

NAVISP INDUSTRY DAYS

Keynote speech on competitiveness in the PNT sector

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Over 5 billion GNSS devices

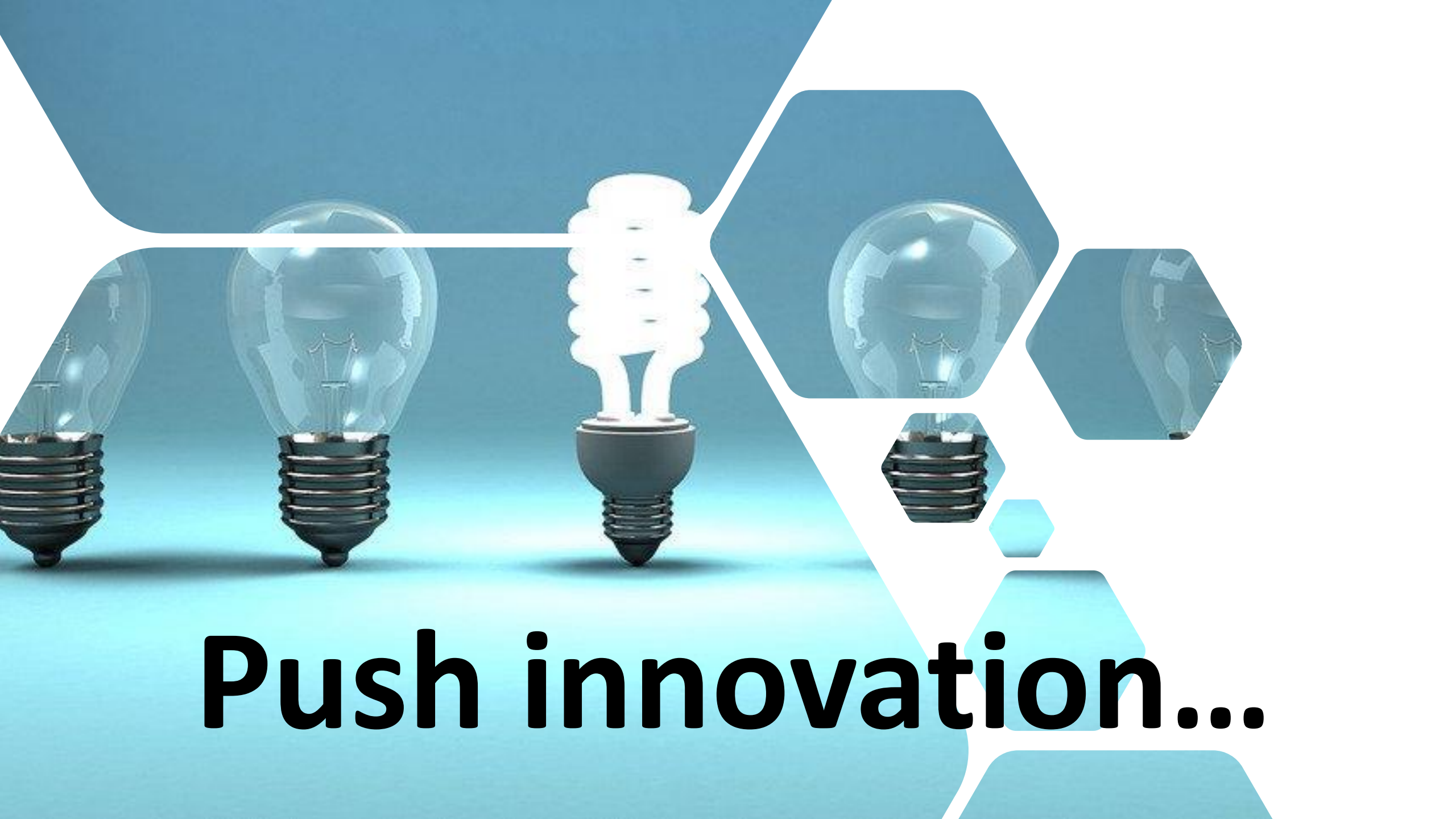


Over 3 billion Galileo enabled





“Competitiveness is about boosting the ability to compete by increasing productivity in the long run. It stresses a continual improvement through constant innovation in products, processes and management, which in turn transforms inputs into the valuable products and services that allow a nation to support high wages and achieve attractive returns on capital invested.”



