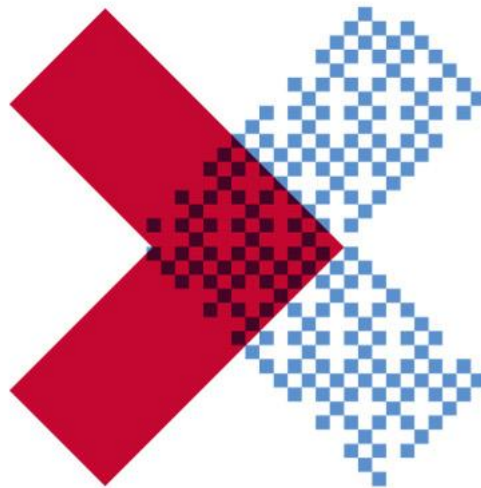




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Meeting  
Lisboa  
Feb 12<sup>th</sup>  
2014  
Re-  
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# Re-industrialization Strategy

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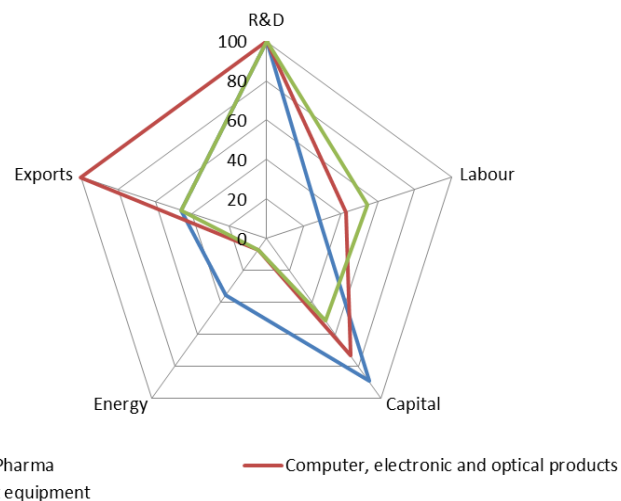
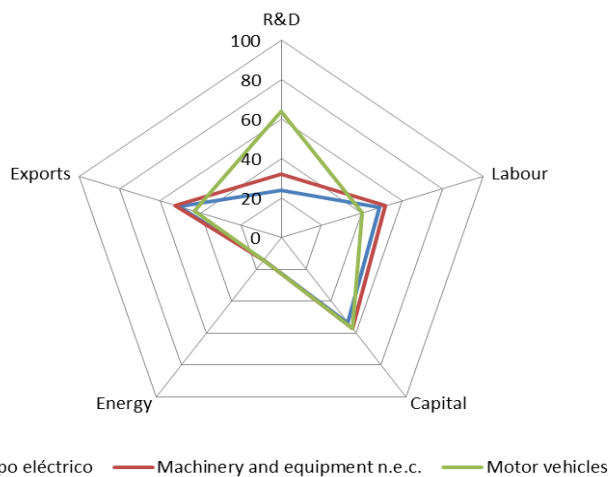
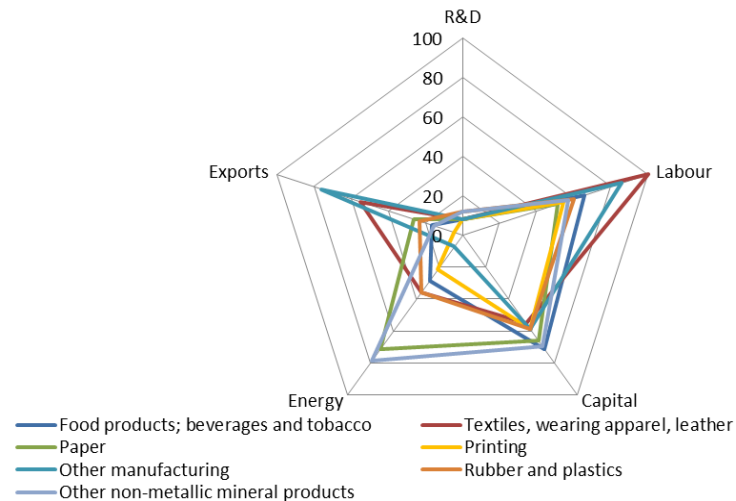
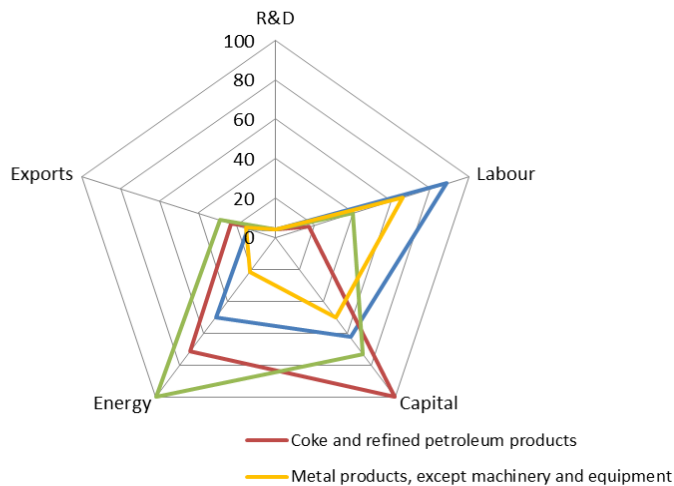
# Manufacturing sectors

