



25^{ANOS}
E Ordem dos
Economistas



economistas
Consejo General

Relações Económicas Portugal-Espanha O Desafio da Inovação

Carlos Brito
cbrito@fep.up.pt

Lisboa | 24 maio 2023

1

VUCA

(Volatile, Uncertain, Complex, Ambiguous)

2

DEMOGRAFIA



Crescimento da população

Igualdade de género

Envelhecimento ativo

Urbanização

Migrações

Multiculturalismo

3

ALTERAÇÕES CLIMÁTICAS

Aquecimento global

Fenómenos extremos

Imprevisibilidade



4

SUSTENTABILIDADE

Escassez de recursos

... água

... alimentos

... fontes de energia

Economia circular

5

GEOPOLÍTICA

Mudança para a Ásia

Disputa USA – China

Expansionismo russo

Emergência de África

Extremismos políticos

6

TECNOLOGIA

Ciências da vida
Novos materiais
Digital
Fusão nuclear



7

TRANSFORMAÇÃO DIGITAL

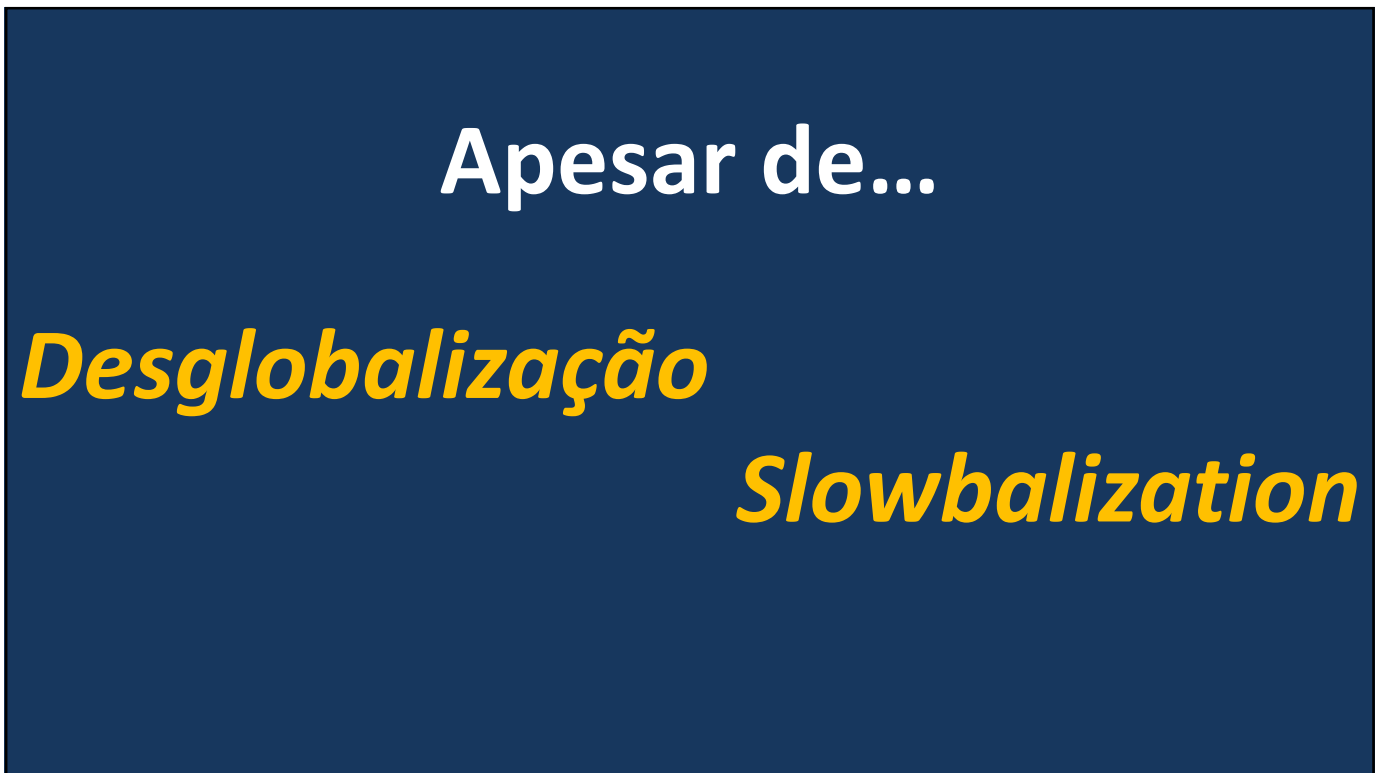
Inteligência artificial
Big data
Realidade virtual e aumentada
Internet of things
Indústria 4.0
Cibersegurança
Interface homem - máquina



