

SOFTWARE

as a key to cross-border innovation

Jaana Nyfjord, Dr
Swedsoft
GSS Brussels June 11 2013



What does software mean?

- For you?
- For most other people?
- For Sweden or EU?





The customer chooses Klarna invoice at the checkout and completes the purchase.



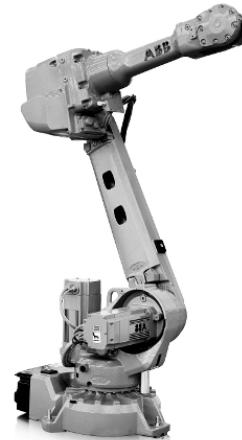
You can supply the goods directly.



We pay you the entire amount no matter what.



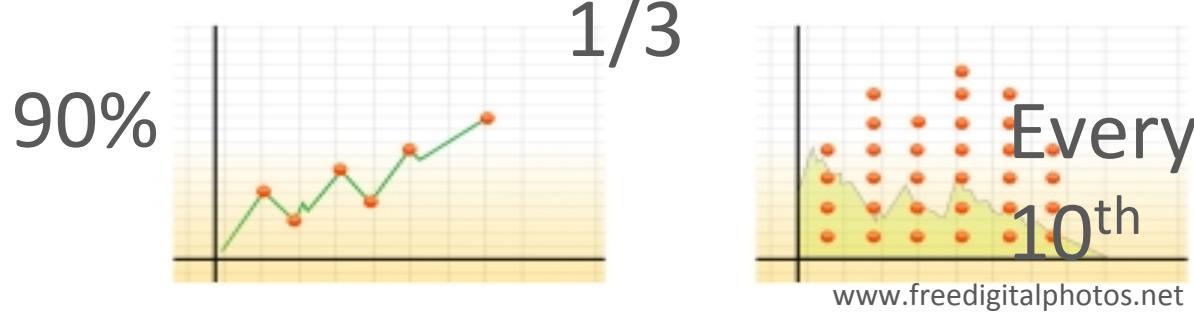
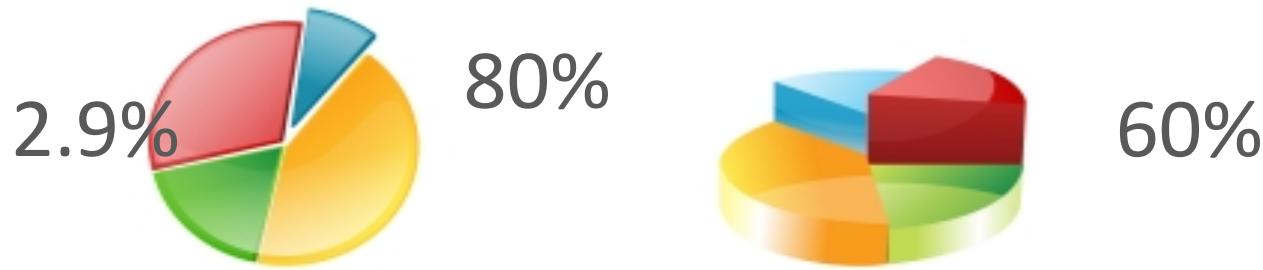
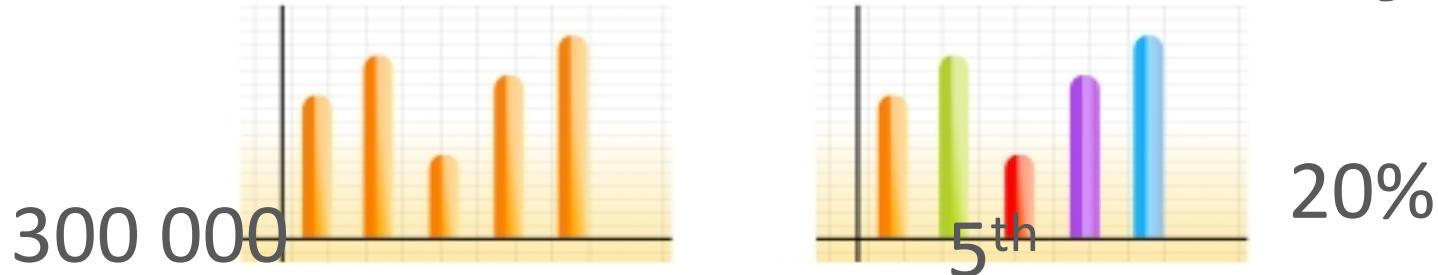
The customer pays us via invoice



