



UAE Executive Summary

Allocation of resources and budget:

- ➔ Respondents from the UAE are more satisfied than the global average regarding the way their country is allocating resources and budget. They are actually one of the most positive countries in this regard. Education is one area where respondents are the most enthusiastic about the efforts made by the country

Innovation « new model »:

- ➔ Respondents from the UAE fully embrace the changing nature of innovation; they recognize the importance of partnership and feel creativity and collaboration will drive innovation in the next decade. They are quite in line with global perceptions that innovation needs to be localized to address market specific needs. They share the view that the value of innovation lies as much in helping address human needs as generating profit

Environment for innovation:

- ➔ Respondents display very positive appreciation of their overall environment for innovation. On the 13 dimensions measured, the UAE respondents rated above average on most. Efficiency of government incentives to innovate and the ability to bring ideas to the market quickly are particularly praised by respondents.
- ➔ On the longer term, 95 percent of UAE respondents feel the environment for innovation has improved over the last five years. This is above the global average and one of the top results

Optimism that innovation will drive improvement in citizens' lives:

- ➔ UAE respondents are the most optimistic of the 22 markets surveyed. More than nine respondents out of 10 are convinced that innovation will drive improvement in citizens' lives in all the dimensions evaluated
- ➔ The sectors UAE respondents identify as having the most immediate potential for innovation driven growth are energy and healthcare (in line with global perceptions) but they also particularly stress the potential of the hospitality industry, retail and fast moving consumer goods

Priority needs to innovate more on a day to day basis:

- ➔ Talent is very high on the priority list of UAE respondents, most of all technical experts. They also report, more than the average, a need for long-term investors