

FOR IMMEDIATE RELEASE

## Market-led Innovation Key to Productivity Improvement

Fredericton, May 23, 2013 - The Canadian Manufacturers and Exporters hosted the Atlantic Productivity Symposium in Moncton over the past two days. The symposium focused on lean processes and how innovation drives productivity. RPC moderated the productivity plenary session. In his opening remarks, Executive Director Eric Cook highlighted how market-led research is key to productivity improvement.

Cook's presentation emphasized the importance of generating value for invention to become innovation, how invention and innovation are frequently confused, and the difference between curiosity-driven research and market-driven research.

"Market-led research is driven by business and is an essential, but often overlooked, component of innovation performance," said Cook. A key performance indicator of market-led research is business expenditure on research and development (BERD). Globally, Canada's BERD compares poorly, a concern raised by most innovation assessments.

Cook noted that the growing awareness of Canada's BERD performance appears to finally be having some influence on innovation policy.

"Federally, I am encouraged by the increased budget for the Industrial Research Assistance Program (IRAP), an important research program for business. There is also progress provincially with the introduction of an [innovation voucher program](#), an incentive for business-led research," said Cook.

Cook's presentation is available [here](#).

The symposium included a gala dinner recognizing New Brunswick's exporters. RPC congratulates all the winners and nominees including a number of RPC clients and stakeholders: Enseignes Pattison Sign Group, C-Therm, Speilo International, Covered Bridge Potato Chips, and Corey Nutrition Company.

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### 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.

RPC is accredited by various organizations including the Standards Council of Canada (SCC) and is ISO 9001:2008 certified. Further information about RPC's services is available from <http://www.rpc.ca>.

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