



PRESS RELEASE
No. 29 of February 8, 2012

THE INNOVATION IN INDUSTRY AND SERVICES
during the period 2008- 2010

Provisional data

For the correct interpretation of results, kindly see the methodological note on page 3 of the press release.

The provisional data of the statistical survey on innovation show that, during the period 2008-2010, over one third of the number of enterprises with market oriented activities introduced or implemented new or significantly improved products, processes, and organisational or marketing methods.

Over half the number of large enterprises had innovative activity.

There was more innovation present in services than in industry.

Enterprises with technological innovation

Out of the total number of enterprises covered by the statistical survey, 30.8% were innovative companies during the three-year period 2008-2010, 2.5% less compared to period 2006 – 2008.

A percentage of 13.8% of them were successful technological innovators, enterprises that had introduced or implemented new or improved products or processes. The enterprises that had introduced only new or significantly improved products had a weight of 2.4%, while the enterprises that had implemented new or significantly improved processes had a weight of 3.6% and those having implemented both new or significantly improved products and processes had a weight of 7.8%. The weight of enterprises that reported ongoing or abandoned innovations was of 0.5% only.

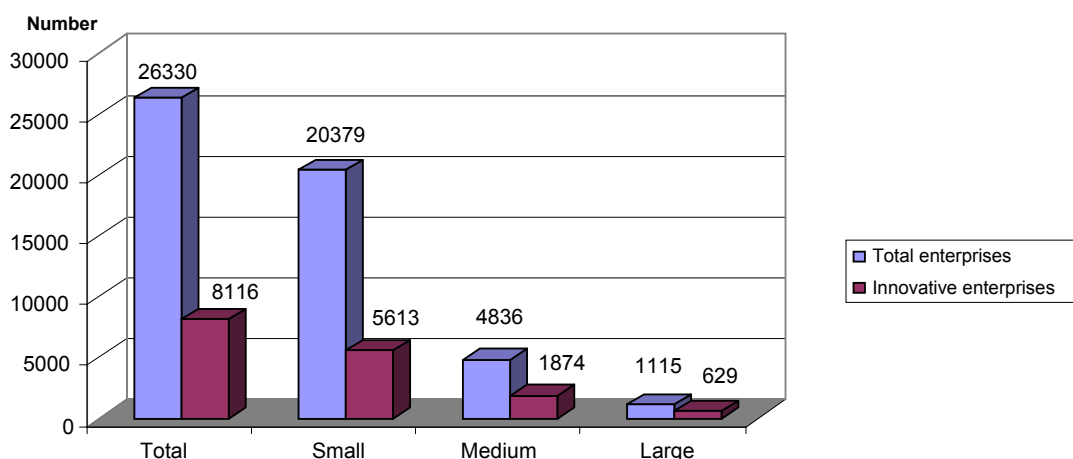
	The weight compared to the total number of enterprises (%)	
	2006-2008	2008-2010
Enterprises with technological innovation	19.7	14.3
Product innovator only	2.4	2.4
Process innovator only	6.6	3.6
Product and process innovators	10.3	7.8
Enterprises with ongoing and/or abandoned innovations	0.5	0.5

Compared to the previously evaluated period, 2006-2008, during 2008-2010, the weight of product innovator only remained the same, of 2.4%, while the weight of process innovator only decreased almost to the half, from 6.6% to 3.6%, the same decreasing tendency having also the innovators of both products and processes, from 10.3% to 7.8%.

Big enterprises are the most innovative

The weight of the innovative enterprises varies according to the size class of the enterprise, too. The larger the enterprise is, the greater the probability to innovate. Thus, out of 1115 big enterprises, 629 were innovative, that is 56.4%, while out of 4836 medium enterprises, only 1874 were innovative, having a weight of 38.8% and out of 20379 small enterprises only 5613 were innovative, having a weight of 27.5%.