Push innovation...

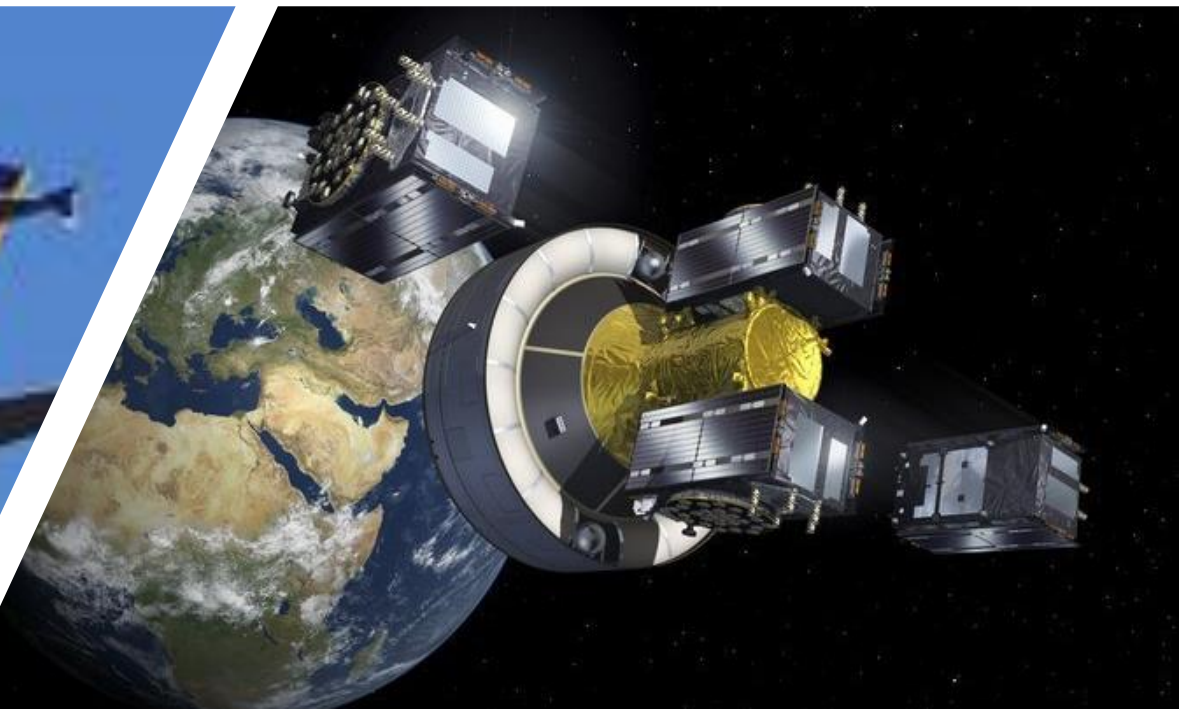
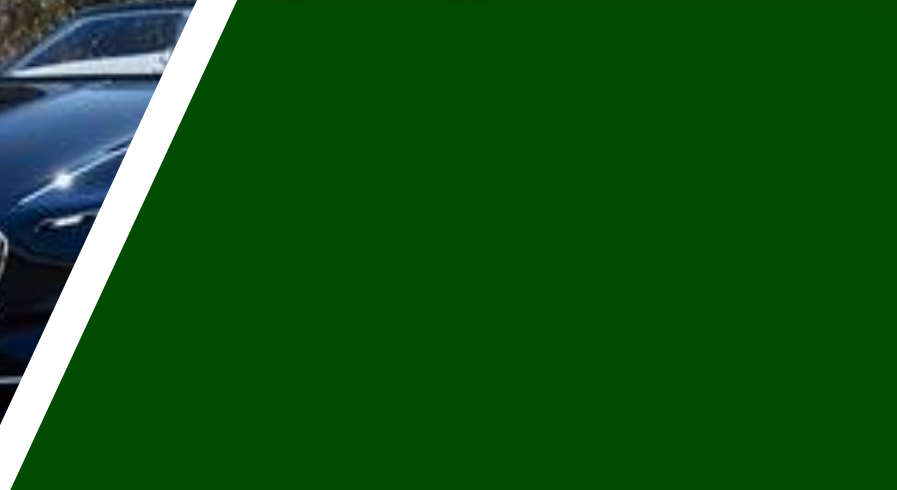
PNT
25%

