

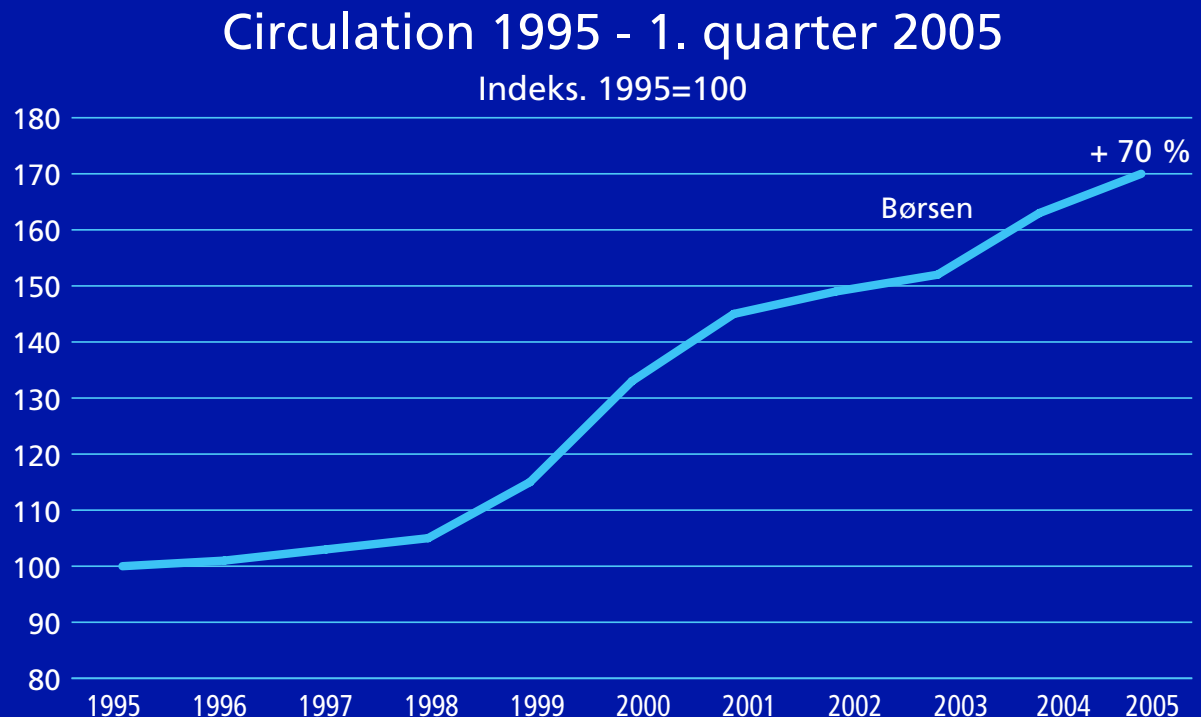
21st Century statistics, please - From counting pigs to measuring knowledge

Leif Beck Fallesen, Børsen, Denmark
56th SPC/91st DGINS Conference,
25-27 May Copenhagen

Børsen - Denmark's business daily

Business news is a growth industry...

- Circulation 69.400 (May 2005)
240.000 readers
- 63 journalists - 3 with
masters degree in economics
Further 2 in Greens Institute
of Market Research
- Public and password-protected
online service (37.000 subscribers)
- Co-operates with TV2
- live broadcast from Børsen



Pigs are important

- Counting pigs is important, especially in Denmark, where they are a growth industry
- Counting tangibles will always be relevant, trade statistics are very politically sensitive, witness Chinese textile exports
- But counting pigs, people and all their paraphernalia are 19th Century Statistics

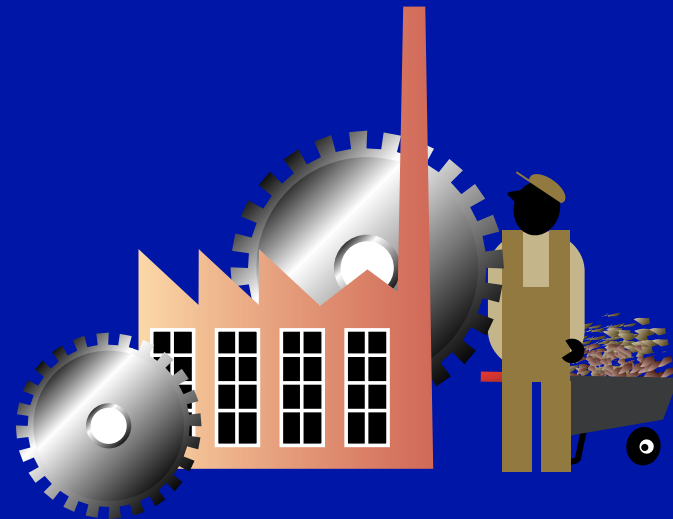
21st Century statistics

- 21st Century statistics have to measure intangibles, knowledge, quality, information, innovation - i.e. the knowledge economy
- 21st Century statistics must accommodate globalisation by providing more and better globally comparative statistics
- More demanding, but hopefully more fun for statisticians than counting pigs

What knowledge economy?

