

- at a glance, 2008



Forfás 🄷

Enterprise Statistics

- at a glance, 2008

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Introduction

Enterprise Statistics at a Glance 2008 brings together data from various Forfás publications, and from the Central Statistics Office and other bodies in a single, accessible format. It presents statistics on areas relevant to the performance of the Ireland's enterprise sector: employment and output; international trade in goods and services; inward and outward foreign direct investment flows; and business R&D and innovation.

Some strong messages emerge from the data: combined merchandise and services exports increased from €144 billion to €155 billion from 2006 to 2007; exports of services have increased by over 15 per cent in this time, led by sales of computer and business services; and the value of goods exported increased by €2 billion over this period.

The data shows that the stock of outward direct investment by Irish companies increased by 126 per cent between 2001 and 2005, with a further increase of 6 per cent between 2005 and 2006. Cumulative Irish ODI was valued at €93.6 billion in 2006.

Altogether, the statistics in this booklet highlight some of the key trends in the activities of enterprises based in Ireland and help describe how they are developing and changing over recent years.



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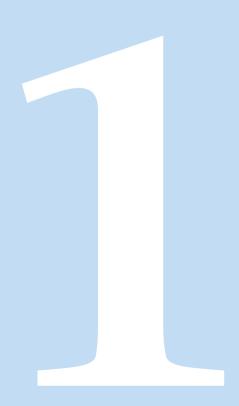
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Section 1

Output and Employment



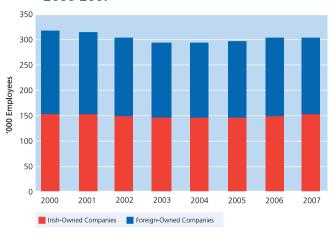
1.1 Manufacturing and Services Output, 2000-2007



Source: "Industrial Production and Turnover", and "Balance of Payments", Central Statistics Office

Base year 2000	2000	2001	2002	2003	2004	2005	2006	2007
Services Exports ¹	100	131.8	145.7	171.3	195.7	222.5	263.3	302.9
Modern Manufacturing ²	100	114.7	128.6	136.3	135.7	141.5	151.0	164.1
Other manufacturing	100	101.8	100.3	102.3	105.0	105.4	107.0	111.0

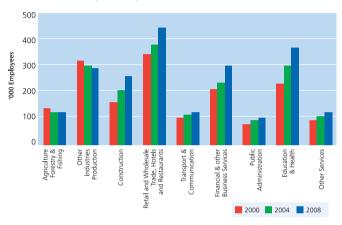
1.2 Full Time Employment in Agency Assisted Firms³ by Firm Ownership, 2000-2007



Source: "Annual Employment Survey 2007", Forfás.

'000 Employees	2000	2001	2002	2003	2004	2005	2006	2007
Irish-Owned Companies ⁴	150.20	151.31	148.37	145.39	143.86	145.48	149.27	151.61
Foreign-Owned Companies ⁵	165.22	160.90	154.52	149.59	149.97	151.44	154.73	153.51
Total	315.42	312.21	302.90	294.98	293.83	296.92	304.01	305.12

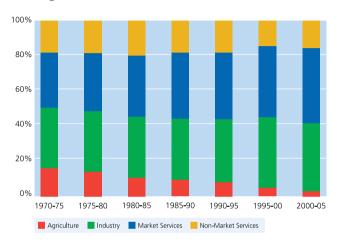
1.3 Employment in the Irish Economy by Sector, 2000, 2004 and 2008



Source: "Quarterly National Household Survey" Various editions, using Q1 data for 2000, 2004 and Q2 for 2008, Central Statistics Office.

'000 Employees ⁶	2000	2004	2008	% Change from 2000 to 2008
Agriculture, Forestry & Fishing	134	119	121	-10
Other Production Industries	314	297	286	-9
Construction	160	202	255	59
Retail and Wholesale Trade, Hotels and Restaurants	339	377	439	29
Transport & Communication	101	113	119	18
Financial & other Business Services	207	234	296	43
Public Administration	77	90	103	34
Education & Health	227	297	366	61
Other Services	93	106	122	31
Total	1,651	1,836	2,109	28

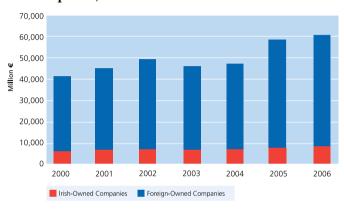
1.4 Sectoral Gross Value Added to GNP, at current prices (average for each period), 1970-2005



Source: Economic and Social Research Institute (ESRI), based on Central Statistics Office data.

