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FOR IMMEDIATE RELEASE

Rethinking New Brunswick's Innovation Strategy

Fredericton, August 14, 2012 - As New Brunswick renews its effort to develop an effective innovation strategy, RPC is suggesting a change in strategy is needed to improve New Brunswick's innovation performance. Traditional strategies have focused on increasing the supply of research; a technology-push approach that promotes fundamental research and hopes that relevant commercial applications can be identified for any resulting discoveries.

Rather than continuing to increase supply, RPC suggests that there should be more focus on stimulating demand for research. In practice, stimulating demand for innovation would shift the focus from the researchers (suppliers) to the commercial markets (business). In a recent commentary in the Telegraph Journal, Eric Cook, RPC's Executive Director, explains how it is time to rethink forty-year-old supply-push innovation strategies.

Read the full commentary from the Telegraph Journal (PDF).

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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