



CLUSTERS IN A
CREATIVE ECONOMY  TCI
New Agendas for Companies and Policy Makers
18TH TCI GLOBAL CONFERENCE
3-6 NOVEMBER 2015 / DAEGU, KOREA

POSCO Innovation through Creativity

Duk-Rak Lee

POSCO, Korea

POSCO has been relentlessly reinventing itself through creative innovation. In addition to the routine business activities performed by functional organizations, there are numerous projects being carried out by matrix organizations at POSCO. POSCO has adopted the Project-based Working System to step up to the daunting challenges and new mandates in the face of global steel supply glut, and to grasp a decisive competitive edge by generating new values through projects with differentiating ideas. This differentiating idea is the most important element of the new project geared towards creating the competitive edge. Generating new ideas that precedes projectization is of the utmost importance in the project-driven innovation. POSCO has instituted a formal ideation process encompassing problem framing where ideation themes are defined and communicated, idea generation and idea development or ‘idea-rolling’, an idea expansion process analogous to snowballing ideas. The filtered pool of good ideas obtained during the ideation process are further refined, and ultimately instantiated into, what we call, ‘right projects.’ In addition, ‘right project management’ and ‘right rewards’ are also indispensable to obtain fruitful results at projects. In the broader context of innovation, POSCO has been actively involved in setting up and running the center for creative economy and innovation, and the Idea Market Place to incubate startups with creative ideas. Ongoing, purposeful efforts have been expended on creating an engaging working environment to promote creativity across all levels of the organization.

TCI 2015 Secretariat

Tel: +82-53-746-9963 | Fax: +82-53-742-9007 | E-mail: info.tci2015@gmail.com

This speech will focus on the main experience of how Chinese government push ahead the development of S&T Industry Parks and reveal how they further advance the reform of science and technology system, and build the management innovation of the service-oriented government, integrate into globalization deeply, explore the inner growth mechanism and the industry organization innovation which core is “Entrepreneurship-Incubation-Cluster”. The National S&T Industry Parks enhance the combination of technology and economy to the utmost, and radially drive the development of regional economy and society. This speech hopes to provide some experience for the industry clusters’ innovative development in Asia and even the world.

The speech will also actively discuss about the future development of Chinese S&T Industry Parks and how they play their role as the platform in China’s innovation-driven development and lead the new normality of Chinese economy. Especially under the strategy of “One Belt and One Road”, how S&T Industry Parks enhance the ability of integrating and radiating the innovation resources of worldwide, strengthen the international radiation of capacity output, technology spillover and mature models. Chinese S&T Industry Parks will endeavor to build some innovation and entrepreneurship centers and hubs, and produce more comprehensive efforts in the economy and technology cooperation in Asia and around the world.