



The Innovation Promotion Strategy

How we support innovation activities in the Canton of Bern?

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The Ministry of the Economy, Energy and the Environment

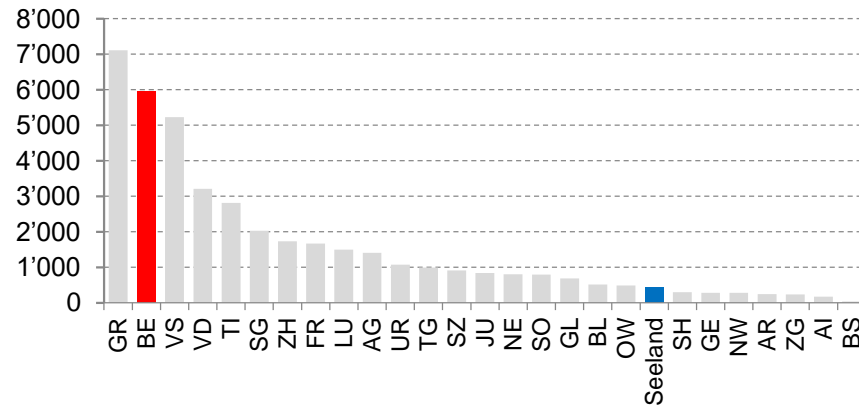


Topics

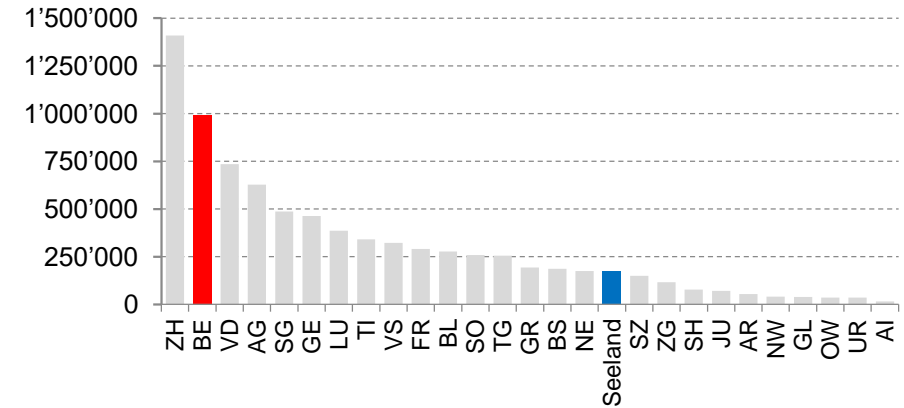
1. The Canton of Bern as a business location
2. The vision and strategy of the Government
3. The innovation strategy
4. Bernese innovation ecosystem
5. Services of the BEDA

Canton of Bern in numbers

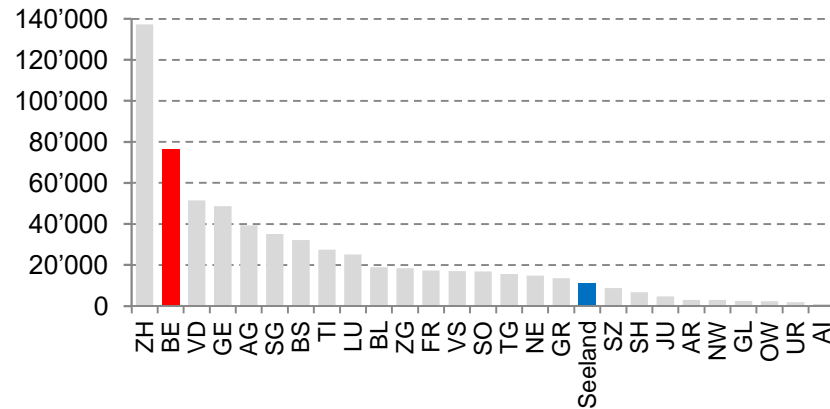
Surface [km²]



