

# Promoting innovation

**Innovation is a key driver of prosperity in a knowledge economy. Innovative new products and processes that bring together scientific knowledge and entrepreneurial skill create competitive advantage. Innovation is a continuous process. Our consulting services help create an ideal environment for that pursuit.**

Knowledge is some countries' most important resource when competing internationally. Companies gain competitive advantage through the knowledge-intensive development of products, processes and business models that successfully distinguish themselves from what the market has previously known.

There are ways to systematically advance this type of innovation. An important part of this is understanding how, where and through whom innovation emerges. Our studies and process consulting show government agencies in charge of promoting innovation and economic development:

- Which innovative sectors offer the most potential
- Which actors drive innovation forward
- How innovation networks are structured
- Whether the transfer of knowledge and technology between universities and businesses is working
- How geographical proximity of universities and businesses boosts innovation

We have broad experience with promoting innovation across the entire economy as well as many best-practice examples. They range from network formation and project funding to knowledge and technology transfer and even large-scale innovation parks.

We work with customers to realize innovative new approaches to promoting innovation.