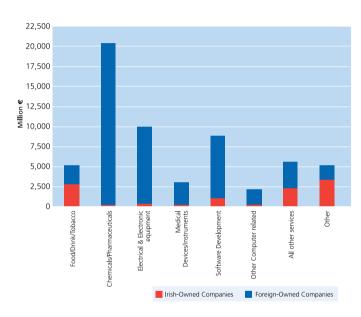
Million € (average for each period)	1970-75	1975-80	1980-85	1985-90	1990-95	1995-00	2000-05
Agriculture	512.2	1,194.9	2,017.5	2,611.4	3,226.4	3,457.8	3,644.6
Industry	1,091.7	2,926.5	6,708.0	9,631.7	14,139.6	28,922.5	47,759.3
Market Services	997.5	2,812.4	6,625.8	10,429.5	15,100.1	28,846.6	53,433.1
Non-Market Services	564.7	1,555.5	3,783.1	4,934.8	7,078.1	10,232.2	18,884.3

1.5 Total Value Added of Agency Assisted firms by firm ownership, at current prices, 2000-2006



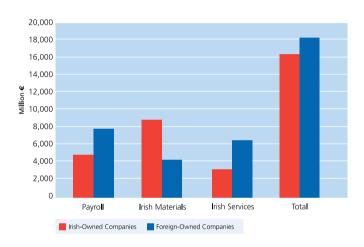
Million €	2000	2001	2002	2003	2004	2005	2006
Irish-Owned Companies	6,990	7,624	8,130	7,864	8,252	8,982	9,743
Foreign-Owned Companies	34,805	38,211	41,448	39,089	39,363	49,731	50,682
Total Value Added	41,795	45,835	49,578	46,953	47,615	58,713	60,425
Irish-Owned Companies as a % of Total	16.7	16.6	16.4	16.7	17.3	15.3	16.1
Foreign-Owned Companies as a % of Total	83.3	83.4	83.6	83.3	82.7	84.7	83.9

1.6 Value Added of Agency Assisted firms by Sector, at current prices, 2006



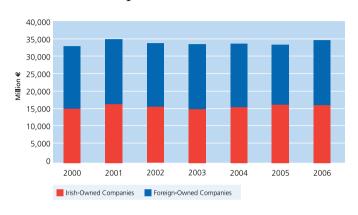
Million €	Irish-Owned Companies	Foreign-Owned Companies
Food/Drink/Tobacco	2,729	2,459
Chemicals/Pharmaceuticals	97	20,512
Electrical & Electronic equipment	220	9,745
Medical Devices/instruments	97	3,003
Software Development	969	7,930
Other Computer related	108	1,907
All other services	2,233	3,346
Other:		
Agriculture/Fishing/Mining	75	14
Textiles/Clothing/Leather	97	12
Wood & Wood Products	276	92
Print & Publishing	263	179
Rubber & Plastic products	285	196
Non-metallic Minerals	853	152
Basic & fabricated metal products	659	225
Machinery n.e.c.	342	540
Transport Equipment	52	327
Manufacturing n.e.c.	195	52
Construction	194	5
Total	9,743	50,696

1.7 Total Expenditure by Agency Assisted Firms in Irish Economy on payroll, materials & services, at current prices, 2006



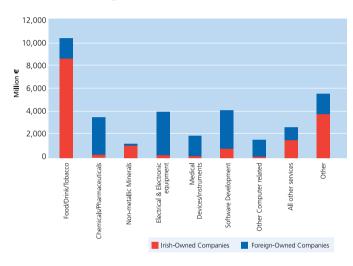
Million €	Irish-Owned Companies	Foreign-Owned Companies
Payroll	4,795	7,577
Irish Materials	8,572	4,251
Irish Services	3,186	6,397
Total	16,552	18,224

