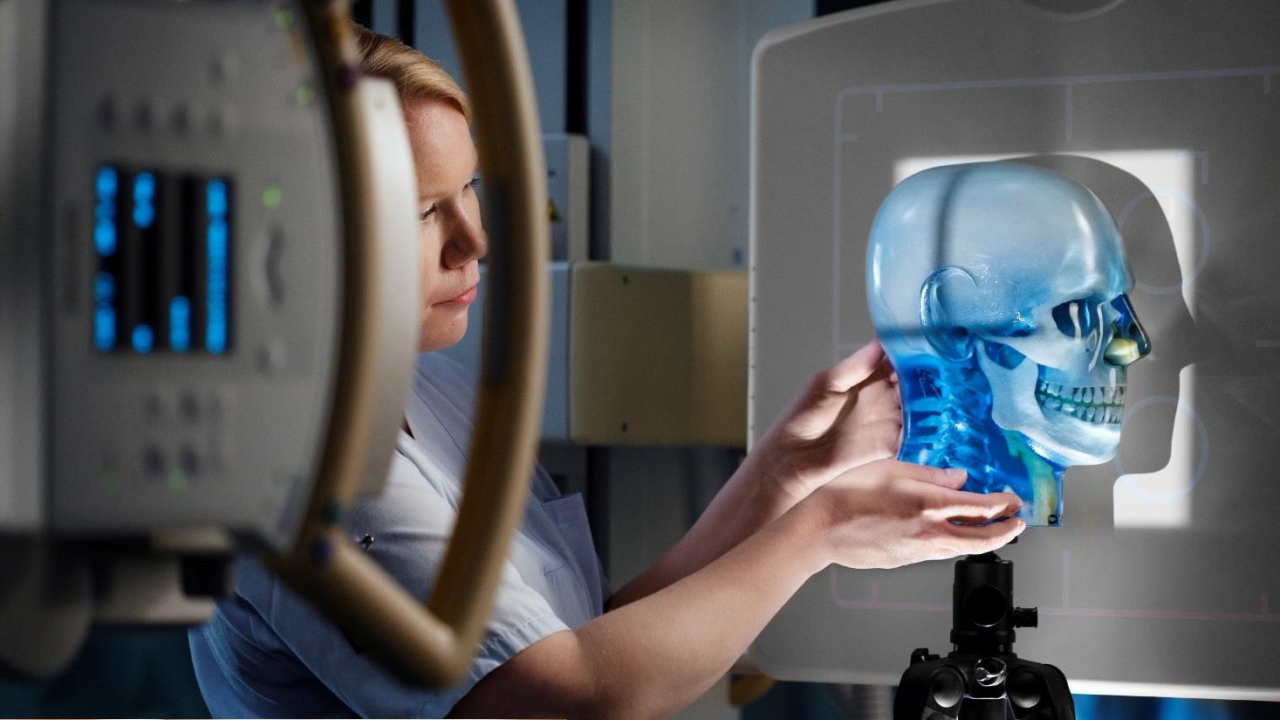
Our goal

- Nordic Innovation shall contribute to making the Nordic region a leading region for **sustainable growth**, and **increase entrepreneurship, innovation and competitiveness** for Nordic business



Focus Areas 2018-2021

- A. Bridging Nordic data Initiatives
- B. Prevention and Healthy patients – the digital patient in centre
- C. Healthy Cities
- D. Nordic initiatives on creating value chain collaboration at Nordic and other markets



The Tool Box – Flexibility is key

Instruments and concepts

Instruments	Modules and Concepts
Call for Proposals	Growth/scale-up
Challenge Competition	Entrepreneurship
Innovation Prizes	Nordic Innovation Houses
Nordic Big Missions	Financing
Nordic Networks (e.g. clusters)	Test facilities
Procurement	Nordic to Global (export)/Invest in
	Nordic Brand



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