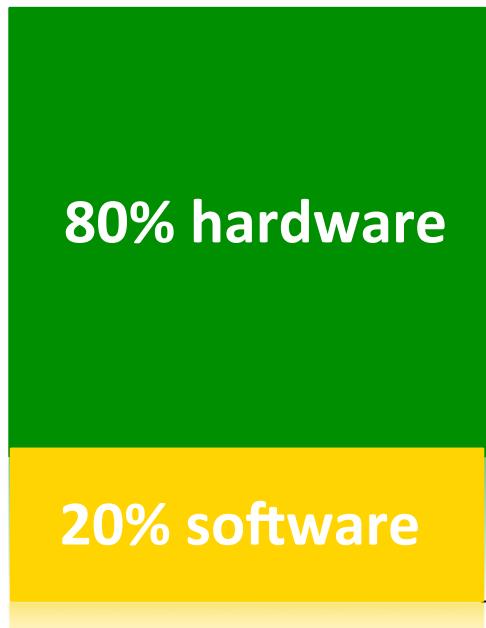


swiss made
software

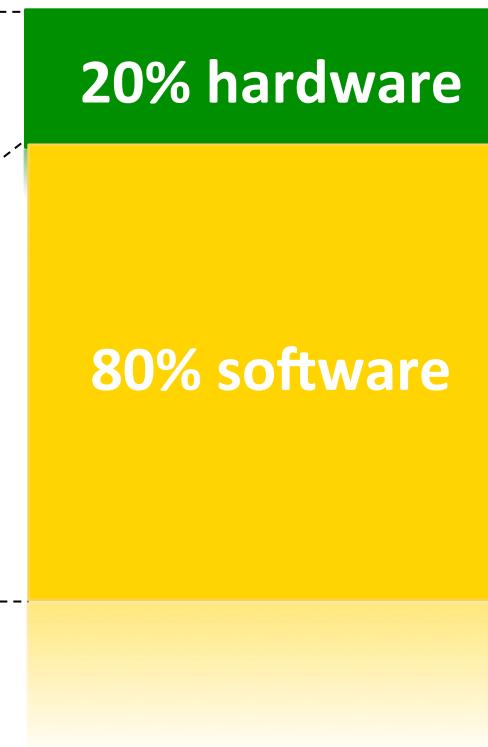
The invisible software industry



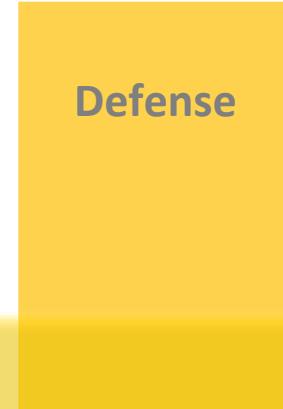
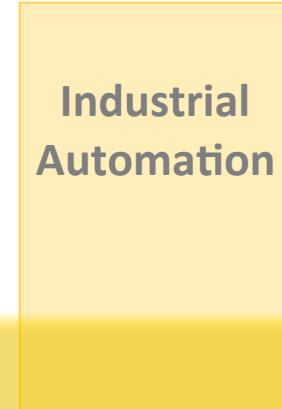
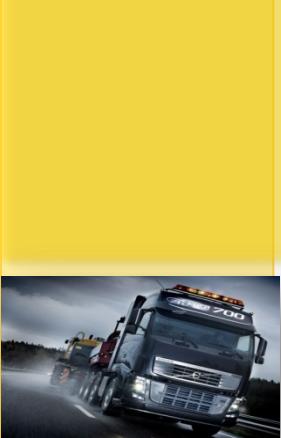
R&D before