1. Food products; beverages and tobacco
2. Textiles, wearing apparel, leather
3. Wood, paper and printing
4. Coke and refined petroleum products
5. Chemical, incl. Pharma
6. Rubber and plastics
7. Other non-metallic mineral products
8. Basic metals
9. Metal products, except machinery and equipment
10. Computer, electronic and optical products
11. Electrical equipment
12. Machinery and equipment n.e.c.
13. Motor vehicles
14. Other transport equipment
15. Other manufacturing

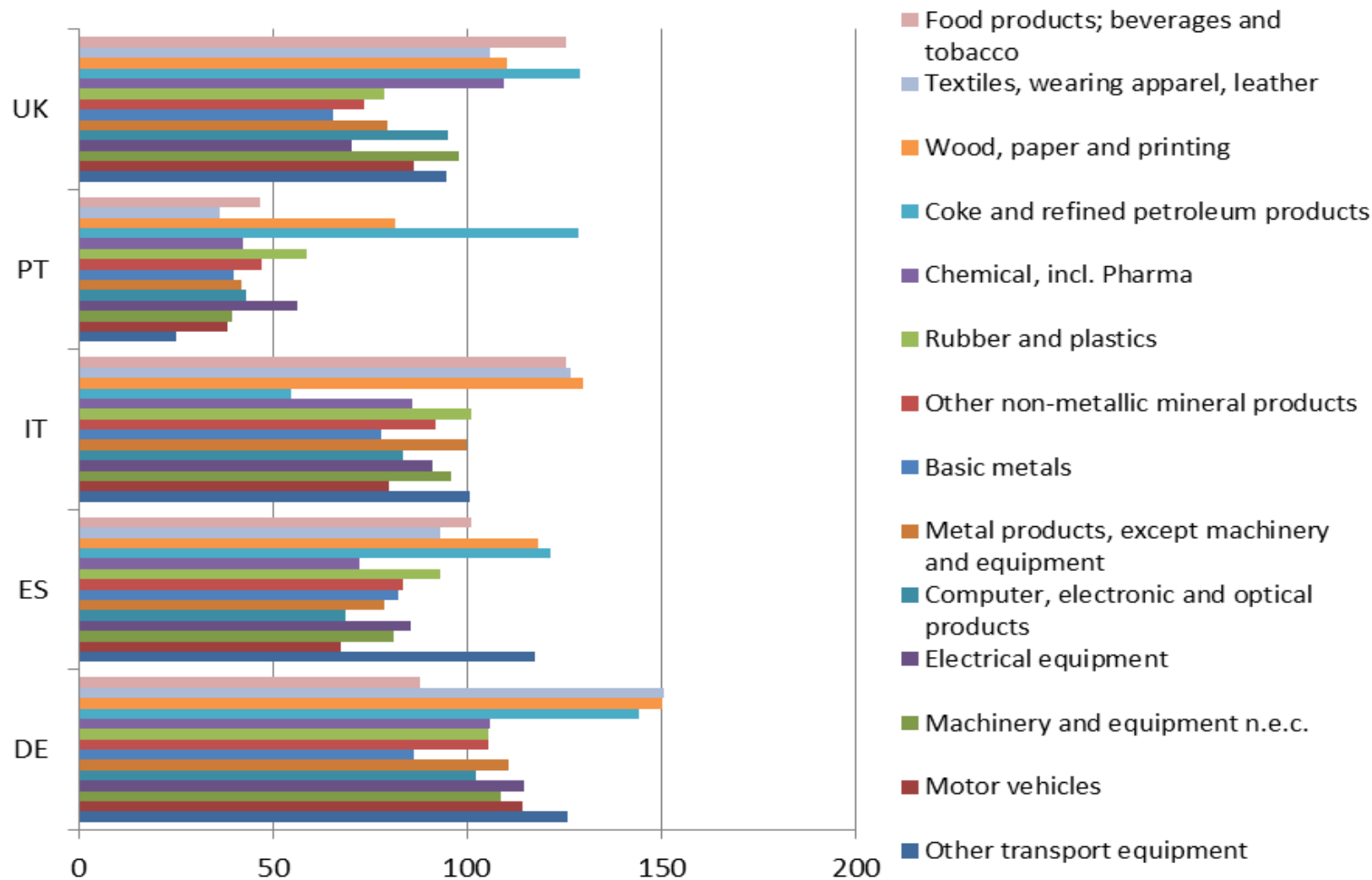
