



## **RUNNING ORDER & INTRODUCTIONS DAY ONE**

Our theme for this morning is innovation. We will be looking at the vital role of innovation in stimulating New Zealand's productivity, Scion will provide an insight into some of their innovative research and development work and Dr Stemmer will demonstrate the economic mechanisms available for the development of innovative products and services and how to leverage them once you understand the revenue flow.

So why is innovation so important to New Zealand?

Despite major economic reforms in New Zealand over the last twenty years or so, our Gross Domestic Product per capita remains significantly below the OECD average.

Why is that? On the face of it, New Zealand has good macroeconomic and structural policies, which we would expect to see translated into productivity growth. As the New Zealand Herald reported at the weekend, one of the long term contradictions about New Zealanders is the way we expect the All Blacks to beat the world, while being content with B-grade productivity.

In July this year, the Secretary-General of the OECD, Angel Gurría, visited New Zealand. In his speech to the Wellington Chamber of Commerce he noted that New Zealand ranks among the least restrictive of OECD countries in terms of labour and product market regulations, both of which are closely linked to productivity growth. So given that the economic policy groundwork has been laid, what action needs to be taken to ignite our productivity?

Mr Gurría said he didn't have a silver bullet to solve New Zealand's productivity problems, but he did point to three key areas where action can be taken:

- infrastructure
- human capital
- innovation

Mr Gurria noted that innovation in business is key to raising productivity.

'To allow firms to innovate' he said, 'governments must be vigilant about barriers to entrepreneurship and the growth of small firms; foster enhanced access to venture capital; and establish the right incentives for firms to undertake research and development'.

Over the next three days, we will explore how New Zealand businesses can integrate innovation, sustainability and the requirements of the emissions trading scheme and the new Waste Minimisation Act as a complete business model to raise our productivity and gain competitive advantage.

To open this ambitious programme, I can think of no better person than Tony Nowell to discuss the opportunities and obstacles to New Zealand's innovation within a global context.

Tony Nowell has extensive experience of the Asian and European markets, having spent 12 years in general management roles in Asia, and seventeen years working for French companies L'Oreal and Danone.

Tony's most recent role was CEO of Zespri International prior to which he was Managing Director of Griffin's Foods.

Tony is an avid supporter of initiatives to improve New Zealand's business environment and international relationships, devoting his time and leadership to a number of influential organisations. He was formerly Chair of the New Zealand Food & Grocery Council and the New Zealand Government's Food & Beverage Taskforce, is Immediate Past Chair of the ASEAN New Zealand Combined Business Council, a New Zealand representative on the APEC Business Advisory Council, a board member of the Asia New Zealand Foundation and Chair of the New Zealand Packaging Accord Governing Board.

## **Thank you Tony**

Picking up on Tony's message of the need for much greater collaboration between New Zealand industry, universities and government, it gives me great pleasure to introduce Darren Hill, Dr Alan Fernyhough and Jeremy Warnes from Scion to provide an insight into the research and development work currently underway in New Zealand and how it could benefit the packaging industry. They will touch on sustainable packaging design, bioproduct development, and the emerging options of new biomaterials.

Scion are one of New Zealand's leading Crown Research Institutes and I would also like to take this opportunity to thank Scion for their co-sponsorship of this seminar series.

## **Thank you Darren, Alan and Jeremy**

Our final speaker of the morning is Dr Donna Stemmer who will tie our innovation programme together by discussing how industry, government and Crown Research Institutes and can be brought together to maximise research and development opportunities, capabilities and funding.

Prior to immigrating to New Zealand, Dr Stemmer served as EDS's Chief Knowledge Officer and Vice President of Knowledge Management Services based in Dallas, Texas. She has worked in more than 30 countries and with most of the Global Tier 1000 companies. Dr Stemmer is a member of the US National Knowledge and Intellectual Property Taskforce and a Research Associate of George Washington's Institute for Innovation and Knowledge Management.

What Donna doesn't know about maximising your intellectual property is not worth knowing and we are very honoured to have Donna with us this morning and indeed for the whole seminar series.

