



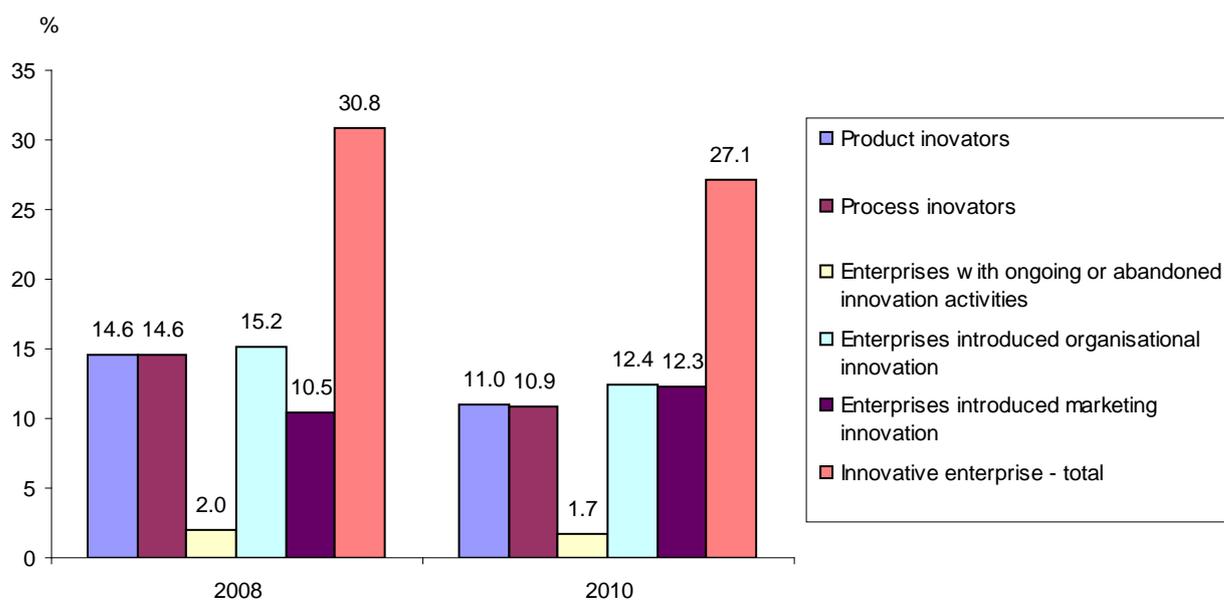
INNOVATION ACTIVITY OF THE ENTERPRISES, 2008 - 2010

Nearly one third (27.1%) of the enterprises with market-oriented activity and with more than nine employees in Bulgaria have realized innovation activity during the period 2008 - 2010.

These enterprises have introduced on the market new or significantly improved products, have implemented new or significantly improved production processes, or applied new organizational or new marketing methods.

In 2010, the total innovation activity has decreased by 3.7% compared to 2008 as a drop in product, process and organizational innovations was observed. Only in marketing innovations an increase of 1.8% was registered.

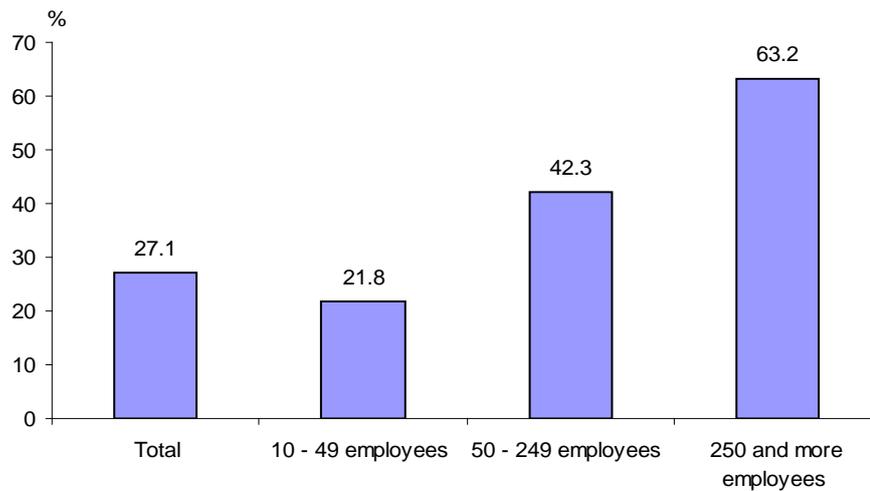
Figure 1. Innovative enterprises as a percentage of all enterprises