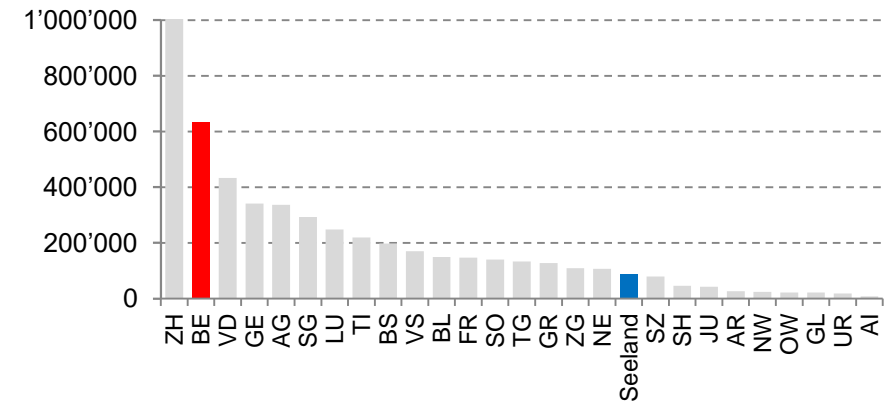
Population



GDP [Mio. CHF]

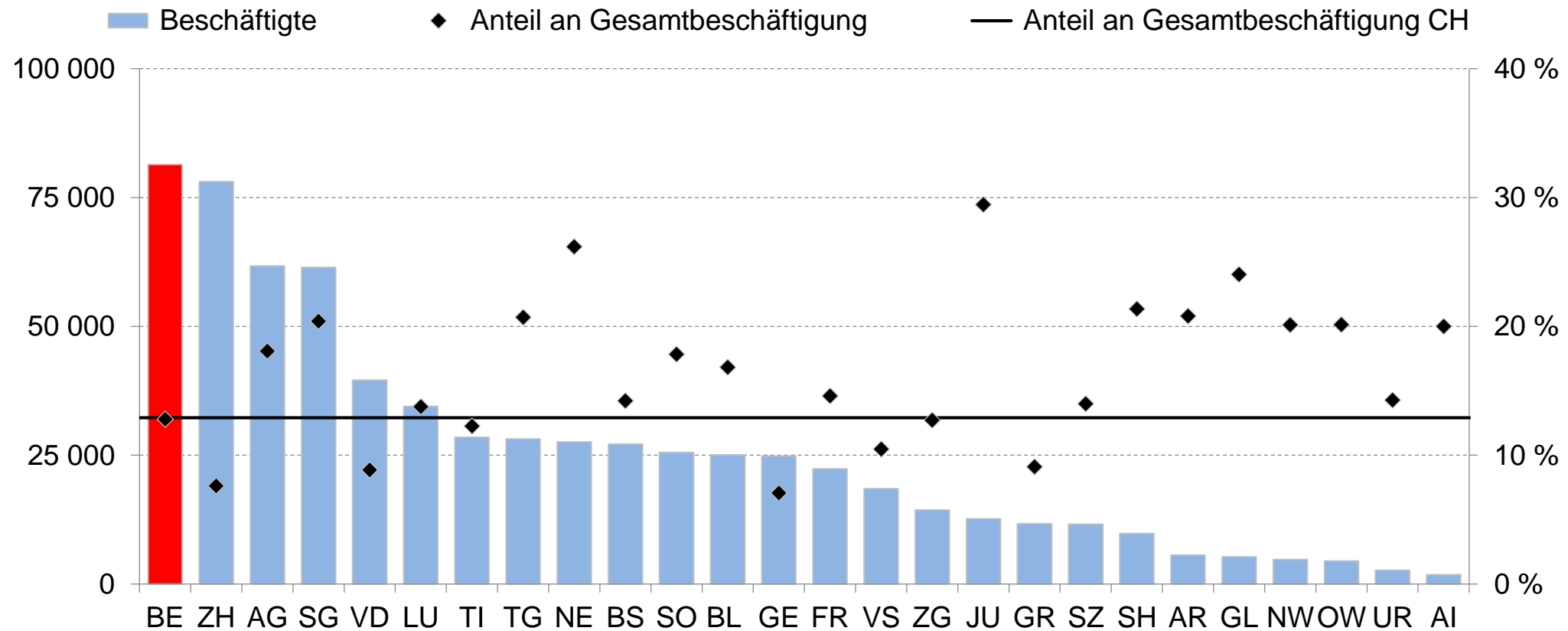


Employees



Canton of Bern in numbers

Nr 1 industry region in Switzerland (employees)