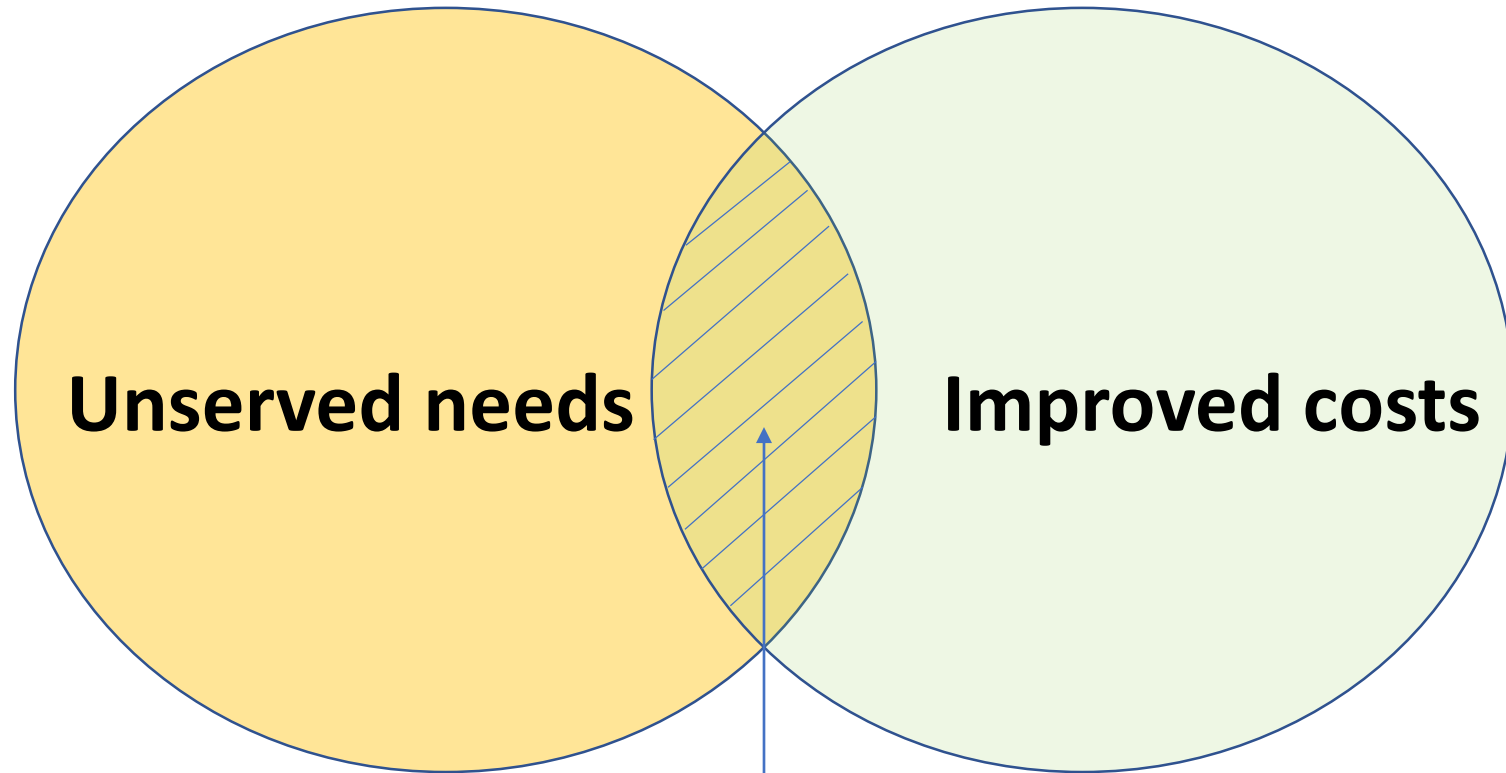


Other High Tech
33%



N.B.: 1% equals to 1.6 Billion € in 2019

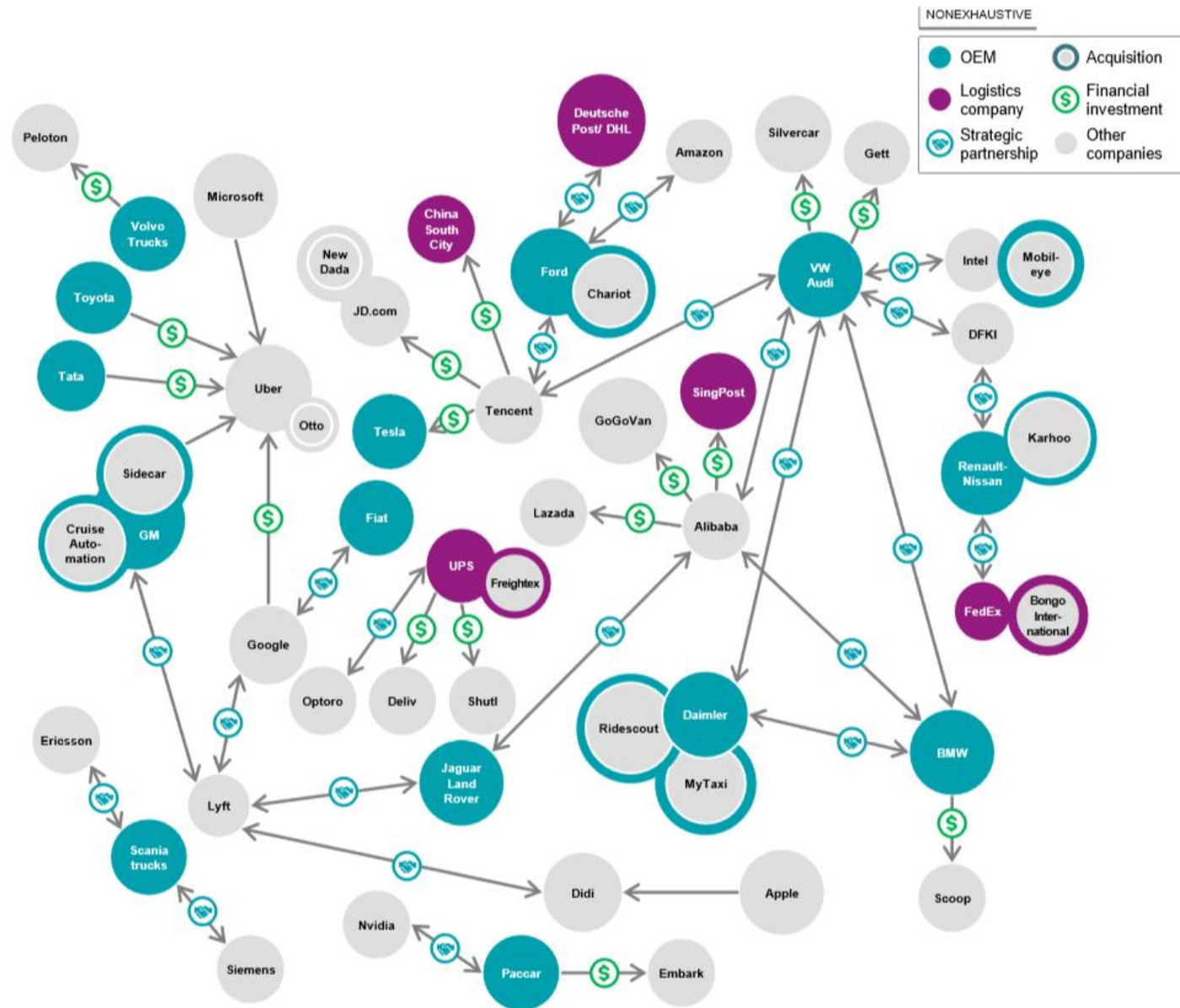




Unserved needs

Improved costs

“SWEET SPOTS”



Source: McKinsey Center for Business and Environment. An integrated perspective on the future of mobility, part 2: Transforming urban delivery. September, 2017.