8



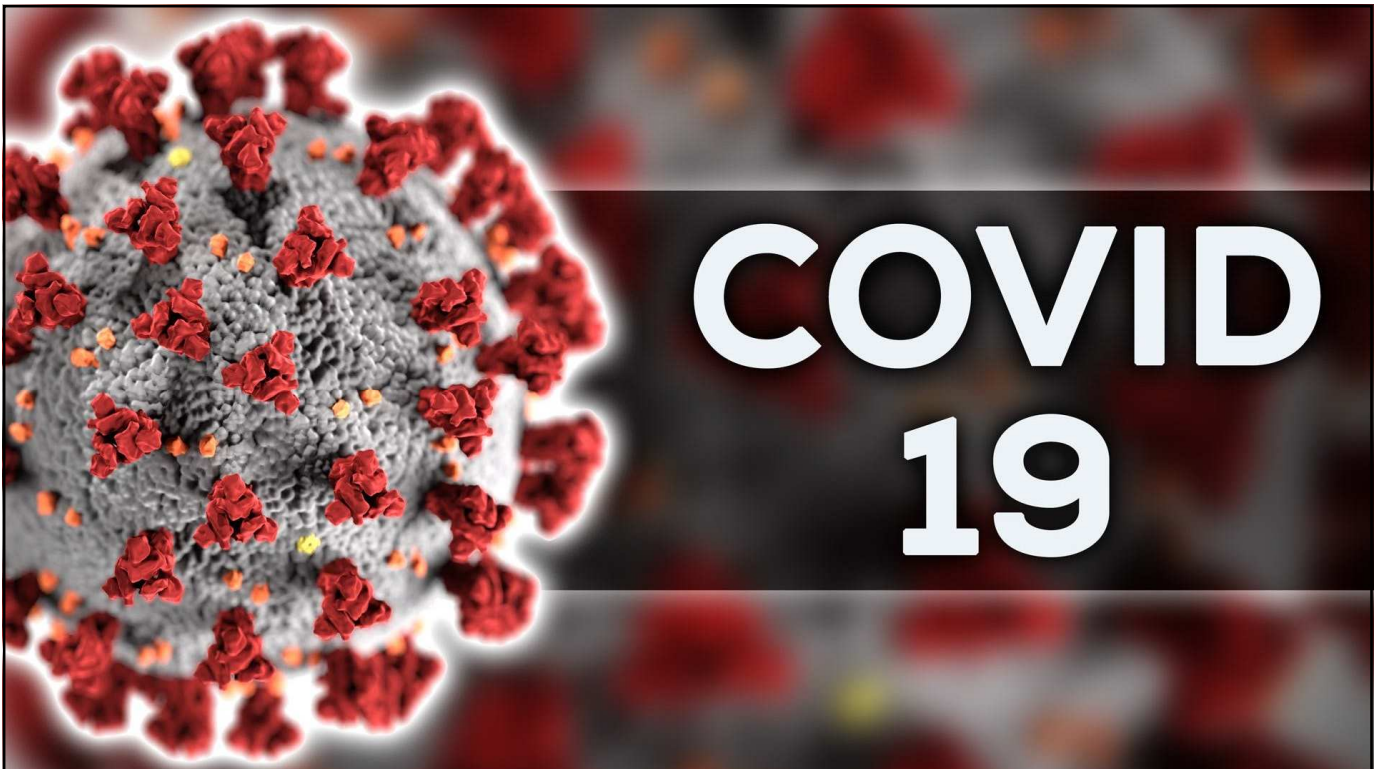
9



10



11



12

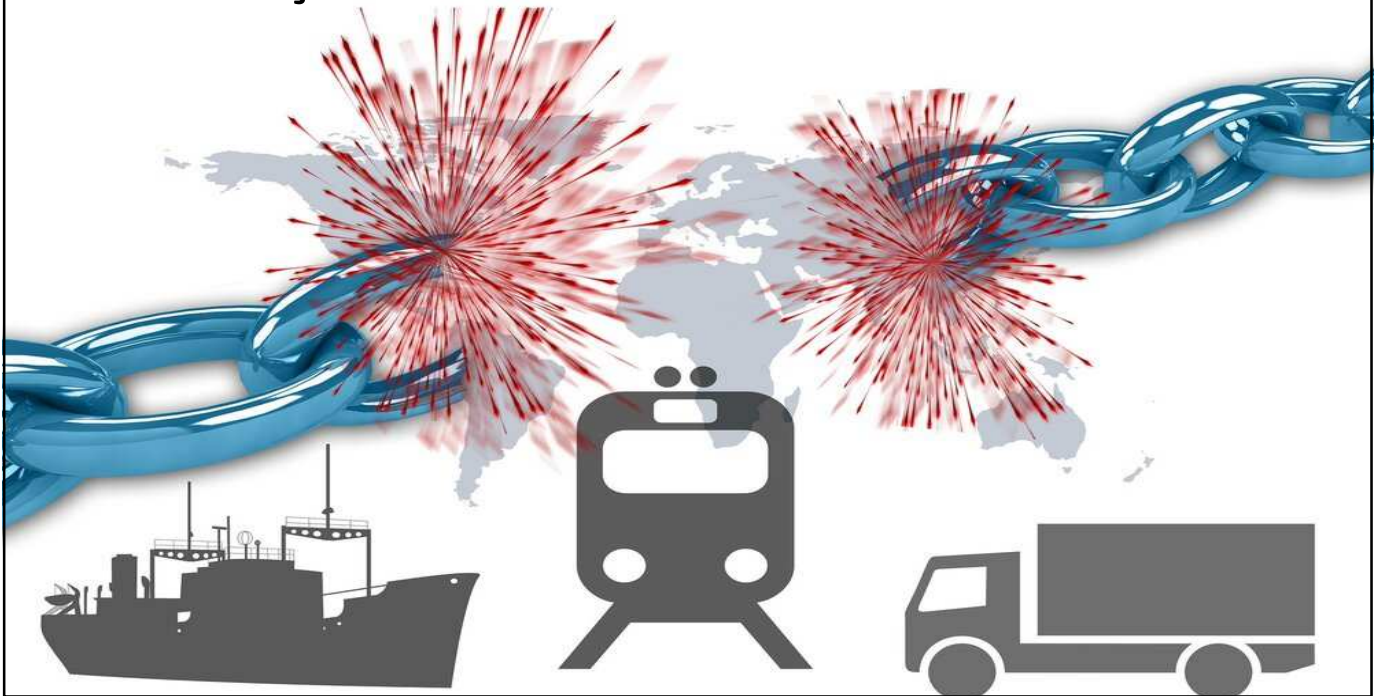


13



14

DISRUPÇÕES NAS CADEIAS DE ABASTECIMENTO



15

VUCA
Volatile, Uncertain, Complex, Ambiguous

16

WHAT ABOUT US?