Economy of the Canton of Bern

- **Economic sectors:** 73% services, 22% industry and 5% agriculture
- **60'000 companies**, mostly SME
- Mainly **exporting** watches, jewelry, pharmaceutical products, machines and precision and medical devices
- ...but lot of «**Hidden champions**», often **world leaders in their own** market niche
- Largest **bilingual canton** in Switzerland (German/French)



Vision 2030 of the Government

The Canton of Bern

- increases its **resource** and **economical strength**.
- increases the **quality of life** and **social coherency** of the population.
- plays a leading role in coping with **environmental challenges**.

Strategic fields

1. Networking between research and economy
2. Effective services
3. Promotion of coherency
4. Diversity as a chance
5. Future technologies and sustainability



Innovation Promotion Strategy

Vision

The innovation promotion of the Canton of Bern **strengthens** the **competitiveness** of the Bernese companies and increases their **added value**.



Innovation Promotion Strategy

Strategic guidelines

Our innovation promotion is

- efficient
- future-, impact- and need oriented
- interdisciplinary
- co-ordinated
- accessible



Innovation Promotion Strategy

Strategic goals

Strategic focus

- **Growing markets** in which the Canton of Bern has competences.

Clear roles

- Defined **focus areas**, roles and activities for service providers

Need-oriented services

- Coaching
- R&D Support
- Financing
- Infrastructure
- Training

Interregional co-operation

- Exhaustion of co-operation possibilities on the international and national level

Result orientation

- Results of service providers are measured and controlled regularly for **continual improvement**

Example: Boostering digital transformation



The Canton of Bern is the largest industry region in Switzerland. Industry is in the digital transformation and need smart solutions.

We support the Swiss Smart Factory in SIP Biel/Bienne offering services for Swiss industry and co-operating on international level.