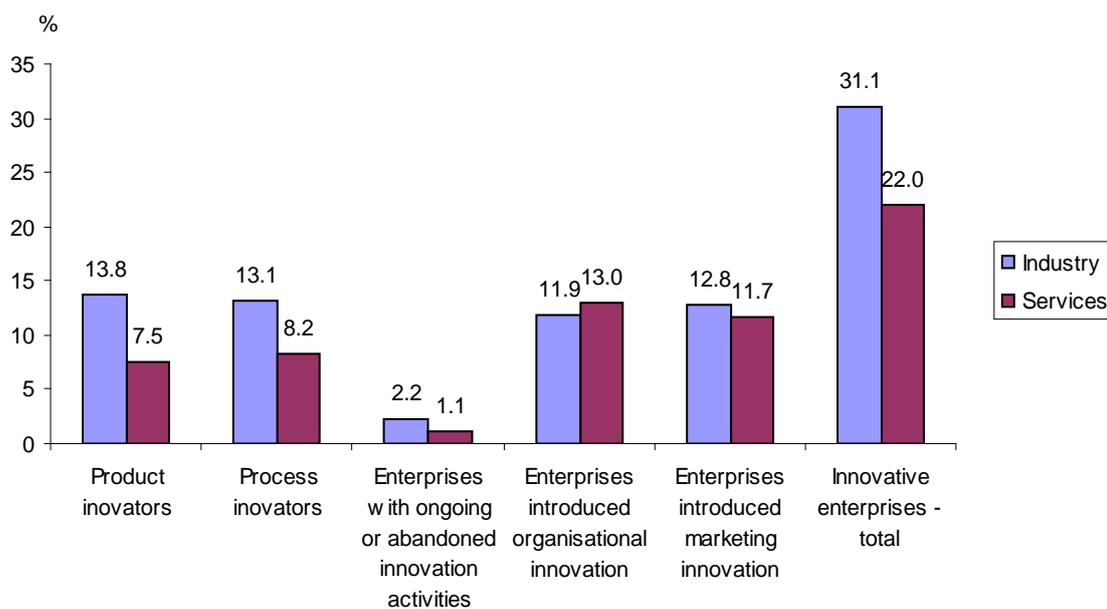
The innovation activity in the large enterprises (250 or more employees) was the highest during the period 2008 – 2010.

Figure 2. Innovation activity by size of the enterprises during the period 2008 – 2010



The innovation activity continued to be more typical for the enterprises engaged in industrial production (31.1%) than for those providing services (22.0%).

Figure 3. Innovation activity by types of innovation during the period 2008 – 2010





During the period 2008 - 2010 nearly a half of the enterprises (47.8%) with product innovations have realized an innovative product which is new for their market. Three out of four product innovators have realized goods or services that are new only for their enterprise.

In 2010 19.5% of the total turnover of the enterprises with technological innovations was accumulated from product innovations (goods or services) introduced on the market during the period 2008 - 2010.

Of the enterprises with technological innovation 22.4% have involved in innovation co-operation with other enterprises, scientific organizations and other partners as for large enterprises (with 250 or more employees) this share was 44.5%.



METHODOLOGICAL NOTES

The statistical survey on innovation activity is conducted every even year and the observation period covered by the survey is the three-year period.

Units of observation are all enterprises of non-financial and financial sector with 10 or more employees engaged primarily in the following economic activities (NACE rev.2): Mining and quarrying; Manufacturing; Electricity, gas, steam and air conditioning supply; Water supply; sewerage, waste management and remediation activities; Wholesale trade, except of motor vehicles and motorcycles; Transportation and storage; Publishing activities; Telecommunications; Computer programming, consultancy and related activities; Information service activities; Financial and insurance activities; Architectural and engineering activities; technical testing and analysis; Scientific research and development.

The innovation is a new or significantly improved product (good or service) introduced to the market, the introduction within an enterprise of a new or significantly improved process, implementation of a new organizational and marketing methods.

Innovations are based on the results of new technological developments, new combinations of existing technology or the utilization of other knowledge acquired by the enterprise. Innovations may be developed by innovating enterprise or by other enterprise. Product innovations exclude changes of a solely aesthetic nature as well as the simple resale of new goods wholly developed and produced from other enterprises.

Innovations should be new to the enterprise concerned: for product innovations they do not necessarily have to be new to the market and for process innovations the enterprise does not necessarily have to be the first one to have introduced the process.