17

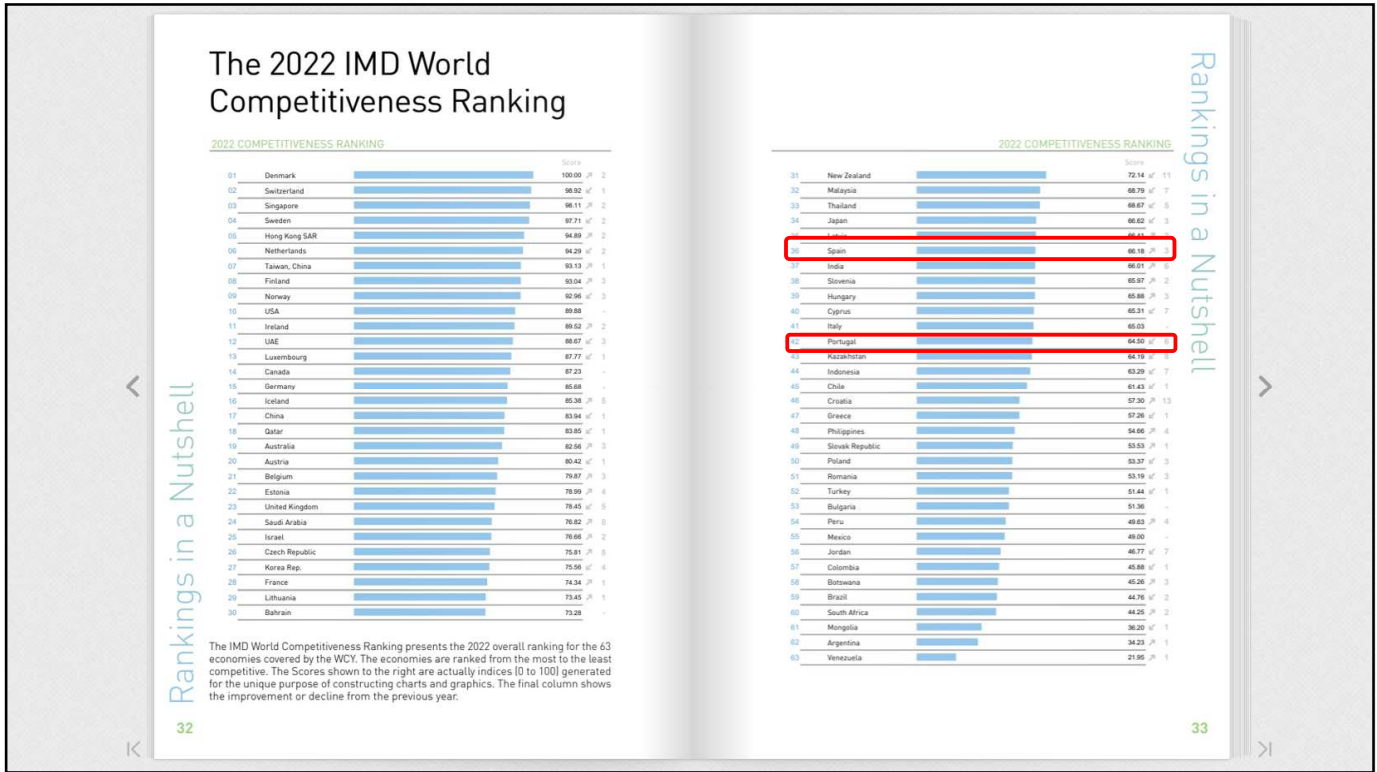


World Competitiveness Ranking

The World Competitiveness Yearbook (WCY) is a comprehensive annual report and worldwide reference point on the competitiveness of countries

The image shows the cover of the World Competitiveness Ranking report. It features a vibrant, multi-colored background with shades of blue, green, and yellow. The title "World Competitiveness Ranking" is prominently displayed in white, bold, sans-serif font. Below the title, a smaller line of text describes the report as a comprehensive annual report and worldwide reference point on the competitiveness of countries. The IMD World Competitiveness Center logo is visible in the top left corner of the cover.