# Basic characteristics to analyse

- **Apparent productivity of labour:**  
*Value added per worked hour*
- **Return on capital:**  
*Percentage of value added to gross operating surplus*
- **Energy efficiency:**  
*Value added generated per unit of energy consumed*
- **R&D intensity:**  
*Expenditure on R&D relative to the value added generated*
- **Export intensity:**  
*Value of exports relative to value added generated.*

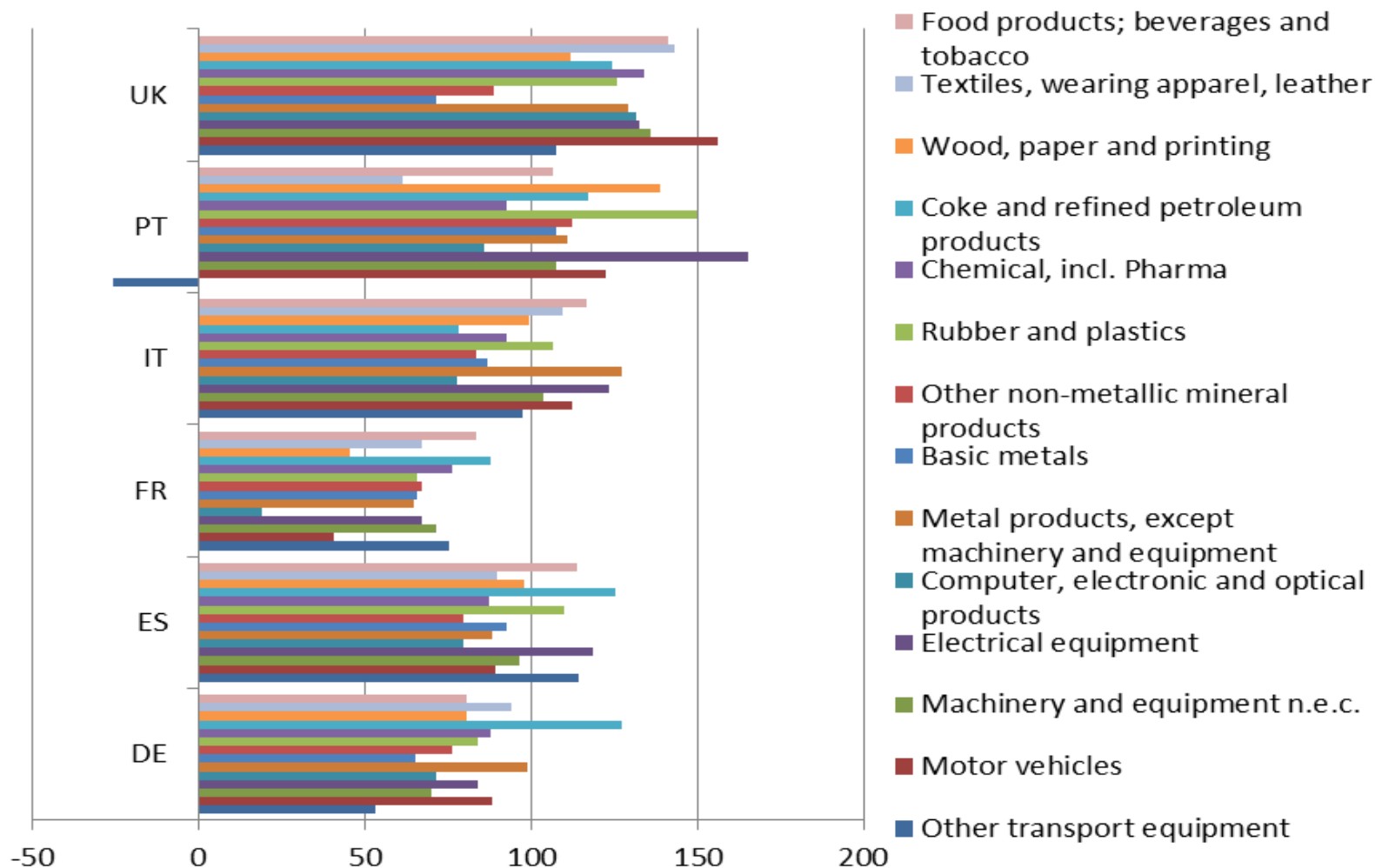
# Sectors characteristics grouped by R&D intensity