1.8 Direct Irish Economy Expenditure⁷ by Agency Assisted Firms over time, at current prices, 2000-2006



Million €	2000	2001	2002	2003	2004	2005	2006
Irish-Owned Companies	15,341	16,692	15,961	15,306	15,762	16,402	16,552
Foreign-Owned Companies	17,594	18,297	17,893	18,293	17,855	17,005	18,224
Total	32,935	34,988	33,854	33,598	33,617	33,406	34,776
Irish-Owned Companies as a % of Total	46.6	47.7	47.1	45.6	46.9	49.1	47.6
Foreign-Owned Companies as a % of Total	53.4	52.3	52.9	54.4	53.1	50.9	52.4

1.9 Direct Irish Economy Expenditure by Agency Assisted Firms by Sector, at current prices, 2006



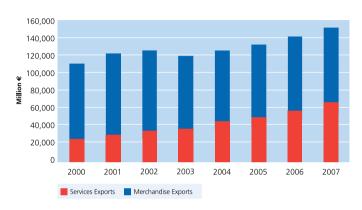
Million €	Irish-Owned Companies	Foreign-Owned Companies
Food/Drink/Tobacco	8,596	1,720
Chemicals/Pharmaceuticals	287	3,239
Non-metallic Minerals	1,057	151
Electrical & Electronic equipment	234	3,762
Medical Devices/instruments	168	1,764
Software Development	802	3,277
Other Computer related	116	1,467
All other services	1,491	1,151
Other:		
Agriculture/Fishing/Mining	194	30
Textiles/Clothing/Leather	115	30
Wood & Wood Products	462	190
Print & Publishing	396	135
Rubber & Plastic products	341	187
Basic & fabricated metal products	806	267
Machinery n.e.c.	411	441
Transport Equipment	92	339
Manufacturing n.e.c.	290	100
Construction	694	4
Total	16,552	18,254

Section 2

International Trade in Goods



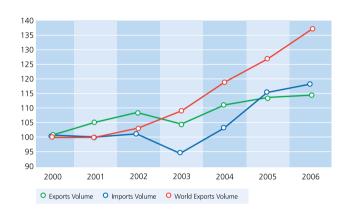
2.1 Ireland's Merchandise and Services Exports over time, at current prices, 2000-2007



Source: "Services Exports and Imports 2005 and 2006", "Balance of International Payments", Q1 2008 and Database direct, Central Statistics Office.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
Services Exports	21,674	28,562	31,589	37,133	42,424	48,219	57,069	65,650
Merchandise Exports	83,889	92,690	93,675	82,076	84,410	86,732	86,772	88,832

2.2 Ireland's Goods Trade by Volume Index, 2000-2006



Source: World export volumes from "WTO International Trade Statistics 2007", Irish data from "External Trade Bulletin", Central Statistics Office.

Volume index (base year = 2000)	2000	2001	2002	2003	2004	2005	2006
Exports Volume	100	105.1	108.4	104.2	111.2	113.8	114.5
Imports Volume	100	99.6	100.5	94.4	103.1	114.9	118.2
World Exports Volume	100	100.0	103.0	109.0	119.0	127.0	137.0

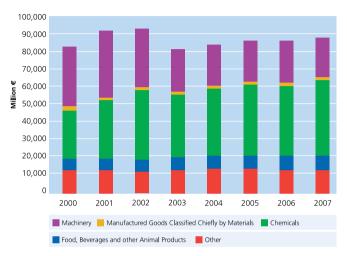
2.3 Ireland's Goods Trade by Value at Current Prices, 2000-2007



Source: "External Trade Bulletin", Central Statistics Office.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
Goods Exports Value	83,888.9	92,689.9	93,675.2	82,076.1	84,409.5	86,732.3	86,772.0	88,759.0
Goods Imports Value	55,908.8	57,384.2	55,628.1	47,864.6	51,105.4	57,464.9	60,857.4	62,602.5
Goods Trade Surplus	27,980.1	35,305.7	38,047.1	34,211.5	33,304.1	29,267.4	25,914.6	26,156.5

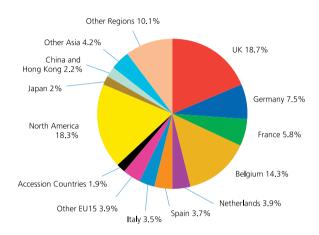
2.4 Composition of Ireland's Goods Exports, at current prices, 2000-2007



