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Towards a Balanced Innovation Strategy

Fredericton, May 7, 2013 - The spring of 2013 has seen positive moves towards a more balanced innovation agenda.

For decades, Canada's innovation strategy has been a technology-push approach. The technology-push strategy supports investments in fundamental research with the hope that some of this research produces discoveries which can be commercialized. The approach has resulted in a wealth of knowledge, discoveries and inventions, most still searching for a commercial application

A market-pull strategy supports business investment in research and development (BERD). In brief, it provides incentives for business to invest in research and development to solve problems, pursue opportunities and improve productivity. In reviewing global innovation performance, countries that have a balance of both market-pull and technology-push, tend to perform well.

Recent federal and provincial budgets have included enhanced incentives for business-led research. This is a positive step towards a balanced innovation strategy, one that is welcomed.

To read the full commentary in the May 7th Telegraph Journal, see: www.rpc.ca/english/press/TJ_Innovation_050713.pdf



About RPC

RPC is New Brunswick's provincial research organization (PRO), an independent contract research and development and technical services organization located in Fredericton, NB. RPC's complement of 98 scientists, engineers and technologists are supported by a 13,000 sq. meter facility housing world-class analytical chemistry and material-testing laboratories, comprehensive life science capabilities, an internationally recognized fish health lab, extensive prototype design, manufacturing and testing services, and a wide variety of pilot facilities for the development and improvement of industrial and environmental processes and products.

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