18



19



20

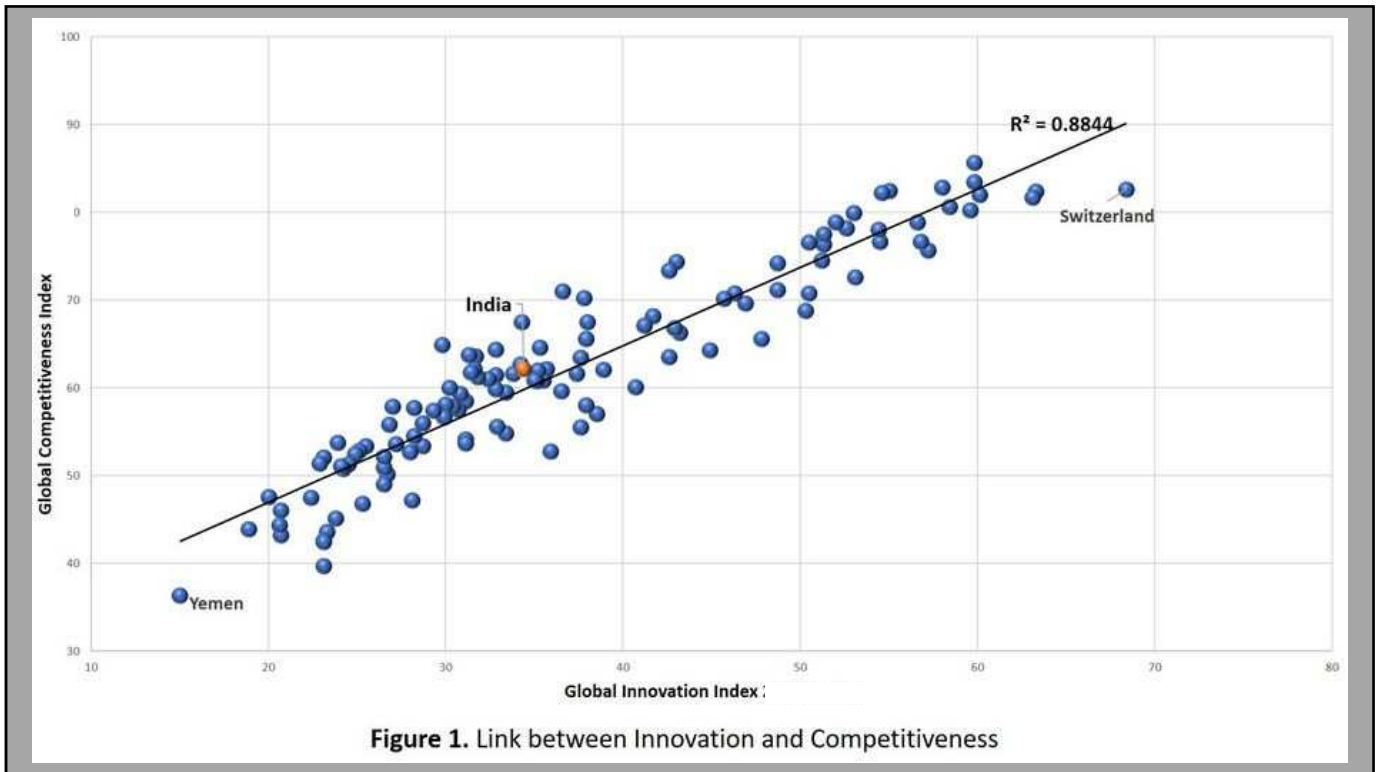


Figure 1. Link between Innovation and Competitiveness

21

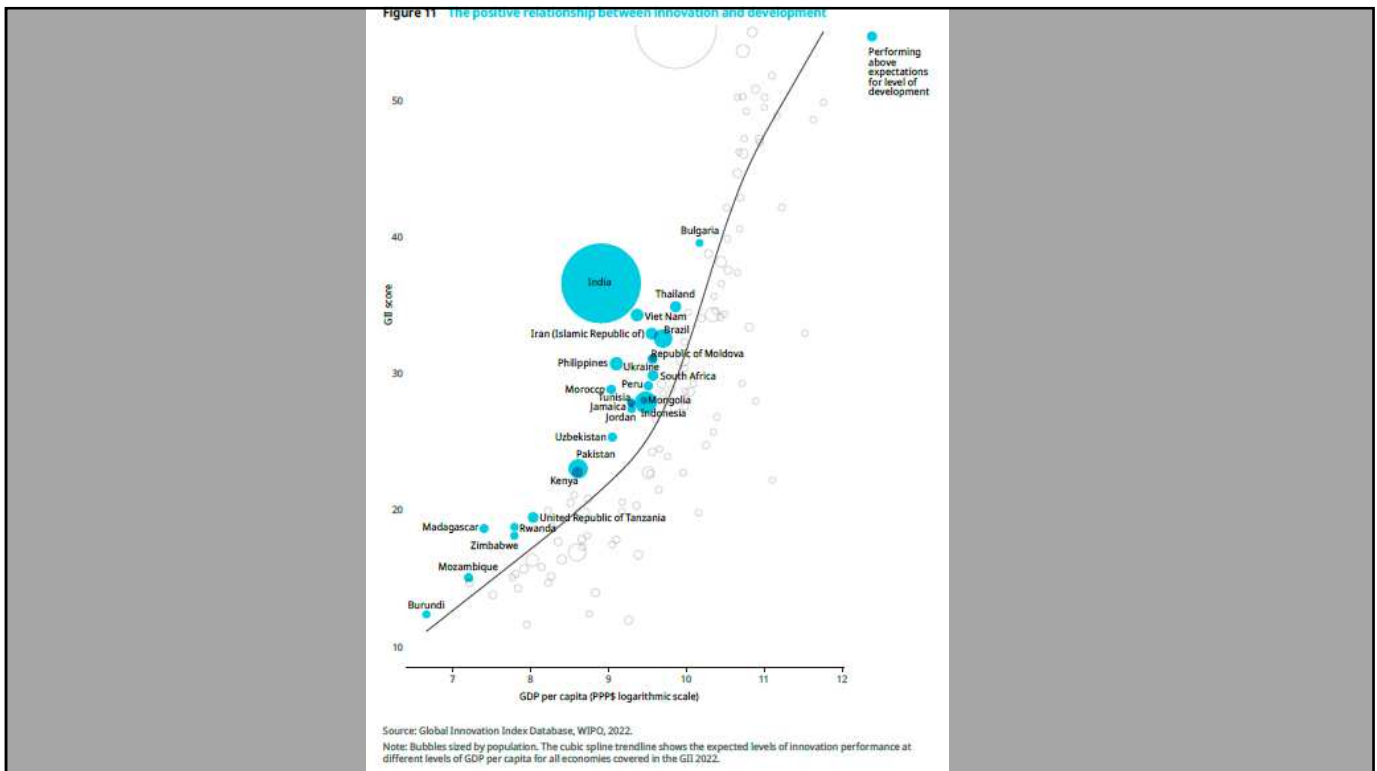


Figure 11 The positive relationship between innovation and development

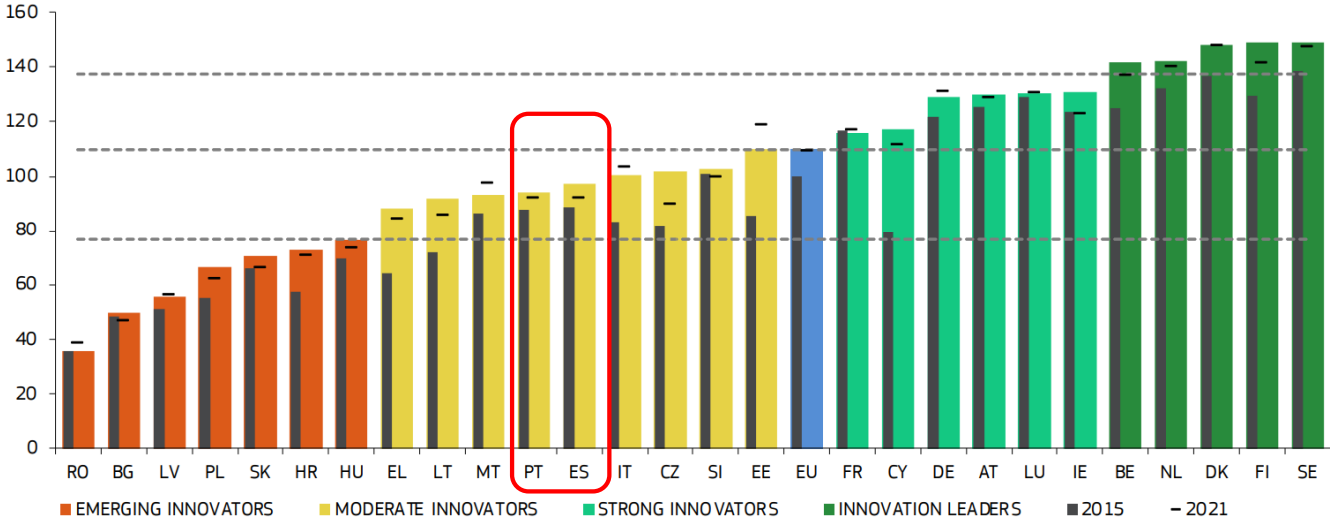
Source: Global Innovation Index Database, WIPO, 2022.
 Note: Bubbles sized by population. The cubic spline trendline shows the expected levels of innovation performance at different levels of GDP per capita for all economies covered in the GI 2022.