Source: Central Statistics Office, Database Direct on www.cso.ie, 01st July 2008.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
Machinery	34,012	37,607	33,171	23,521	22,935	22,710	23,186	21,767
Manufactured Goods Classified Chiefly by Material	1,973	1,955	1,926	1,792	1,817	1,757	1,714	1,811
Chemicals	27,361	32,281	39,061	35,786	37,492	40,420	39,696	42,744
Food, Beverages and other Animal Products	6,934	6,809	6,808	6,918	7,125	7,503	8,413	8,885
Other ⁸	12,668	13,018	12,089	13,221	14,176	13,430	12,874	12,608

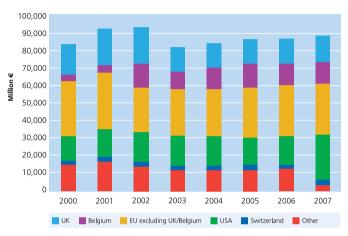
2.5 Geographic Distribution of Ireland's Goods Exports⁹, 2007



Source: "External Trade Bulletin, December 2007 Details", Central Statistics Office.

% Total Exports	2007
UK	18.7
All EU	63.4
US	17.8
Rest of World	18.8

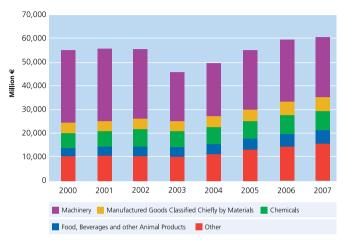
2.6 Destination of Ireland's Goods Exports over time, 2000-2007



Source: Central Statistics Office, External Trade bulletin, various editions.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
UK	17,084	20,420	20,853	13,462	13,715	13,775	13,894	14,799
Belgium	4,113	4,428	13,547	10,307	12,322	13,540	12,217	12,692
EU excluding UK/Belgium	31,089	32,355	25,509	26,573	26,973	28,661	28,974	28,638
USA	14,228	15,696	16,490	16,924	16,556	15,475	16,182	25,779
Switzerland	2,033	2,812	3,116	2,662	2,761	3,206	2,516	3,248
Other	15,341	16,980	14,161	12,150	12,084	12,076	12,990	3,603
Total Goods Exports Value	83,889	92,690	93,675	82,076	84,410	86,732	86,772	88,759

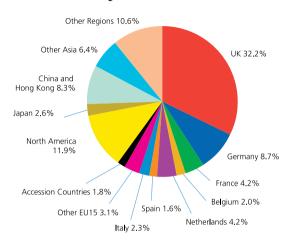
2.7 Composition of Ireland's Goods Imports, at current prices, 2000-2007



Source: "External Trade Bulletin", December 2007 (Details), and Database Direct, Central Statistics Office. Data downloaded from www.cso.ie, 01st July 2008.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
Machinery	29,740	30,224	28,317	20,732	21,964	25,019	25,571	25,180
Manufactured Goods Classified Chiefly by Material	4,351	4,391	4,338	4,245	4,620	4,944	5,569	6,060
Chemicals	6,105	6,341	6,922	6,897	7,140	7,420	7,964	8,086
Food, Beverages and other Animal Products	3,470	3,918	4,001	3,986	4,086	4,586	5,054	5,569
Other	10,101	10,549	10,218	10,328	11,297	13,293	14,291	15,827

2.8 Geographic Distribution of Ireland's Goods Imports, 2007



Source: "External Trade Bulletin", December 2007 Details, Central Statistics Office.

% Total Exports	2007
UK	32
All EU	61.3
US	11.3
Rest of World	27.4

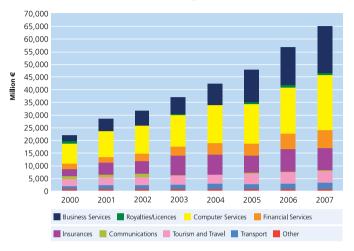


Section 3

International Trade in Services



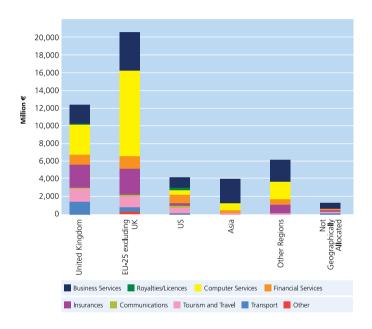
3.1 Ireland's Services Exports, 2000 - 2007