Current statistical profile of Denmark:

- Agriculture, hunting and forestry
- Fishing
- Extraction of raw materials
- Manufacturing industry
- Power and water supply
- Construction industry
- Business and repair
- Hotels and restaurants
- Transport services
- Banks, financial institutions and insurance
- Real estate, leasing, business service, etc.



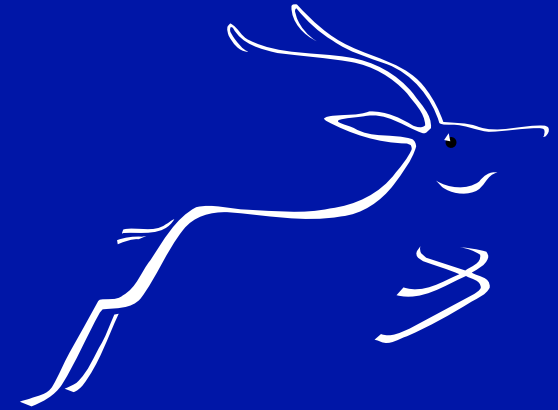
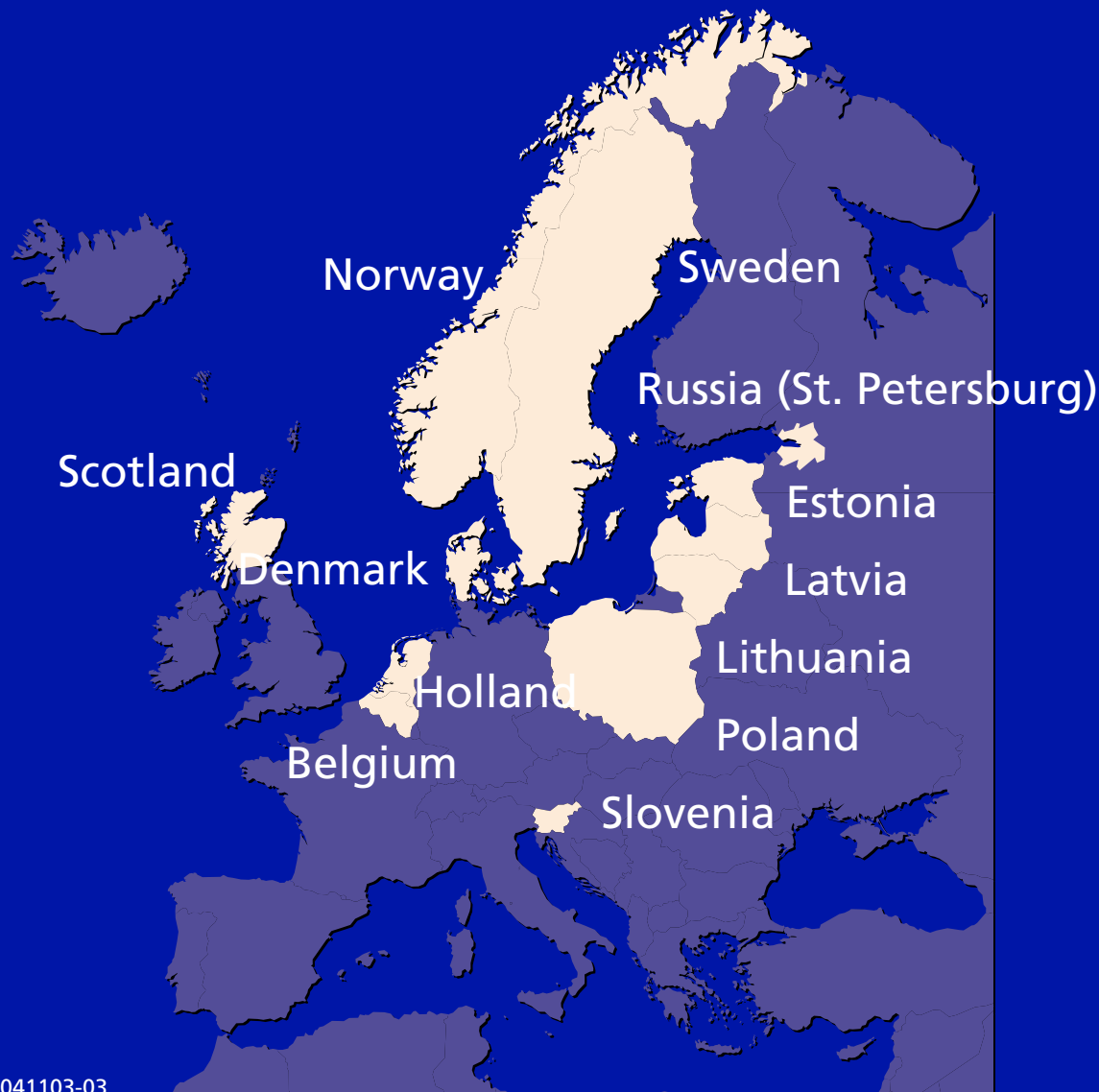
Growth: GDP discrepancies