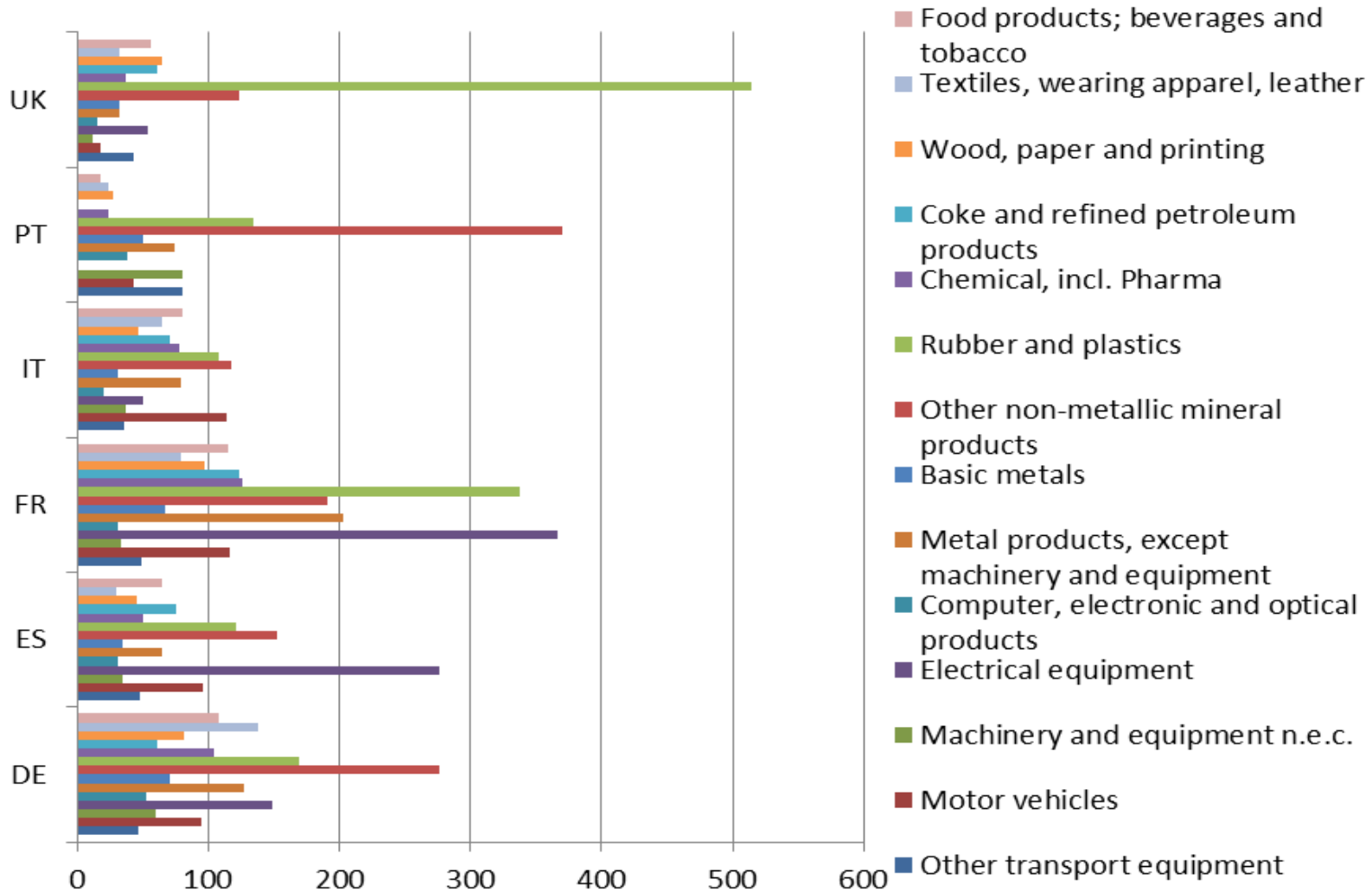
# Labour productivity international comparison (World average = 100)