Source: "Central Statistics Office, "Services Exports and Imports 2005 and 2006" and "Balance of International Payments", Q1 2008.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
Transport	1,501	1,658	1,710	1,708	1,895	2,131	2,334	2,566
Tourism and travel	2,851	3,131	3,256	3,409	3,536	3,863	4,258	4,426
Communications	1,025	1,123	1,040	622	343	432	432	485
Insurance	2,725	4,918	5,217	7,691	7,821	6,909	8,738	8,707
Financial services	2,255	2,080	2,909	3,365	4,267	4,850	6,214	7,413
Computer services	8,138	9,979	11,056	12,575	15,100	15,755	18,298	21,578
Royalties/licences	701	207	298	186	282	623	737	860
Business services	2,070	4,904	5,496	6,957	8,439	13,072	15,399	18,904
Other	410	564	607	620	741	581	661	710
Total	21,676	28,564	31,589	37,133	42,424	47,635	56,410	64,939

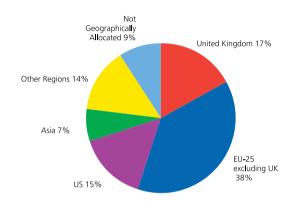
3.2 Composition and Geographical Distribution of Ireland's Services Exports, 2005



Source: "Services Exports and Imports 2005 and 2006", Central Statistics Office.

Million €	United Kingdom	EU-25 excluding UK	US	Asia	Other Regions	Not Geographically Allocated	Total ¹⁰
Total	12,257	20,508	4,133	4,012	6,153	1,156	48,219
Business Services	2,005	4,292	1095	2,641	2,436	603	13,072
Transport	1,437	450	154	4	20	66	2,131
Tourism and Travel	1,382	1,279	671	162	140	229	3,863
Communications	207	124	28	6	19	48	432
Insurance	2,569	2,835	353	75	919	158	6,909
Financial Services	1,175	1,585	953	313	769	55	4,850
Computer Services	3,337	9,465	532	716	1,787	(82)	15,755
Royalties/ Licences	126	83	276	72	54	12	623
Other	20	393	72	21	1	74	581

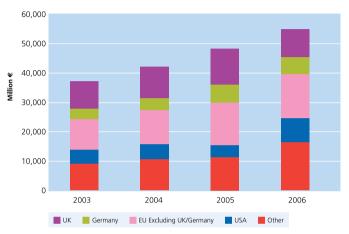
3.3 Geographic Distribution of Ireland's Services Exports, 2006



Source: "Services Exports and Imports 2005 and 2006", Central Statistics Office.

	Million €	2006
United Kingdom	9,601	17%
EU-25 excluding UK	20,699	38%
US	8,308	15%
Asia	4,049	7%
Other Regions	7,692	14%
Not Geographically Allocated	4,702	9%
Total	55,051	100%

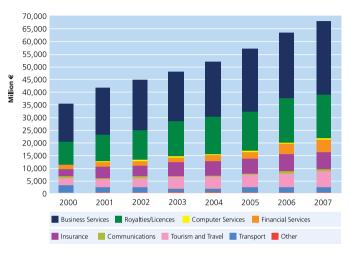
3.4 Destination of Ireland's Services Exports over time, 2003-2006



Source: Services Exports and Imports, various editions, Central Statistics Office.

Million €	2003	2004	2005	2006
UK	9,369	10,700	12,257	9,601
Germany	3,480	4,079	6,032	5,797
EU excluding UK/Germany	10,308	11,624	14,476	14,902
USA	5,010	4,979	4,133	8,308
Other	8,946	10,821	11,321	16,443
Total Services Exports Value	37,113	42,203	48,219	55,051

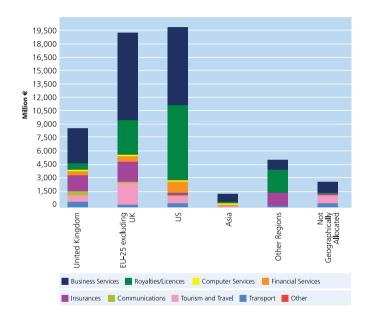
3.5 Ireland's Services Imports, 2000 - 2007