- U.S. is the benchmark of the Lisbon Agenda, but statistical methodology accounts for 0,5-1,0% of U.S lead in economic growth
- Military expenditure investment in the U.S. current expenditure in EU, software investment in U.S., what status in EU?
- Single global standard, pending that two sets of calculations, U.S. And EU

Growth; Quality discrepancies

- Quality improvements of new capital goods must be accounted for. Otherwise growth contribution of investment goods sector is underestimated
- Quality-adjusting Euroland GDP gives EU weaker technological performance more responsibility for growth lag
- "Lean" highlights productivity, ICT contribution especially interesting

Gazelles: Applied knowledge



Gazelle definition:

- Growth over four-year period exceeds 100 pct.
- High-growth companies. Typically small and medium sized companies.
- 6.749 gazelles since 1995 in Denmark

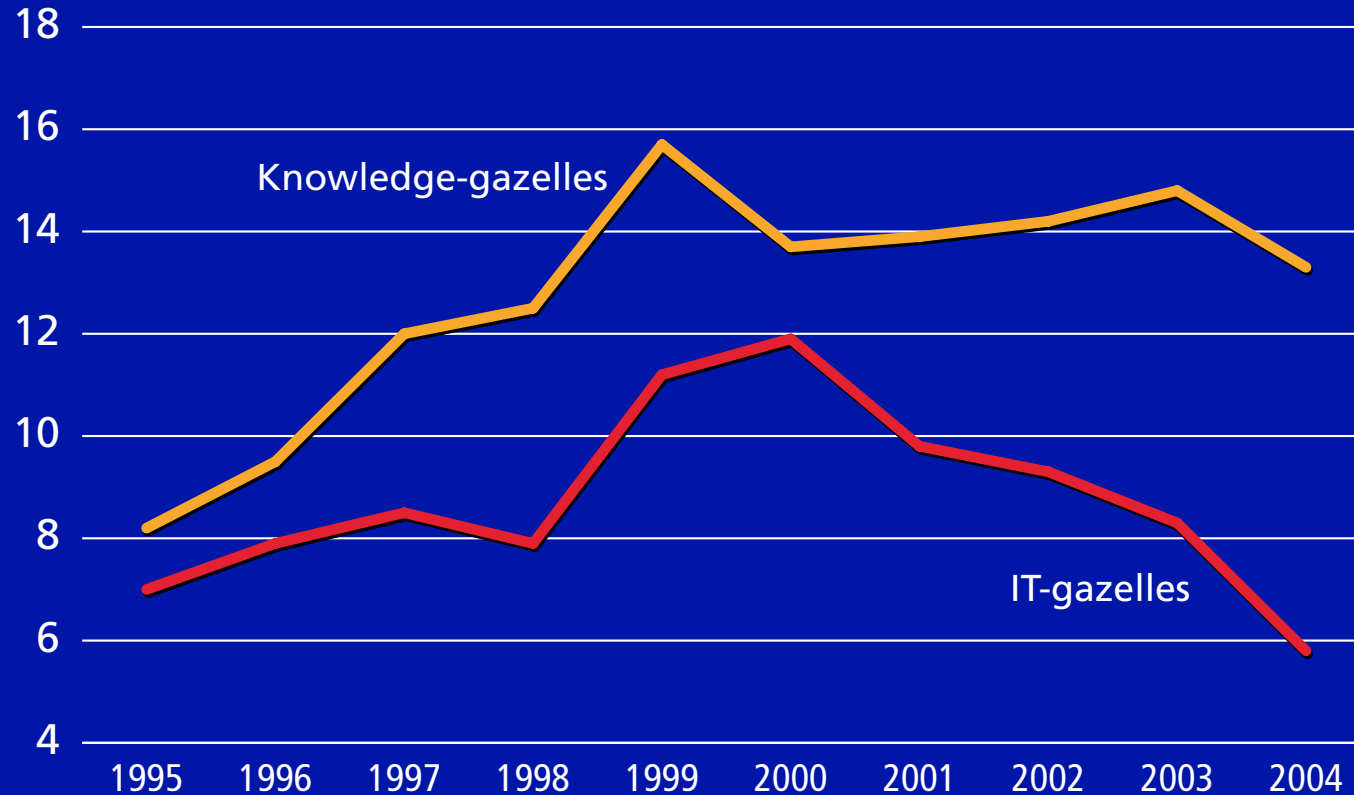
Knowledge?

