



# İMSAD

İNŞAAT MALZEMESİ SANAYİCİLERİ DERNEĞİ  
ASSOCIATION OF TURKISH BUILDING MATERIAL PRODUCERS



2. ULUSLARARASI  
**İNŞAATTA 10**  
**KALİTE ZİRVESİ**

**02 Kasım 2010**  
Four Seasons Hotel Bosphorus İstanbul

## “KÜRESEL REKABET ve İHRACAT”



**Last,**

**but not least...**

# REKABET EDEBİLİRLİK İÇİN İNOVASYON



# REKABET EDEBİLİRLİK İÇİN İNOVASYON



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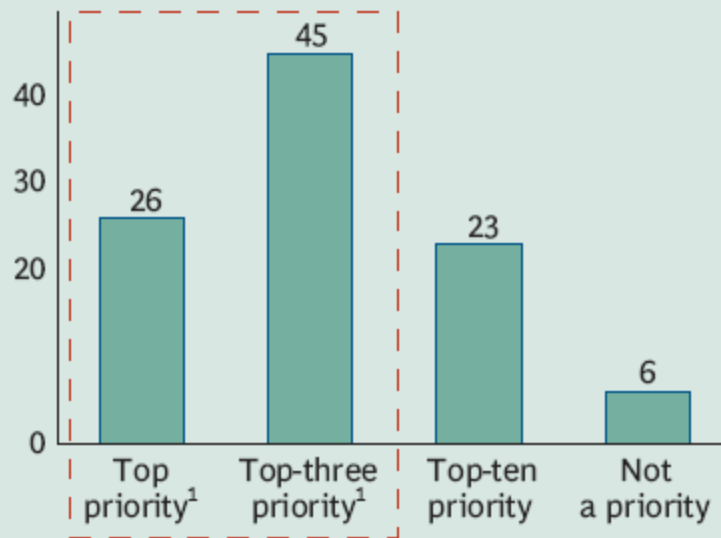
# innovation



# BCG – Innovation 2010

Where does innovation rank among your company's strategic priorities?

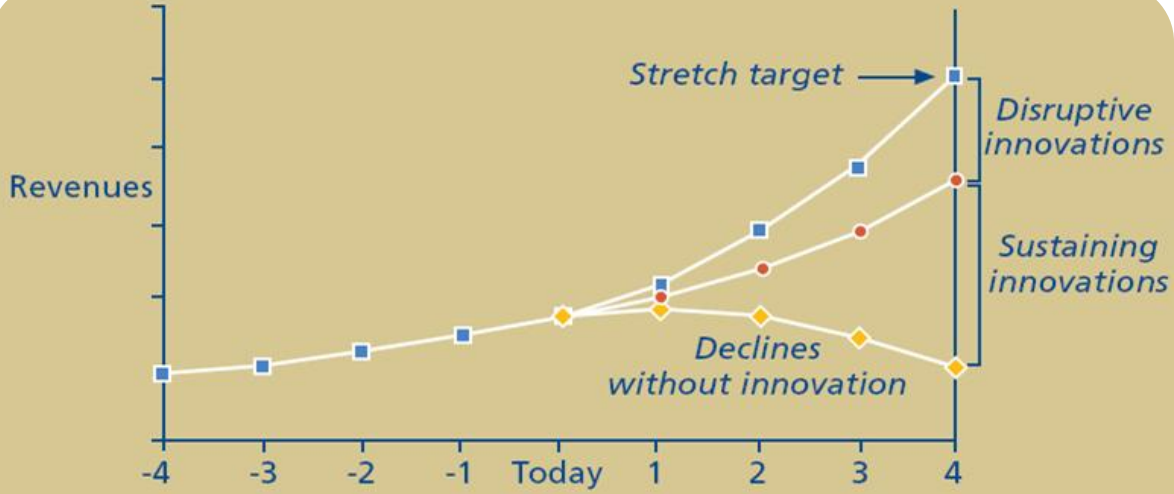
Percentage of respondents



Sources: BCG Senior Executive Innovation Surveys, 2010, 2009, 2008, 2007, 2006.

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Source: Deloitte Research

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Operating Plan

Strategic Plan

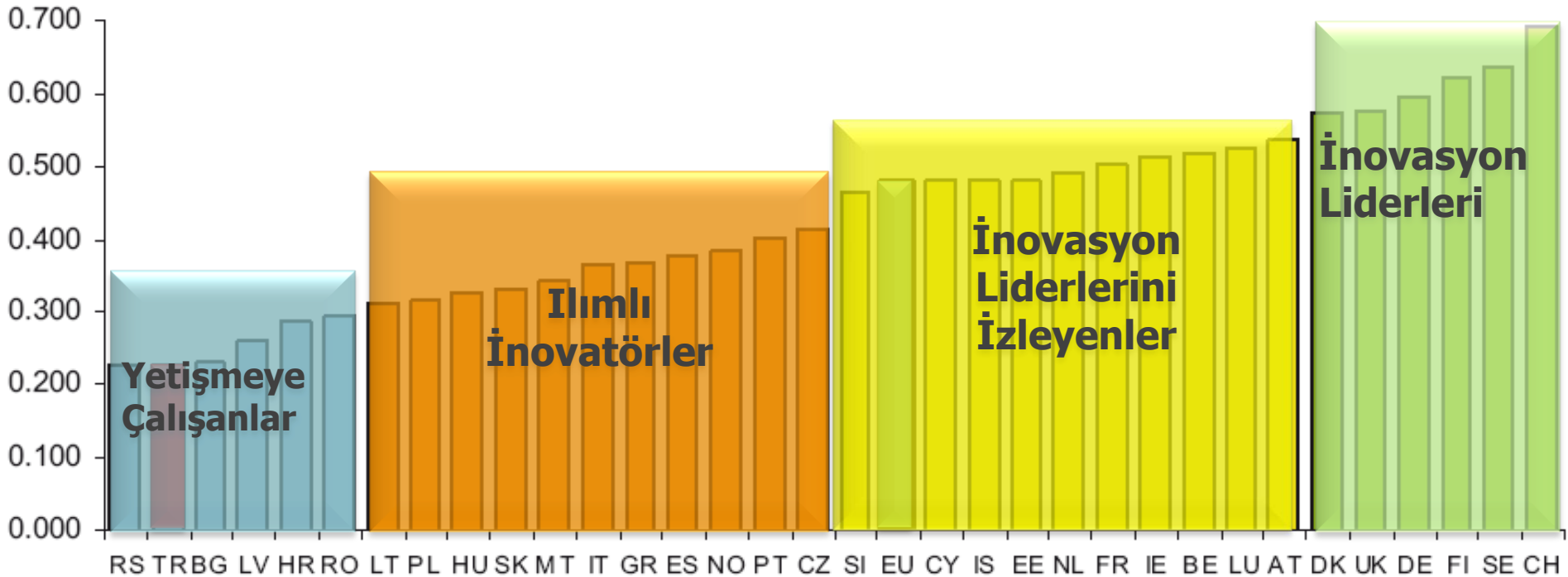
Plan Operatif

Plan Stratejik

**inovasyon**  
büyümenin  
**itici**  
**gücüdür.**

# Ülkelerin İnovasyon Performansları

(2009 Summary Innovation Index)



Reference data for most of the underlying indicators are for 2006 and 2007  
EU27 Member States as well as for Croatia, Turkey, Iceland, Norway and Switzerland

Kaynak: PRO INNO Europe -European innovation scoreboard 2008  
Comparative analysis of innovation Performance - January 2009



# İnovasyon

moda trend,  
geçici heves  
veya  
tercih değil,

# oksijendir...