Source: Central Statistics Office.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
Transport	2,852	2,001	1,908	1,725	1,790	1,982	2,027	2,048
Tourism and travel	2,750	3,206	3,942	4,188	4,184	4,898	5,446	6,389
Communications	861	559	634	757	622	709	772	833
Insurance	2,967	4,741	4,187	5,547	6,039	5,976	7,239	7,056
Financial services	1,574	1,443	1,707	1,806	2,235	2,654	3,906	4,685
Computer services	301	620	589	329	307	352	562	588
Royalties/licences	9,051	10,578	11,697	14,208	15,169	15,482	17,534	17,254
Business services	15,113	18,551	20,517	19,472	22,146	25,313	26,203	29,492
Other	96	125	189	191	133	156	176	174
Total	35,565	41,824	45,370	48,223	52,625	57,366	63,689	68,345

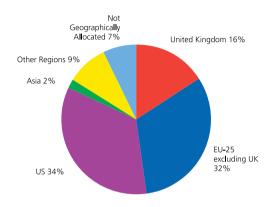
3.6 Composition and Geographic Distribution of Ireland's Services Imports, 2005



Source: "Services Exports and Imports 2005 and 2006", Central Statistics Office.

Million €	United Kingdom	EU-25 excluding UK	US	Asia	Other Regions	Not Geographically Allocated	Total ¹¹
Total	8,717	19,309	19,883	1,516	5,281	2,815	57,521
Business Services	3,728	9,679	8,656	942	1,095	1,213	25,313
Transport	559	318	393	91	114	507	1,982
Tourism and Travel	711	2,442	806	25	46	868	4,898
Communications	485	112	66	9	11	26	709
Insurance	1,793	2,147	418	92	1,437	89	5,976
Financial Services	446	694	1,205	181	82	46	2,654
Computer Services	164	87	71	17	3	10	352
Royalties/ Licences	767	3,184	8,234	150	2,472	45	15,482
Other	63	13	35	8	10	27	156

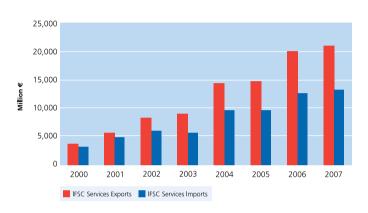
3.7 Geographic Distribution of Ireland's Services Imports, 2006



Source: "Services Exports and Imports 2005 and 2006", Central Statistics Office.

	Million €	2006
United Kingdom	10,225	16%
EU-25 excluding UK	19,733	32%
US	21,307	34%
Asia	1,164	2%
Other Regions	5,419	9%
Not Geographically Allocated	4,623	7%
Total	62,471	100%

3.8 International Financial Services Centre (IFSC)¹² Services Exports and Imports, 2000-2007



Source: Central Statistics Office, "Balance of Payments", Various editions.

Million €	2000	2001	2002	2003	2004	2005	2006	2007
IFSC services exports	3,842	5,727	8,303	9,131	14,356	14,780	20,163	21,148
IFSC services imports	3,098	4,809	5,966	5,581	9,563	9,570	12,649	13,206

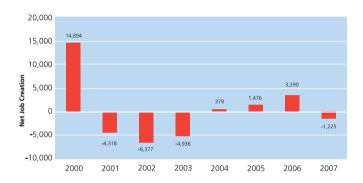


Section 4

Foreign Direct Investment and Outward Direct Investment

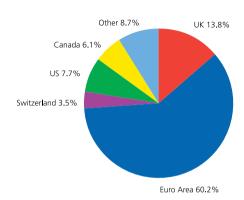


4.1 Net Job Creation in Agency Assisted Foreign Owned Companies, 2000 - 2007



Source: "Annual Employment Survey 2007", Forfás.

4.2 Direct Foreign Investment Stock in Ireland by Location of Investor, 2006¹⁴



Source: "Foreign Direct Investment", 2006, Central Statistics Office.