R&D today

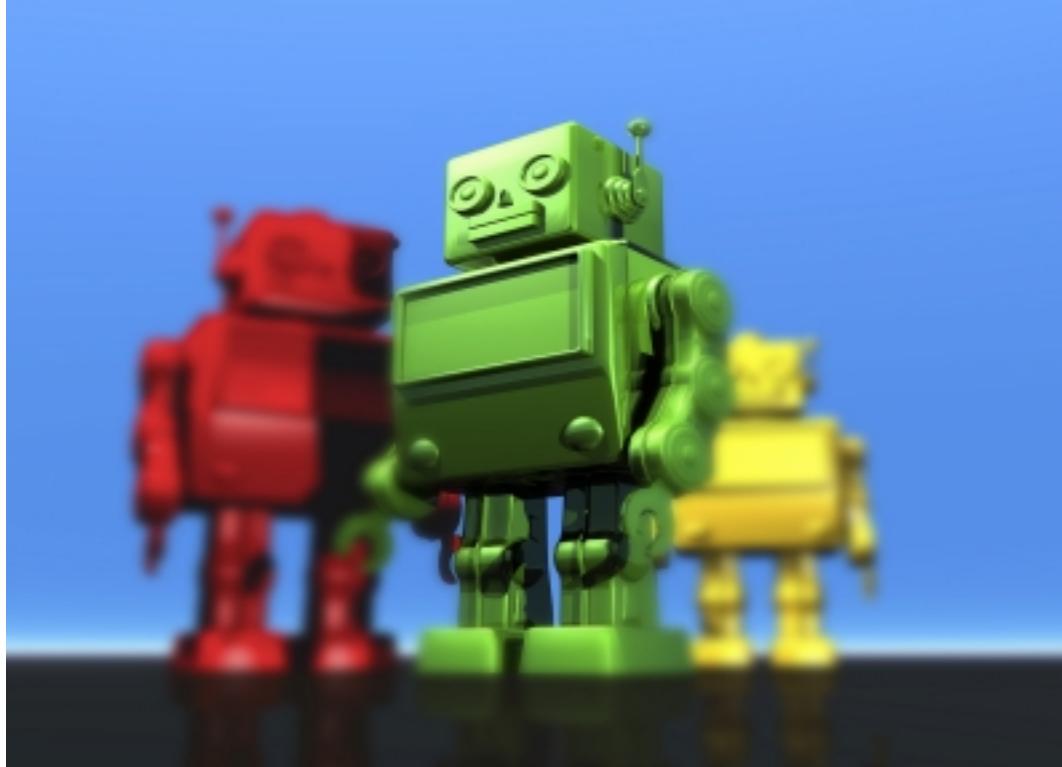


Software industry?



