

2

CHAPTER 2

Introduction

2

Introduction



Globalisation and market deregulation are now a reality in our society and economy, both undergoing perpetual development. In itself, a capacity for adaptation is no longer a guarantee of survival. It is vitally important to be able to anticipate change, in order to be able to identify and exploit the business opportunities that may arise in the future. Essential to achieving this objective is an analysis of future trends.

The *Fundación de la Innovación* was created by Bankinter with a clear objective: to influence the present by looking to the future and to stimulate the creation of business opportunities at the cutting edge of technology and management, with a view to promoting innovation in the Spanish business world. This is an ambitious and innovative project, through which Bankinter hopes to stimulate the creation of business opportunities. The project, which seeks to reinforce Bankinter's commitment to society, involves over 160 international multidisciplinary experts and is backed by an exceptional Board of Trustees.

The flagship project of the **Fundación de la Innovación Bankinter** is the Future Trends Forum (FTF), a showcase of the Bankinter culture, founded on innovation and a commitment to all that is vanguard. The FTF is Spain's leading forum on long-term forecasting and innovation, and embraces leading international scientists and intellectuals. It is a multisectorial and multidisciplinary forum for neutral opinion. It seeks to convey all the objectivity of a forum enriched by a range of viewpoints, which remains unbiased and unswayed by interests of any kind.

It works to detect and monitor social, economic and technological trends that may change our current way of life, analysing their impact on current business models in the most strongly affected industries and making recommendations on ways in which benefits can be drawn from this situation. These conclusions are then disseminated in various strategic spheres of society.

The FTF members themselves can propose the issues to be discussed and those finally debated are decided on by vote. The final result of each of these processes is the dissemination of the conclusions reached as a result of surveying employers, professionals, top management, companies and institutions. The results are disseminated through this publication and a range of lectures given in the main Spanish cities.

Notes

The purpose of this report is to present the results of the analysis of innovation and competitiveness made by FTF, working with its main collaborator, Accenture. The need to be increasingly competitive in a changing and highly globalised environment which is currently undergoing a process of technological development presents a new challenge to society and business: to guarantee sustainability using innovation as a tangible base for developing business differentiation and competitiveness.

The aim of the first section is to define the concept of innovation, diagnose the current situation in the world and analyse its implications and influence on competitiveness and productivity, both at national level and in the business area.

In the second part, "The FTF view of innovation", the experts identify key aspects for improving and encouraging innovation in order to improve competitiveness and allow societies and companies to compete within a new context of globalisation.

Once again, the **Fundación de la Innovación Bankinter** hopes that this new publication will serve as a source of knowledge, but, above all, as a stimulus and guide to professionals and employers from different industries who, to some extent, are being or will be strongly influenced by the need to innovate in order to obtain a competitive advantage in a world increasingly governed by productivity and competitiveness.