



## **Austria Connect Gulf 2015**

Panel 2.1 – From Implementation to Education

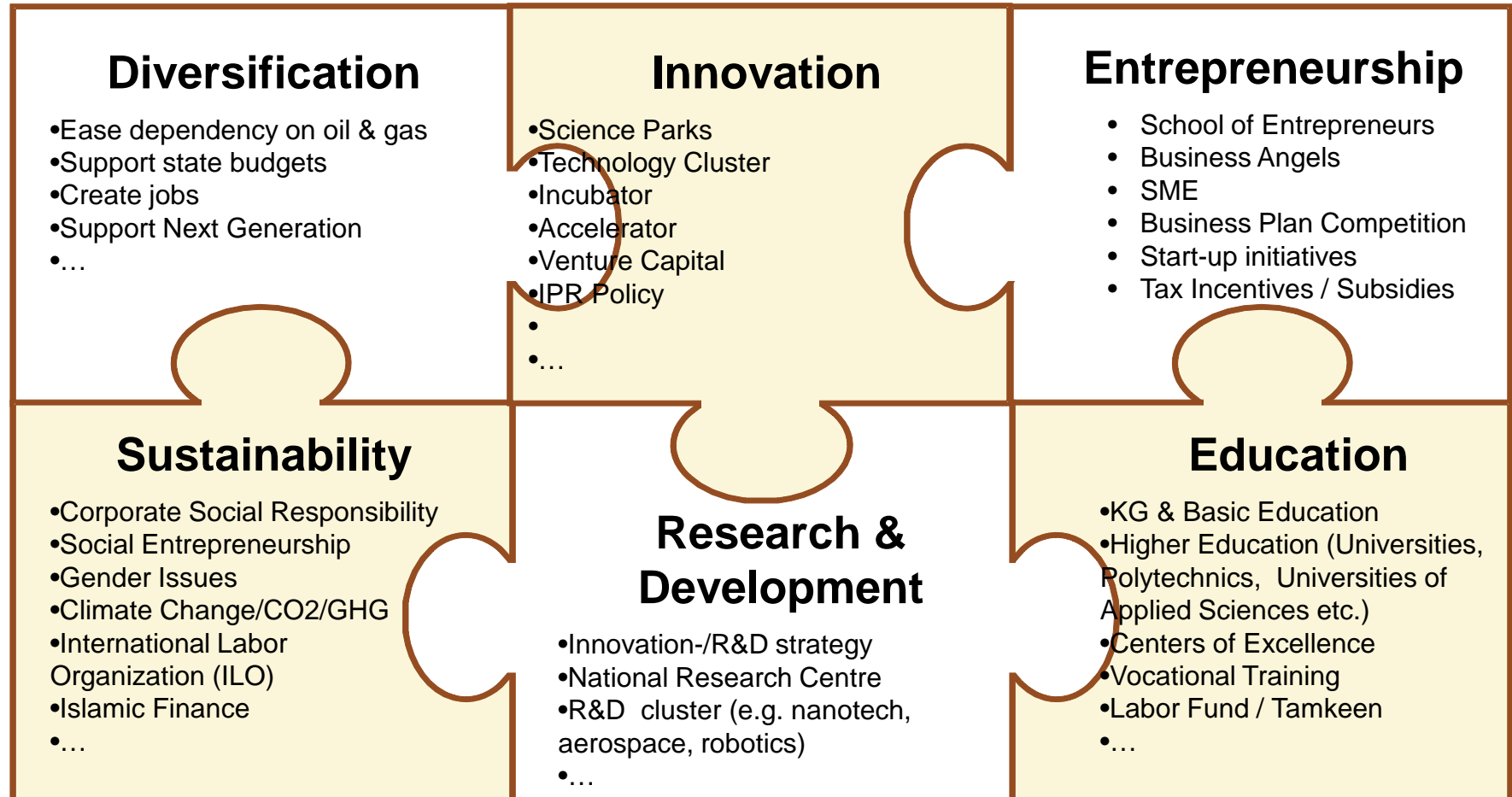
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Prof. Dr. Bernd J. Hoefer, Kingdom of Bahrain

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# Six *integrated* sectors to shape the GCC future...



... to become knowledge based economies

# The inconvenient truth ...

## *... diagnosis*

- 1 There is no reason to believe that the *majority* of the GCC countries are closed to “mission accomplished” however, UAE is well ahead

## *... and therapy*

- 2 All six sectors need to be addressed from the top level simultaneously, comprehensively and – most important – aligned.
- 3 In some sectors (e.g. in education) the “bridge” is to be built from both ends (e.g. basis schools plus higher education)
- 4 In some sectors (e.g. innovation) the “strategy” could start from the “middle” by importing IPR or innovative companies (JV, VC, PE)
- 5 There is no “cash and carry” ! However, involve intern. experts, let the market do the job, implement tough evaluations, avoid procrastination !