Software

Our secret heroes and heroines



www.freeditalphotos.net

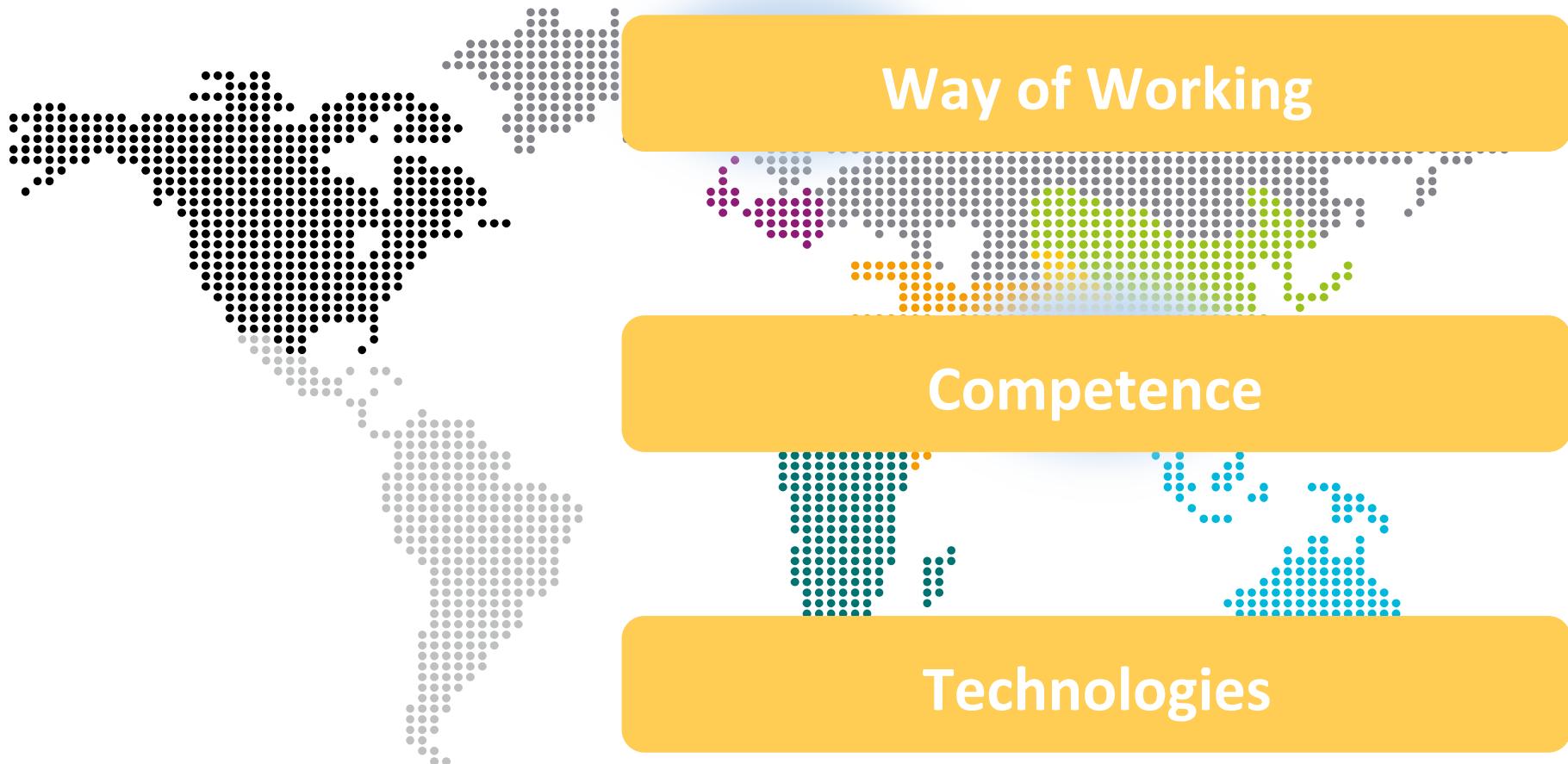


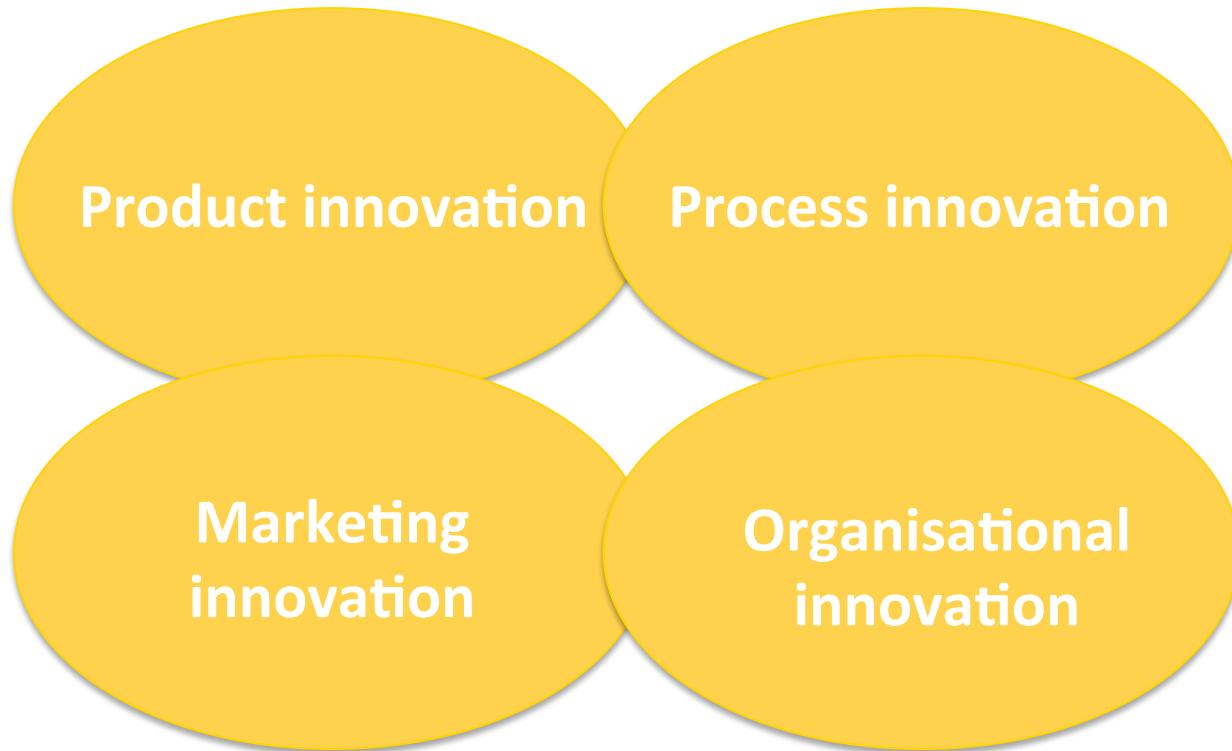
What you can't see

... does not exist



Global presence





OECD, 2005 Oslo Manual: Guidelines for Collecting and Interpreting Innovation Data
© OECD/European Communities





Swedsoft

Decision makers
&
Media



Industry



Academia
Institutes
(Research & Education)

Companies



Universities
Institutes



ERICSSON

Arcticus Systems



LUNDS
UNIVERSITET



LINKÖPINGS UNIVERSITET