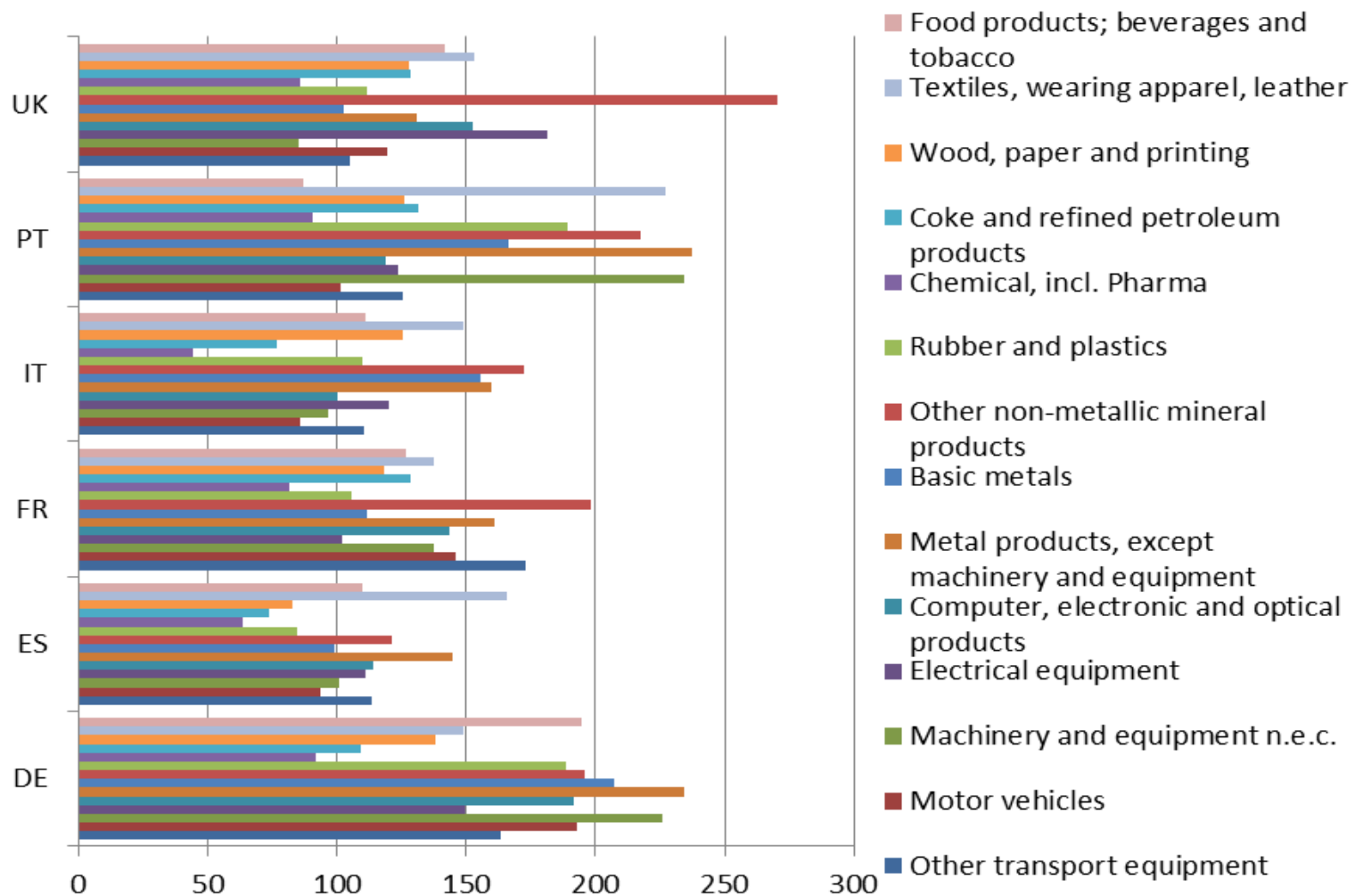
# Gross Operating Surplus international comparison (World average = 100)