Example: Need-oriented SME Coaching

be ▶ advanced

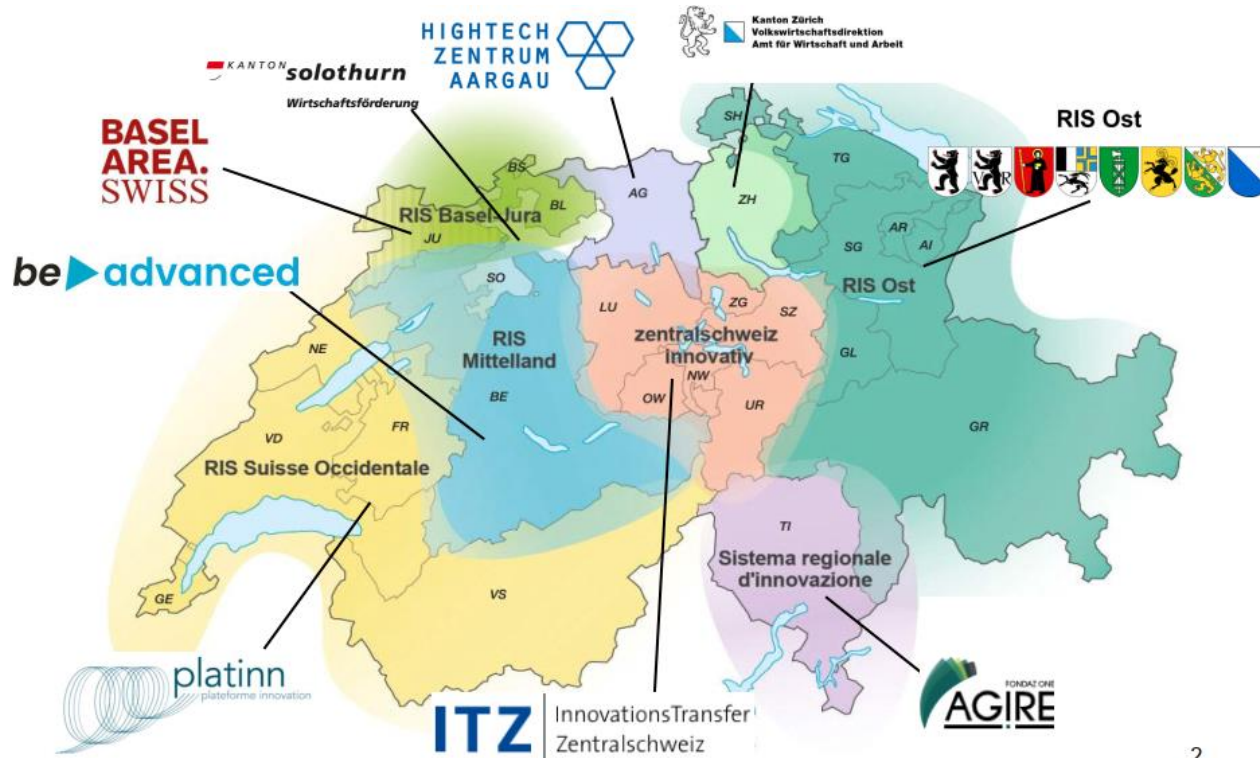


98% of Bernese companies are SME. They need «empowerment» to face their future challenges and to solve their bottle necks.

We support be-advanced Ltd. offering need-oriented coaching and fostering networking in the Bernese innovation ecosystem.

Example: Interregional co-operation

SWISS
RIS
COMMUNITY



Switzerland has a federal system with 26 cantons. Each region has an own intercantonal innovation agency.

We work in a community for the leaders of Swiss regional innovation agencies which exchanges «best practise», develops common standards and offers trainings for their staff.

Developing innovation ecosystem



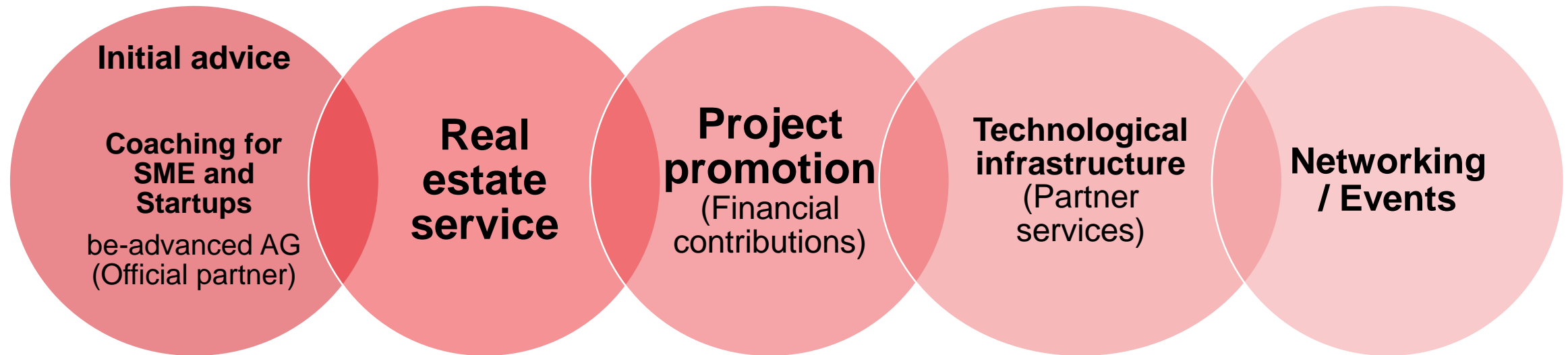
The Canton of Bern has a long tradition in innovation promotion. With our innovation strategy we want