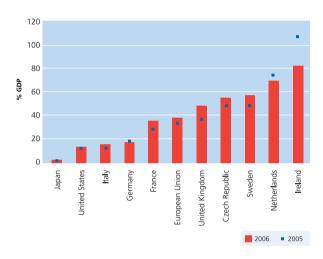
	2006	Value (€m)
UK	13.8%	16,366
Euro Area	60.2%	71,580
Switzerland	3.5%	4,115
US	7.7%	9,168
Canada	6.1%	7,309
Other	8.7%	10,363
Total	100.0%	118,901

4.3 Direct Foreign Investment Flow into Ireland by Location of Investor, 2006



Source: "Foreign Direct Investment", 2006, Central Statistics Office.

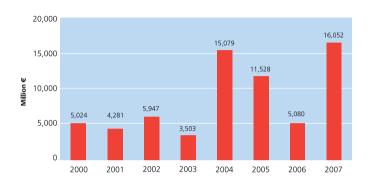
4.4 Cumulative Stock of Inward FDI as a percentage of GDP, 2006



Source: UNCTAD "World Investment Report", 2007

% GDP	2005	2006
Japan	2.2	2.5
United States	13.0	13.5
Italy	12.4	15.9
Germany	18.0	17.4
France	28.5	35
European Union	33.5	38
United Kingdom	37.1	47.8
Czech Republic	48.0	54.8
Sweden	48.0	56.8
Netherlands	74.0	68.2
Ireland	106.0	81.2

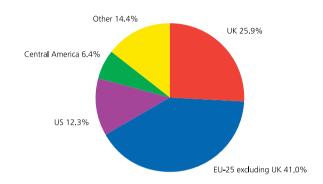
4.5 Ireland's Outward Direct Investment Flows, at current prices, 2000 - 2007



Source: "Balance of Payments", Central Statistics Office,

Non-IESC Direct Investment Abroad

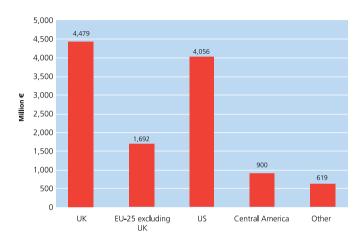
4.6 Outward Direct Investment¹⁵ Stocks by Destination of Investment, 2006



Source: Central Statistics Office, "Foreign Direct Investment, 2006", published 2008.

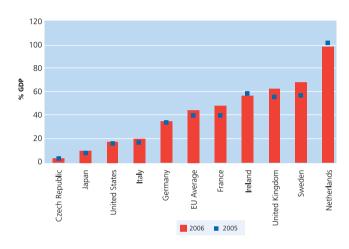
	2006	Value (€m)
UK	25.9%	24,269
EU 25 excluding UK	41.0%	38,387
US	12.3%	11,474
Central America	6.4%	6,000
Other	14.4%	13,489
	100.0%	93,619

4.7 Outward Direct Investment Flows¹⁶ by Location of Investment 2006



Source: Central Statistics Office, "Foreign Direct Investment, 2006", published 2008.

4.8 Cumulative Stock of Outward Direct Investment as a percentage of GDP, 2006



Source: UNCTAD "World Investment Report, 2007".

% of GDP	2005	2006
Czech Republic	3	3.6
Japan	9	10.3
United States	16	18
Italy	17	20.3
Germany	35	34.7
EU Average	41	44.9
France	41	48.3
Ireland	59	56.7
United Kingdom	56	62.6
Sweden	57	68.4
Netherlands	103	98.5



Section 5

R&D and Innovation



5.1 Business Sector R&D Expenditure, at current prices, 1999-2005



Source: "Business Expenditure on Research and Development (BERD) Ireland 2005", Forfás, Latest data available.

Million €	1999	2001	2003	2005
Total	784	900	1,105	1,329
Irish Companies	284	318	330	390
Foreign Companies	500	582	775	939

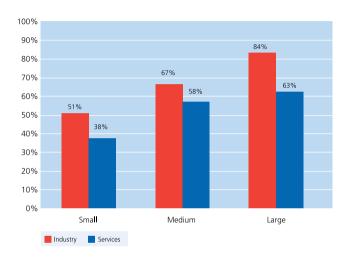
5.2 Business R&D Intensity (as Percent of Economic Activity), 2000 - 2006



Source: "Business Expenditure on Research and Development (BERD) Ireland 2005", Forfás, Latest figure available.