# R&D intensity international comparison (World average = 100)



# Export intensity international comparison (World average = 100)





## Re-industrialization strategy objectives:

- Adequate environment to stimulate development of all enterprises
- Attraction of foreign companies.

## A sustainable re-industrialization will be attained when:

- New businesses in high value added niches emerge and consolidate
- New companies find markets, partnerships and new opportunities.

## This requires:

- Appropriate business practices,
- Intelligent and assumable regulations, as well as
- Easy access to:
  - trained human resources, and
  - modern technological services.

**What we need is strategies, not just policies!**



# Major lines for re-industrialization

- **Technology**
- **Infrastructures**
- **Taxation**
- **Trade**
- **Human resources**

- **Technological competency (incl. SMEs)**
- **Technological traction from big companies**
- **Generation of knowledge (easily reachable by companies)**
  - Public R&D system
  - Government intervention
- **Co-operation between firms**
- **Open to global technological supply**

- **Energy**
  - Intelligent grids
  - Other energy sources
- **Communication networks**
  - Broadband
  - Cloud computing
  - Advanced Internet
- **Logistics**
  - Transport networks
  - ICT support

- **Revenues**
  - New companies
  - Relocation of companies
- **Investment**
  - R&D
  - Human Resources
- **Commercialisation**
  - VAT
  - Export taxation
- **Depreciation**
  - Rates
  - Favour specific assets for innovation

- **Market harmonisation**
- **Incentives for SMEs**
  - Access to information on international markets
  - Experts advice
  - Loans for export activities
- **Innovative Public Procurement**

- **Lifelong learning**
- **Vocational training**
- **Higher education for advanced manufacturing**
- **Training needs of SMEs**

## Technological Programs

- Adoption of new technologies
- Technology audits
- Technology marketing
- R&D collaboration
- Common technology services centres

## Financial instruments

- Product and services development projects
- Grants for company growth
- Projects to modernize production facilities
- Pre-competitive R&D projects





# **Ideas for speeding up re-industrialization: Business improvement**

- **Export plans (esp. for SMES)**
- **Energy efficiency plans (esp. for SMES)**
- **Productivity improvement**
- **Acquaintance with international standards**



# **Ideas for speeding up re-industrialization: Strengthening the value chain**

- **Joint product and services development projects**
- **Dissemination of good practices**
- **Promotion of intra- and inter-sectorial relationships**