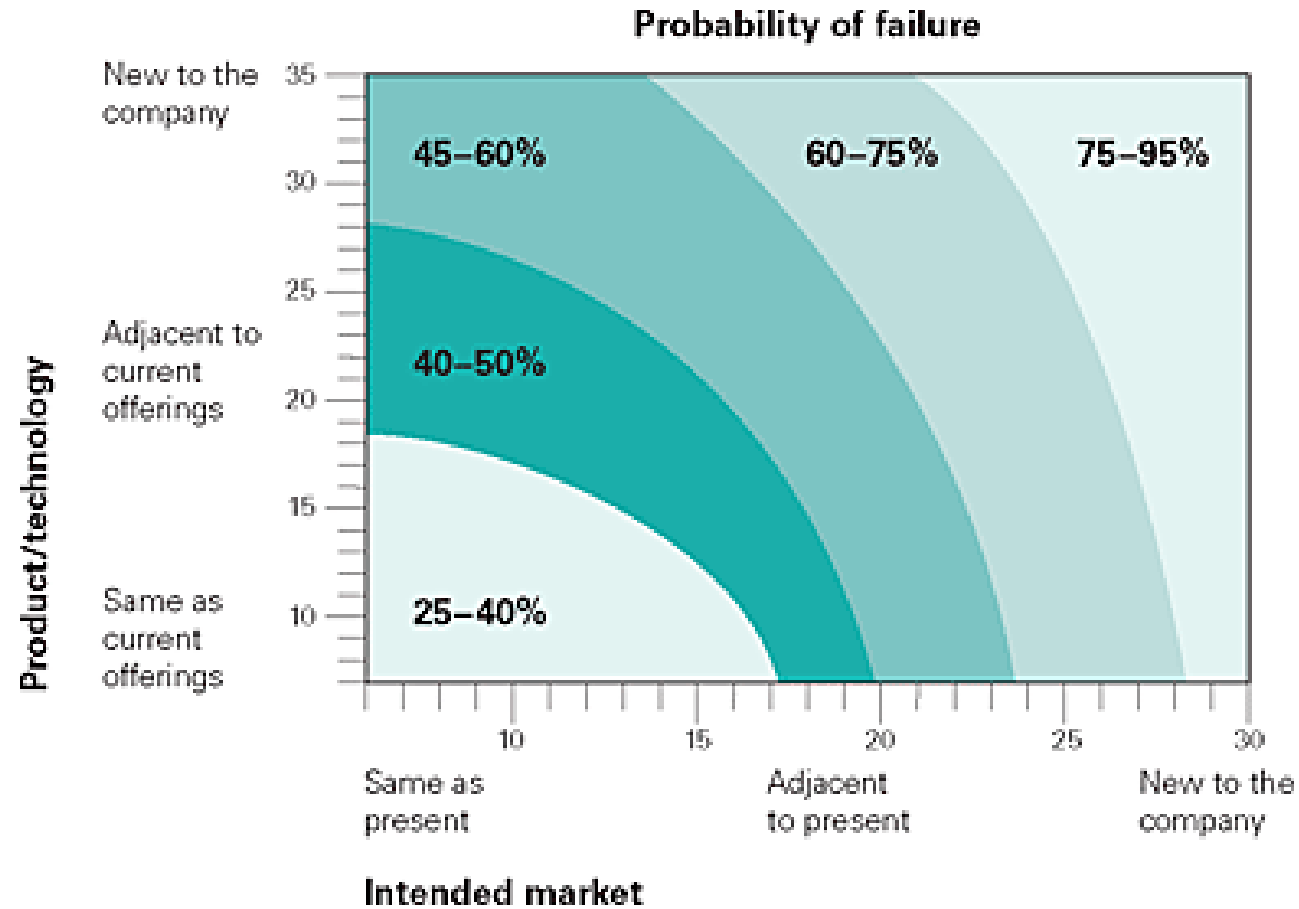
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- Look at the complete value chain.
 - Search for inefficiencies at the borders: integration with other technologies.
 - Analyse the variability of performances in different environments.



**Operational and
regulatory risk
management**

Three aims of the NAVISP Element 2 ...

- 1) To foster the development of innovative PNT products or services.**
- 2) To push for the search of more efficient ways to use PNT technologies, and**
- 3) To help the industry to manage the risk that they have to undertake to introduce new PNT technologies in strongly regulated, safety or liability critical applications.**



Source: DAY, George. *Is It Real? Can We Win? Is It Worth Doing?: Managing Risk and Reward in an Innovation Portfolio*. Harvard Business Review. December 2007

Innovation categories

Product	Revolutionary	New products	Disruptive innovation
	Evolutionary	Business as usual	New business models
		Same old markets	New markets

Market