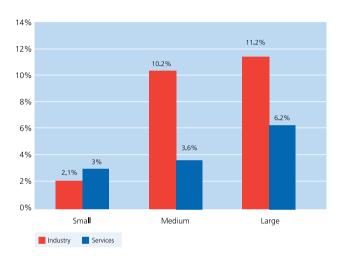
€ millions	IRL GNP %	IRL GDP %	GDP % EU 25	OECD % GDP
2000	0.94	0.80	1.13	1.55
2001	0.92	0.77	1.14	1.57
2002	0.94	0.77	1.13	1.51
2003	0.94	0.79	1.12	1.51
2004	0.96	0.81	1.11	1.49
2005	0.97	0.82	1.11	1.53
2006	1.02	0.88	1.13	1.56

5.3 Percentage of "Innovation Active" Firms, 2004-2006



Source: "Community Innovation Survey 2004-2006", Central Statistics Office/Forfás.

5.4 Percentage Turnover from New to Market Innovations¹⁷, all enterprises, 2004-2006



Source: "Community Innovation Survey 2004-2006", Forfás.



Footnotes

- Services includes nine categories of service types: transport, tourism and travel, communications, insurance services, financial services, computer services, royalties and licences, business services and other services not elsewhere specified
- 2 Modern manufacturing includes: chemicals, computers/instrument engineering, electrical machinery & equipment and reproduction of recorded media
- 3 Agency assisted companies are companies within the client base of Enterprise Ireland, IDA Ireland, Shannon Development and Údarás na Gaeltachta
- 4 An Irish-owned company is defined as a company with at least 50% Irish ownership
- 5 A foreign-owned company is defined as a company with at least 50% foreign ownership
- 6 Persons aged 15 years and over in employment (ILO) classified by sex and NACE Economic Sector
- 7 Economy expenditure is defined as expenditure in the Irish economy on payroll costs, Irish-produced raw materials and Irish services
- 8 Other includes: crude materials, inedible, except fuels, mineral fuels, lubricants and related materials, miscellaneous manufactured articles and commodities and transactions N.E.C
- 9 CSO classifies exports by country of final destination. The last country to which the goods are specifically directed on their outward movement from the State is regarded as their final destination. This is not necessarily the country in which the goods will be unshipped or that in which they will be finally consumed. Trade figures for Belgium are unusually high because of foreign multinational companies (MNCs) routing their global trade through this country
- 10 Discrepancies may exist between the figures published in various years, due to subsequent updates by the CSO. The data is taken where possible directly from the CSO website, and latest available data is used.

- 11 Discrepancies may exist between the figures published in various years, due to subsequent updates by the CSO. The data is taken where possible directly from the CSO website, and latest available data is used
- 12 From the start of 2000 new international financial service projects are no longer subject to the earlier certification and licensing procedures in operation for location in the IFSC and such projects can, therefore, locate anywhere in Ireland. Additions to existing IFSC projects, however, are still subject to the formal procedures (CSO Balance of Payments). The activities of all international financial service enterprises are covered under the IFSC heading. The IFSC includes a range of internationally traded financial services, including banking, asset financing, fund management, corporate treasury management, investment management, custody and administration and specialised insurance operations
- 13 Direct Investment stock represents the balance sheet position of direct investment into Ireland
- 14 Direct investment in Ireland covers the net investment by foreign companies in their affiliates located in Ireland. In line with the international recommendations, direct investment flows and stocks are geographically attributed by the CSO on the basis of country of location of immediate ownership of the direct investment enterprise rather than that of the ultimate beneficial owner. Therefore, if a US investor directly invests in a direct investment enterprise located in Ireland, the origin of the investment as presented in these statistics is US. If the US investor indirectly invests, through a subsidiary in another country, in an enterprise located in Ireland then the origin of the investment is the other country. In both cases, the country of location of the ultimate beneficial owner is US. This may have a significant impact on the geographic analysis of FDI statistics.
- 15 Outward direct investment covers net investment by parent companies resident in Ireland in their foreign branches, subsidiaries and associated companies
- 16 The positive values in this chart indicate that investments in these locations by Irish investors exceeded their disinvestment in the period
- 17 New to Market innovation is defined as an innovation activity, which saw the introduction of a new good or service by the firm onto its operating market before other competitors