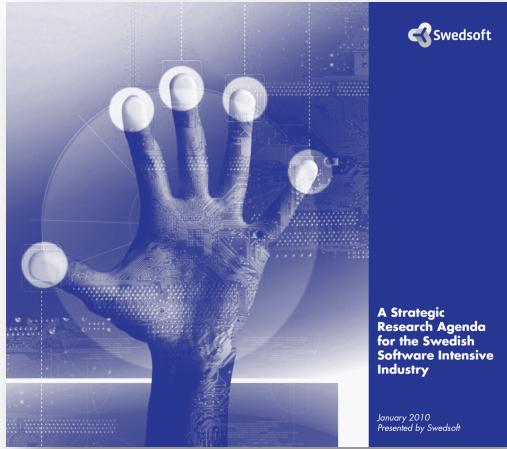


Teknikföretagen



MÄLARDALEN UNIVERSITY
SWEDEN





A collage of three images: an orange robotic arm in a factory setting, a blue fighter jet flying in the sky, and a tablet displaying a video or game. Below the collage is the text 'Fol-samverkansprogram för effektiv mjukvaruutveckling'. At the bottom right is the IT & Telekomföretagen logo, which consists of a stylized 'T' and 'I' in red and blue, with the text 'IT & Telekomföretagen' and 'Telektretagen' below it.

www.swedsoft.se



Q&A