- **to secure** creation, distribution and application of **knowledge**
- to develop **favorable framework** for our innovation ecosystem that **boosters contacts** between stakeholders
- **increase the quality** of contacts

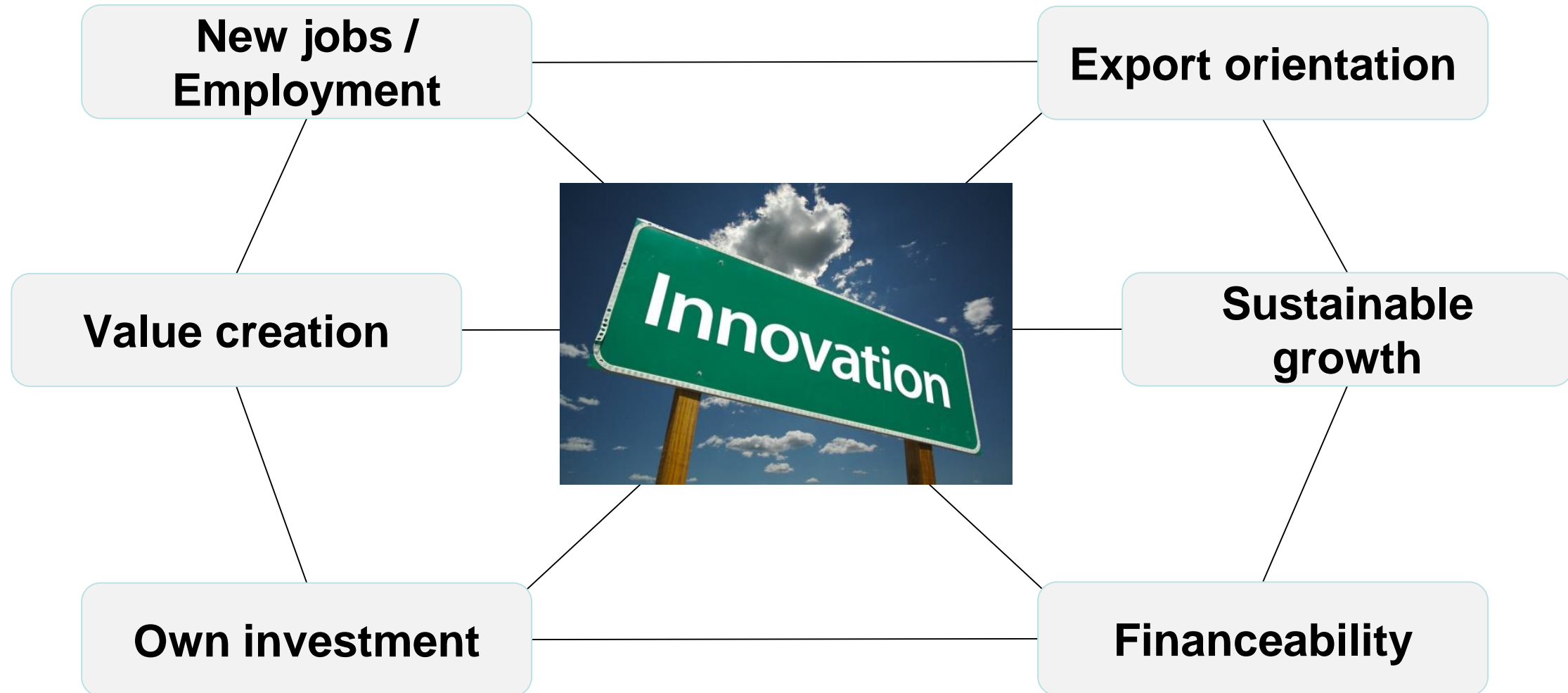
Developing Bernese innovation ecosystem



Services of the Bern Economic Development Agency BEDA



Criteria for project support of the BEDA



The future is now...

<https://www.youtube.com/watch?v=JwL0HZSc2Sc>





Contact



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