The distribution of the total number of enterprises and of the number of innovative enterprises, by size class of the number of employees



Services more innovative than industry

In the analyzed period, the weight of the innovative enterprises with main activity in industry was of 30.1%, while the innovative enterprises with main activity in services had a weight of 31.7%, exceeding the industrial sector by 1.6 pp.

Non-technological innovators

Non-technological innovators are those enterprises that introduced new or significantly improved organisational or marketing methods during the period 2008-2010.

The provisional results of the statistical survey on innovation during 2008-2010 show that the weight of the enterprises, which introduced new marketing methods, exceeds by 0.8 pp the enterprises that introduced new organisational methods. The weight of the non-technological innovators is greater in industry, 14.0% compared to 12.5% in services.

More new products new to firm than new products new to the market

Out of the total number of enterprises, 13.4% had new or significantly improved products. The weight of the enterprises with new products only new to firm was of 8.8%, while the weight of the enterprises with new products new to the market was of 4.6% only.

There is poor cooperation between Romanian enterprises on the innovation of products and processes. Cooperation depends on the size of the enterprise.

Only 11.2% of the total number of innovative enterprises had **cooperation** agreements with other enterprises or non-commercial institutions for carrying out their innovative activities.

Competences used by the innovative enterprises

In order to carry out their innovative activities, the enterprises needed individuals with certain competences. These individuals were employed in-house or obtained from external sources. During the period 2008-2010, the main competences used by enterprises were market research 35.6%, software development 31.1% and of graphic arts, layout and advertising 25.6%. Out of the total innovative enterprises, 15.8% mentioned the fact that the encouragement of creativity and new ideas was achieved through financial.

METHODOLOGICAL NOTE

1. The data source is represented by the "Innovation Statistical Survey" (INOV), based on the European questionnaire "Community Innovation Survey" (CIS) used by all EU Member States according to European Council Regulation no. 1450/2004 regarding the innovation statistics. There is a data collection every two years. At European level, CIS data are the main source of information for the study of the conduct of enterprises as to innovation. The provisional results are based on the harmonised European questionnaire CIS 2010.

2. The statistical survey is a selective type survey. The type of survey used and the procedure of the sample extraction is that of the stratified survey with simple random selection without come back within each stratum, where the economic activity, the size class of the enterprise according to the number of employees and the development region represent the stratification variables.

The statistical survey regards the enterprises with 10 or more employees in the industry and some services (wholesale, transport and storage, information and communications, financial and insurance services, engineering and architectural activities and testing activities and technical analysis). There is an exhaustively survey for the enterprises with a hundred or more employees. The size classes according to the number of employees are as follows: 10-49 (small), 50-249 (medium), 250 and over (large). A number of 10469 enterprises represented the statistical population. The base of sample selection ensures representativeness calculated according to the turnover of 95% of the total active units. The maximum admitted error of estimations is of $\pm 3\%$. Response rate is 82.4%.

Since the reference year 2008, the innovation statistics use the new classification of activities in the national economy CAEN Rev. 2. The previous statistical surveys were shown in CAEN Rev. 1.

3. Vocabulary

An innovation is the introduction of a new or significantly improved product, process, organisational method, or marketing method by your enterprise. It is based on the results of new technologies, of technological development, of new combinations of the present technology or on the use of other knowledge obtained by the enterprise. The innovation must be new to your enterprise, although it could have been originally developed by other enterprises.

The innovative enterprises are the active enterprises that launched new or significantly improved products (goods or services) on the market or introduced new or significantly improved processes or new organisational or marketing methods. The term applies to all types of innovators, innovators of product, of process, of organisational or marketing methods, as well as the enterprises with unfinished or abandoned innovations.

The enterprises with technological innovation are the enterprises with new or significantly improved **products or processes**.

The enterprises with non-technological innovation are the enterprises that introduced new or significantly improved **organizational or marketing methods**.

For additional and final information, kindly see the next press release of July 27, 2012 and the publication "Innovation in industry and services for the period 2008-2010", of July 31, 2012.