22

COMO ESTAMOS DE INOVAÇÃO?

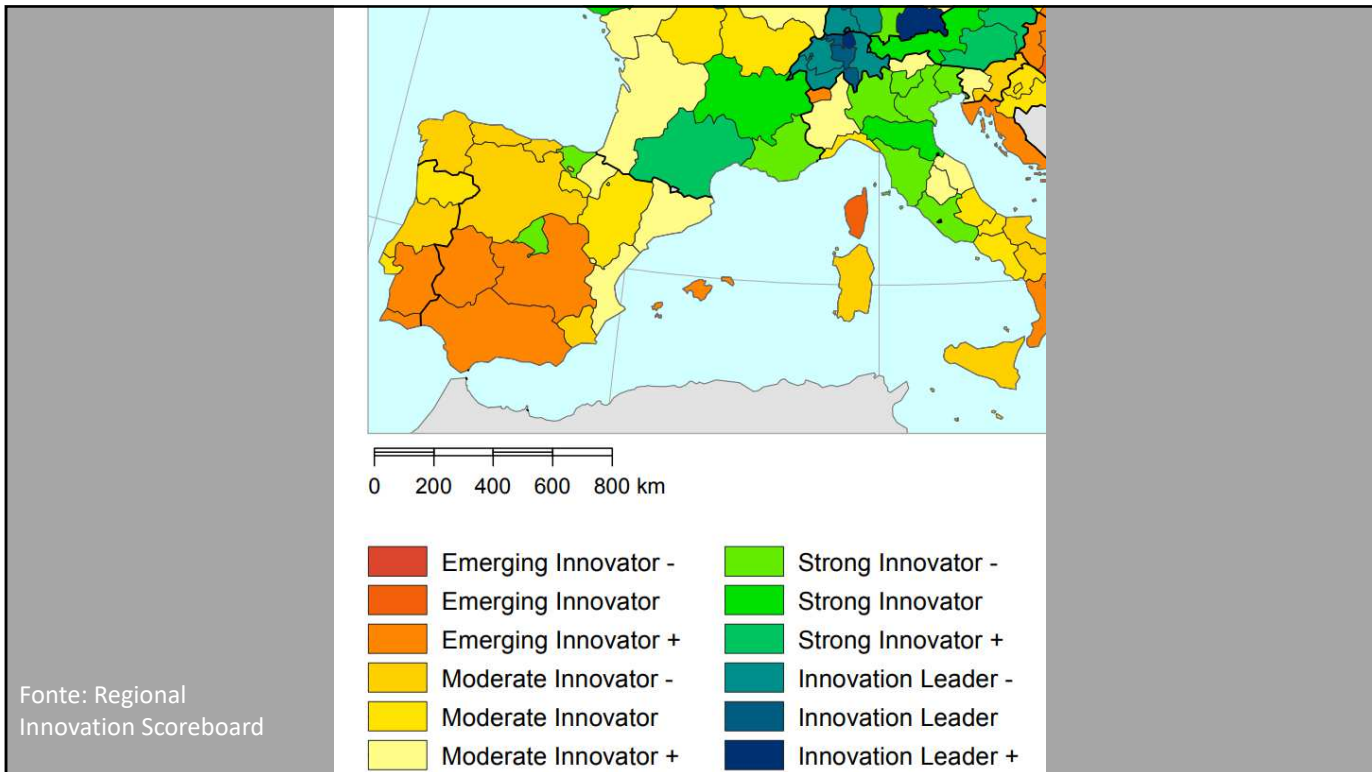
23

Figure 1: Performance of EU Member States' innovation systems

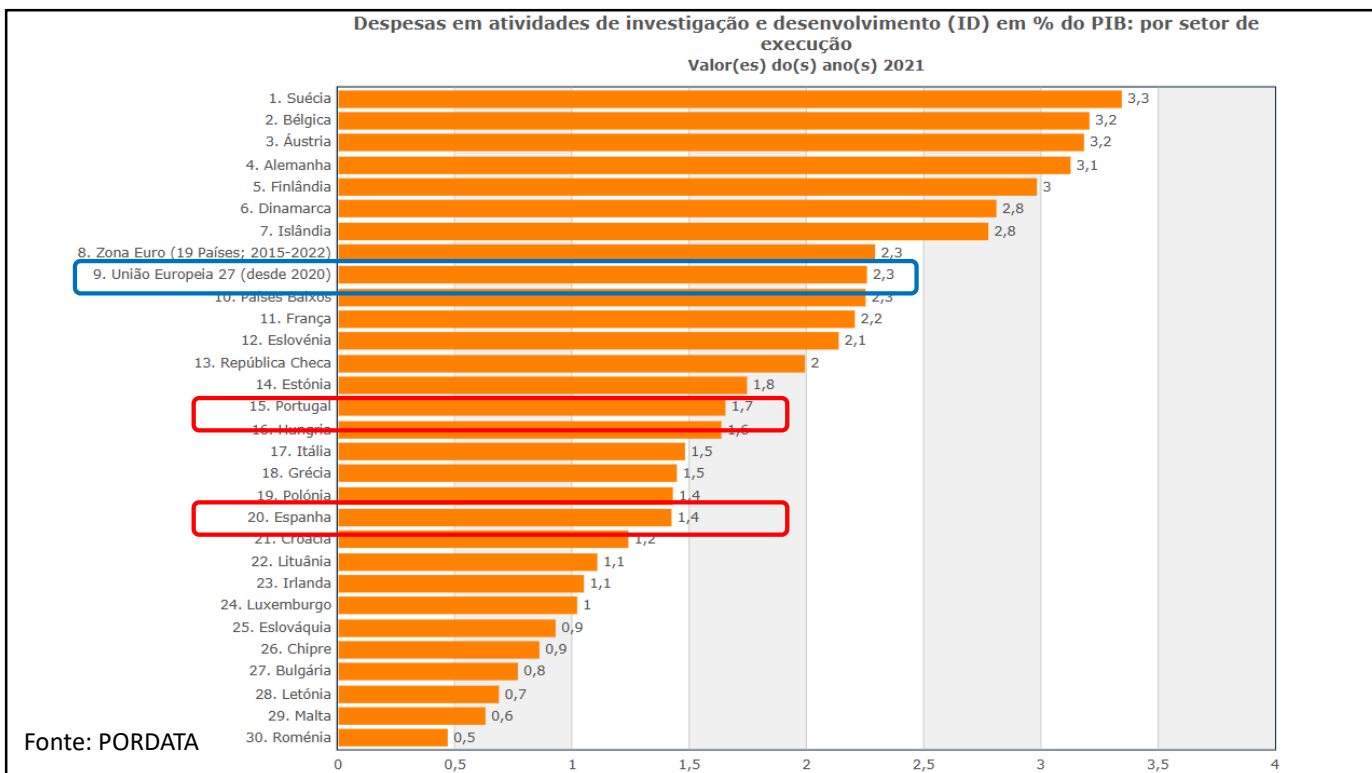


Fonte: European Innovation Scoreboard

24

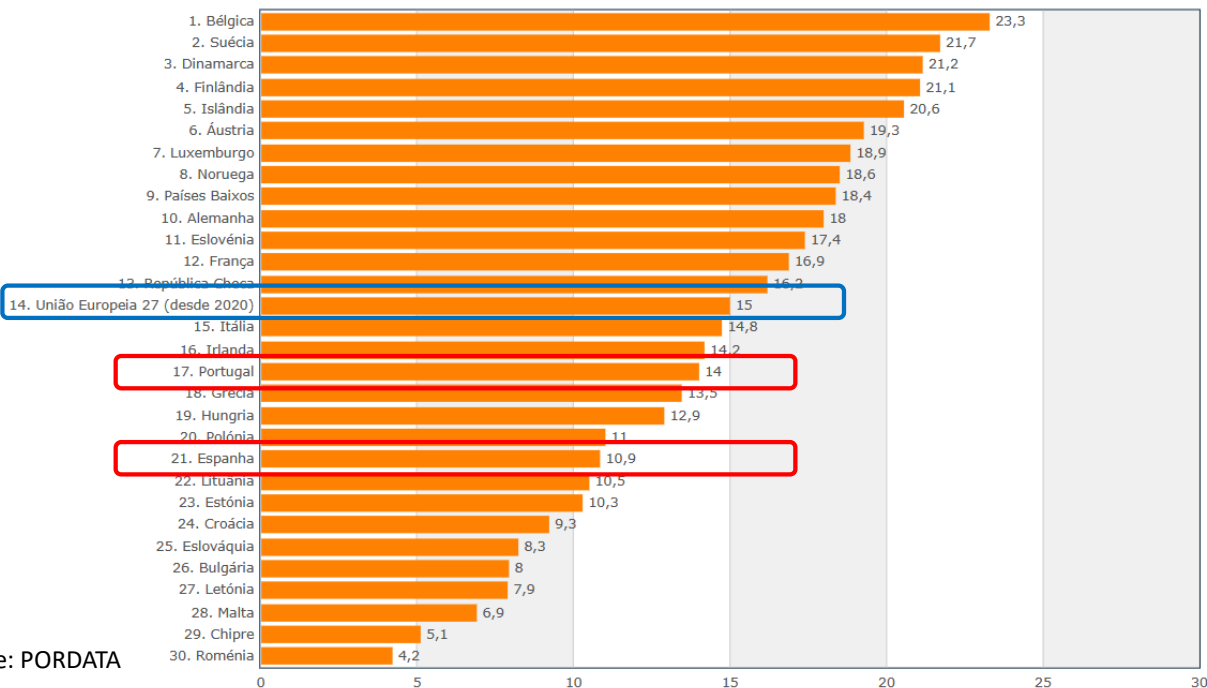


25



26

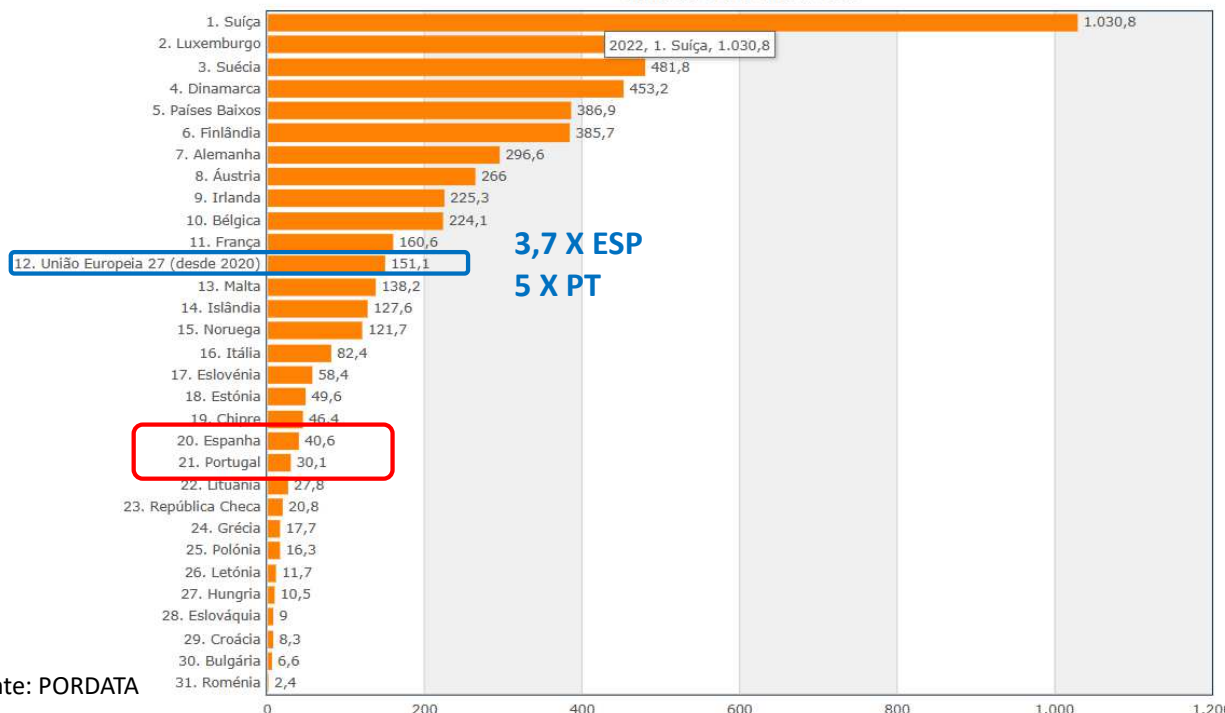
**Pessoal total e investigadores em atividades de investigação e desenvolvimento (ID):
equivalente a tempo integral por mil ativos**
Valor(es) do(s) ano(s) 2021



Fonte: PORDATA

27

Pedidos de patentes ao Instituto Europeu de Patentes (IEP) por milhão de habitantes
Valor(es) do(s) ano(s) 2022



