

зарубежных производств, но располагающих значительными интеллектуальными ресурсами, которые могут быть предметом экспорта. Экспорт ИТР стимулирует разработку новых видов продукции, технологий, материалов, позволяет преодолеть ограниченность внутреннего рынка и производственных мощностей, трудности в экспорте продукции, снизить налоговые и таможенные нагрузки, повысить капитализацию и имидж предприятий, предотвратить отток квалифицированных кадров за рубеж, предоставляя им работу в зарубежных филиалах, использовать более дешевые финансовые ресурсы для финансирования зарубежных производств и т.д.

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## **POTENTIAL OF SERVICE INNOVATION POLICY IN BELARUS**

The government of Belarus has favoured the production of traditional industrial products by public companies. This has been quite reasonable growth strategy as Russia has provided Belarusian companies cheap energy, and Russia has also been willing to purchase these products. Consequently, Belarus has lacked incentives to restructure its economy. Nevertheless, Russia's recent decision to increase energy prices has meant significantly higher production costs for Belarusian companies. (Ehrstedt & Zashnev 2009.) This has put forward serious needs to shift away from manufacturing industrial products to other activities in the global value network.

Service innovation and productivity are key elements in improving economic performance. Non-technological, demand-driven innovations are recognized as essential in tackling urgent national challenges such as international competitiveness, and the renewal of manufacturing. In particular, service innovations are needed for employment growth. As such it may be easier for countries like Belarus to upgrade in the global value chain by service- rather than high-technology approach. In the key focus area are services which are valued by foreigners, as they bring foreign capital and welfare to the country. This requires close collaboration with foreign partners.

Despite its importance, public support for traditional services is limited everywhere in the world. This systematic failure provides a rationale for service innovation policy. However, service innovation policy has several challenges: it is a novel policy area with very few existing instruments, organizations which are delivering the policy have often only little if any experience in service innovation promotion, and those who are benefiting from the existing innovation policies are not necessarily keen for the change. It is also very complex concept being related to many other policies: R&D policies, competition policies, education and skills policies, employment policy, SME /enterprise policies, and regulation. (Kuusisto 2008.)

Multi-faceted problems require multi-faceted solutions. There is a need for joint actions and co-operation within government and with stakeholders. It is considered that horizontal approach is the key to service innovation policy focusing on the promotion of non-technological innovation, demand-driven innovation policy, global drivers of innovation policy, and innovation promotion by creating favourable framework conditions. In general, public research programmes could support R&D in services much more than they currently do. (Kuusisto 2008.)

There is an increasing need for market research groups that are able to track opportunities for new services and estimate when the demand for new services will emerge. Moreover, we need further understanding of Belarus context, and therefore it is extremely important that Belarusian authorities, companies and other stakeholders take part in the international collaboration for mutual benefit. Belarusian companies could develop new service concepts together with foreign companies. In collaboration they could bring up ideas how they could contribute to the service; be it as a part of a foreign service in Belarus or providing resources for outsourced service.

Thus, Belarus could base on its current strengths: lower labour costs, predictable business environment, technical know-how of the labour force in the IT branch, and the preferable location (Ehrstedt & Zashev 2009); instead of creating something completely new. In that sense nearshoring is one interesting concept. However, service innovations require informal collaboration and therefore Belarus must be willing to undertake actions against bureaucracy in order to join NSD networks. This may also mean smaller role of the state in the economy to boost innovativeness in the private sector, and visa-free agreements to make the border more accessible for the local traffic, inhabitants (Borko & Durkee 2007), and tourists (Uiboupin 2007).

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## **ПОЛИТИКА ТЕХНОЛОГИЧЕСКОГО РАЗВИТИЯ И ПОДДЕРЖКИ ИННОВАЦИЙ ВО ФРАНЦИИ**

Во Франции на государственном уровне действует целая система планирования, регулирования и стимулирования технологического развития и инновационной деятельности. Основой стимулирования и реализации технологического развития и инновационной деятельности являются два закона: Закон 1982 г. «Направления и программирование научных исследований и технологического развития Франции» и Закон 1999 г. «Об инновациях и научных исследованиях».

В государственной политике Франции по содействию технологическому развитию и стимулированию инновационной деятельности выделены десять приоритетов:

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