Knowledge (service-sector) as defined by Statistics Denmark

- Computer service
- Research and development
- Legal services
- Auditors
- Opinion surveys and market research
- Business consulting
- Consulting engineers, architects, et al
- Advertising and marketing
- Other business services

What about knowledge in other industries?

Knowledge drives growth



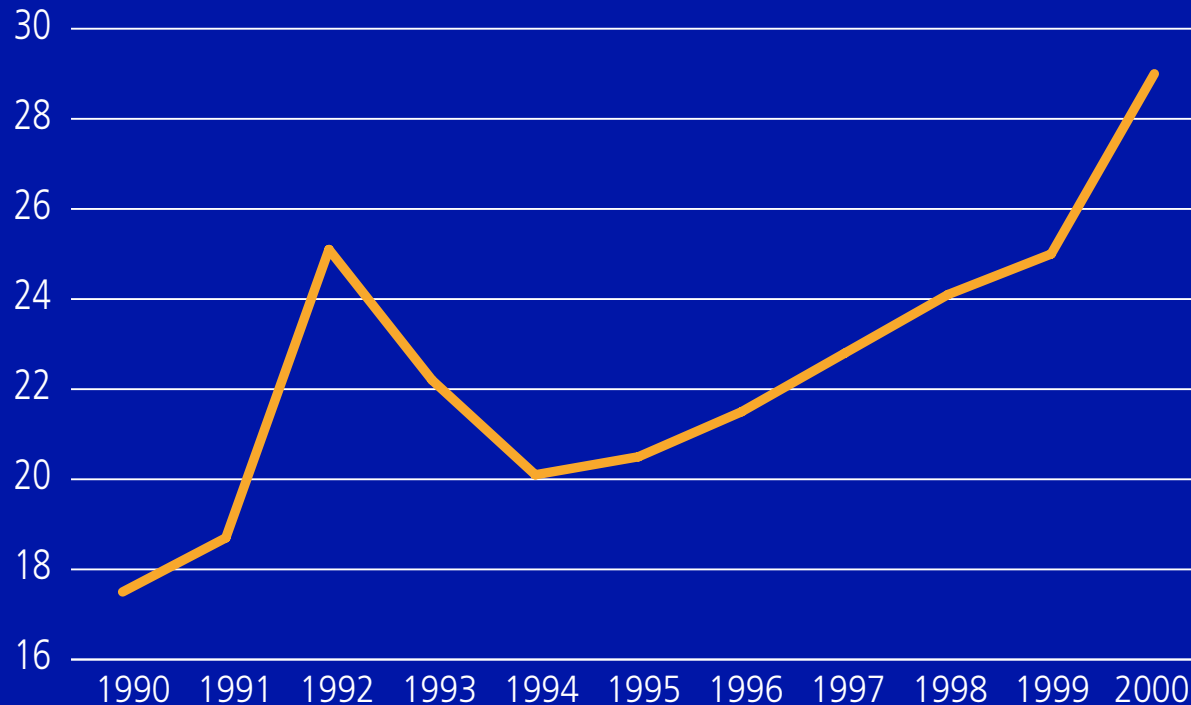
Source: Greens Institute of Marketresearch

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Knowledge entrepreneurs

Definition by Statistics Denmark

Percentage of new established companies: Knowledge (service-sector)



Source: Statistics Denmark

Media requirements (tough)

- Mapping the knowledge economy, with definitions and nomenclatures relevant to sources of growth - and an overhaul of existing statistics
- Globally comparative statistics on productivity in all sectors, but especially in the public sector

Media requirements (easy)

- Eurostat: excellent website, but more thematic sub-sites, Lisbon Agenda, Stability and Growth Pact, EU and globalisation and EU and the knowledge economy would be useful
- National statistical organisations should spearhead work on knowledge, entrepreneurship etc. - or merge!