

Innovation and Market

Nowadays, both governments and companies are paying more attention to innovation and invention. There is no doubt that technological innovation boosts the progress of human beings, and product innovation improves the quality of human life. A country with numerous advanced technologies and patents is definitely a great one, and the reason why the USA is so powerful mainly lies in its advanced technology and innovation. As a developing country with a large population, China must attach more importance to innovation development in the post industrial era. At present, Chinese government has launched a series of policies to support enterprises for innovation development. In the "12th five-year plan", one of the key targets is to support the innovation of Chinese enterprises, and the plan aims to increase the innovation proportion of economic growth to 5% of GDP.

Innovation is certainly very important, but it has to adapt to the market, and combine with the application, so as to bring great convenience to human life. Without market development and invention application, innovation can hardly bring developments and benefits. Next, I will give you some examples, the smart phones are first invented by Nokia, however, Nokia has been left far behind by Apple and Samsung. Kodak invented digital camera and has many patents in this field. Unfortunately, Kodak has been closed down not long ago, while Canon,

Sony, Samsung have almost monopolized the whole market. Again, the cell phone was invented by Motorola and it also has many patents of cell phone, but today the Motorola phone is almost out of the market. All these facts show that only innovation is not enough, the enterprises should focus on developing market and creating a good business model as well. As we know, Iphone and Ipad have not much technology breakthrough, but its success comes from a good combination of existing technologies with a good business model. Apple has made hardware as the platforms for software, giving people spaces to play their imagination. In the meantime, Apple has created a better sales method, which encouraging people to pursue its products and regard it as a fashion. Apple's success brings us a totally new consumption concept. All these stories told us that innovation should be combined with market development and application, the better did in this way, the greater success gained in the market. You see, that is why the Samsung can compete with Apple in today's market. I hope all the entrepreneurs who want their businesses to have a long lasting impetus to development should keep these two aspects in mind: innovation and market. I am glad to share my own thinkings and experiences with everyone of you here

Thank you!