## Some remarks on Innovation: What is Innovation ?

**“Innovation” means different content to different people...**

- Engineers, physicists, chemists: Innovation = *Invention*
- Lawyers: Innovation = *Intellectual Property Rights (IPR)*
- Politicians: Innovation = *Entrepreneurship*
- Entrepreneurs: Innovation = *Small/Medium Enterprises (SME)*
- Investment Banker: Innovation = *Venture Capital Investments*
- Public understanding: Innovation = *Science & Technology*

**Science (Technology) turns money into knowledge ...  
... and Innovation turns knowledge into money (Business)**

**Conclusion: Innovation always implicates market success too !**

» *Insofar many activities widely seen as innovative aren't*



## How to innovate ?

### The evergreen question “push or pull”...

- *push* technology into business to create innovation *or*
- *pull* from the markets the right technology to create innovation

**... is *not* the question. End-to-end thinking, interdisciplinary and comprehensive approaches are key !**

**Great innovations are mostly low tech !**

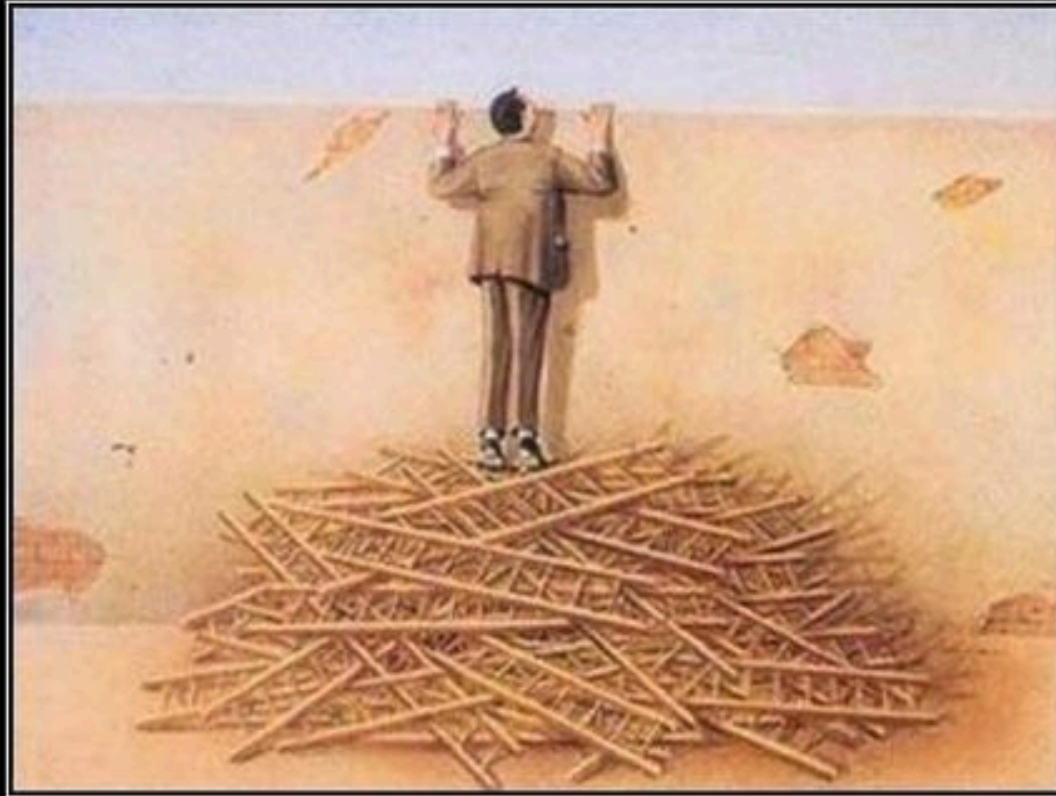
**Innovation means doing things differently. Do we really love to do things differently ?**

- » Procurement, HR, QMS/ISO 9000/9001...
- *Most industries and companies clearly lack innovation culture*





***It`s NOT just a matter of resources ...***



**It doesn't matter how many resources you have  
if you don't know how to use them, they will never be enough**

***... but strategy and alignment matters !***



## Knowledge based economies are insight ...



### Catalysts of the development are ...

- Oil/gas prices, unconventional oil /gas, renewable energy
- Demographics and politically/economically need for jobs
- Budget deficits
- New technologies e.g. 3D printing vs. transport & logistics or fiber carbon vs. aluminum



**“The best way to predict the future is to create it”**

Abraham Lincoln



**Prof. Dr. Bernd J. Hoefer**

Chairman & CEO

[bernd.hoefer@a9c-capital.com](mailto:bernd.hoefer@a9c-capital.com)

Mobile +973 36 444216

Bahrain Financial Harbour

East Tower, 11<sup>th</sup> Floor

P.O. Box 60074, Manama

Kingdom of Bahrain