Fonte: PORDATA

28

Desafio **INOVAÇÃO**

29

INOVAR ≠ INVESTIGAR

30

Inovação

Criação de **novas soluções** geradoras de **valor**

31

INOVAÇÃO =
INVENÇÃO + VALOR

32



TIPOS DE INOVAÇÃO

Produto
Processo
Marketing
Organizacional

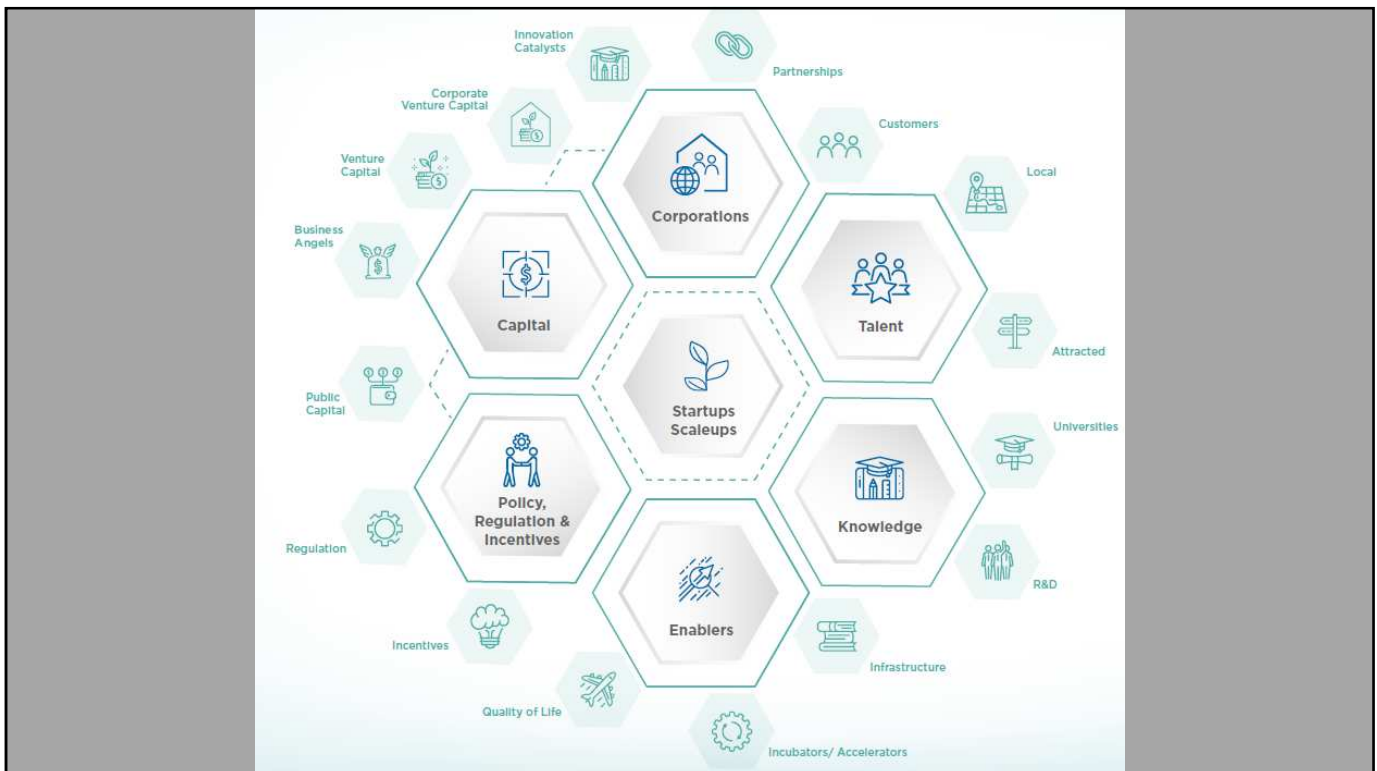
33

ECOSSISTEMAS DE INOVAÇÃO

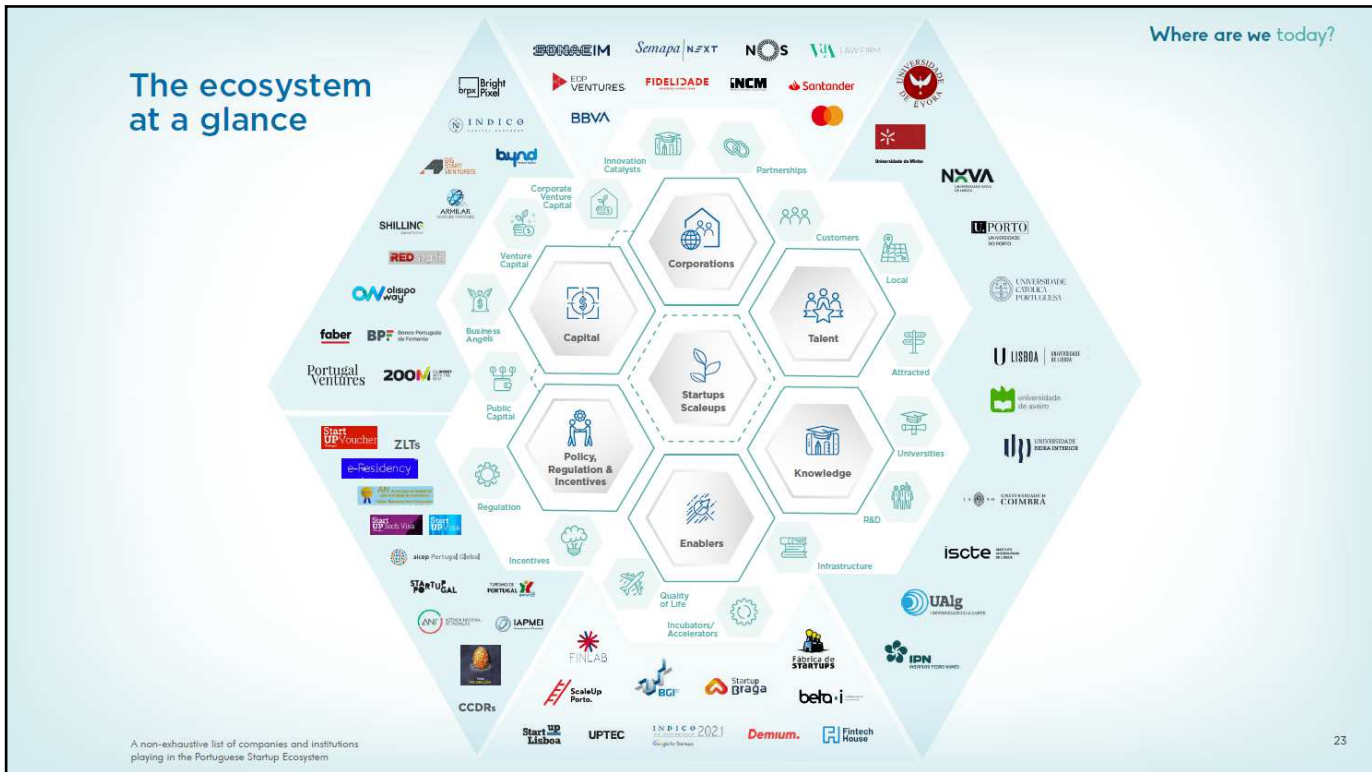
34



35



36



37

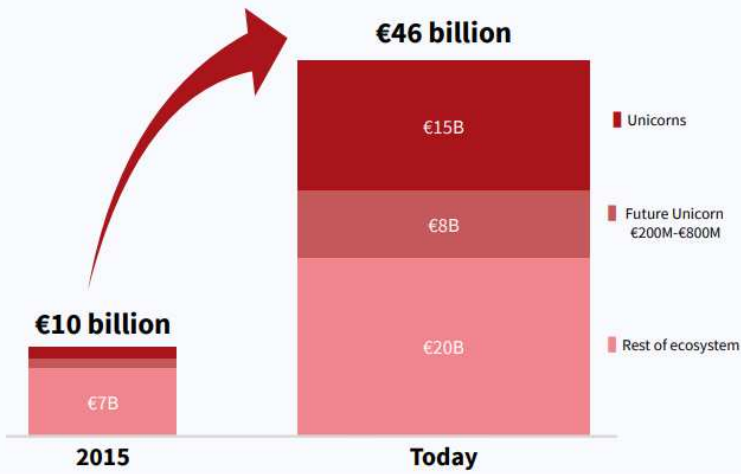
Spanish Tech Ecosystem.

October 2021

38

The Spanish startup ecosystem has grown 5x in value since 2015. Spanish startups are now worth a combined €46B.

Combined enterprise value* of the Spanish ecosystem



Most valuable tech Spanish companies founded after 2000

Name	HQ	Founded	Valuation
<i>flywire</i>	Valencia	2011	€3.2B
<i>Glovo</i>	Barcelona	2015	€2.0B
<i>wallbox</i>	Barcelona	2015	€1.4B
<i>letgo</i>	Barcelona	2015	€1.4B
<i>cabify</i>	Madrid	2011	€1.3B
<i>jobandtalent</i>	Madrid	2009	€800M

Source: Dealroom.co
 * Sum of the valuations of all startups in the ecosystem founded after 2000. Using estimated valuations based on most recent VC rounds, public markets and publicly disclosed valuations as of July 1st, 2021.

CONCLUINDO

DESAFIO DA INOVAÇÃO

Apostar em ciência

Fomentar a valorização do conhecimento

Promover a criação de ecossistemas de inovação dinâmicos e globais



41



25 anos
E Ordem dos
Economistas



economistas
Consejo General

Relações Económicas Portugal-Espanha O Desafio da Inovação

Carlos Brito
cbrito@fep.up.pt

Lisboa | 24 maio 2023

42