

# **STARTING-UP A GROWTH CULTURE**

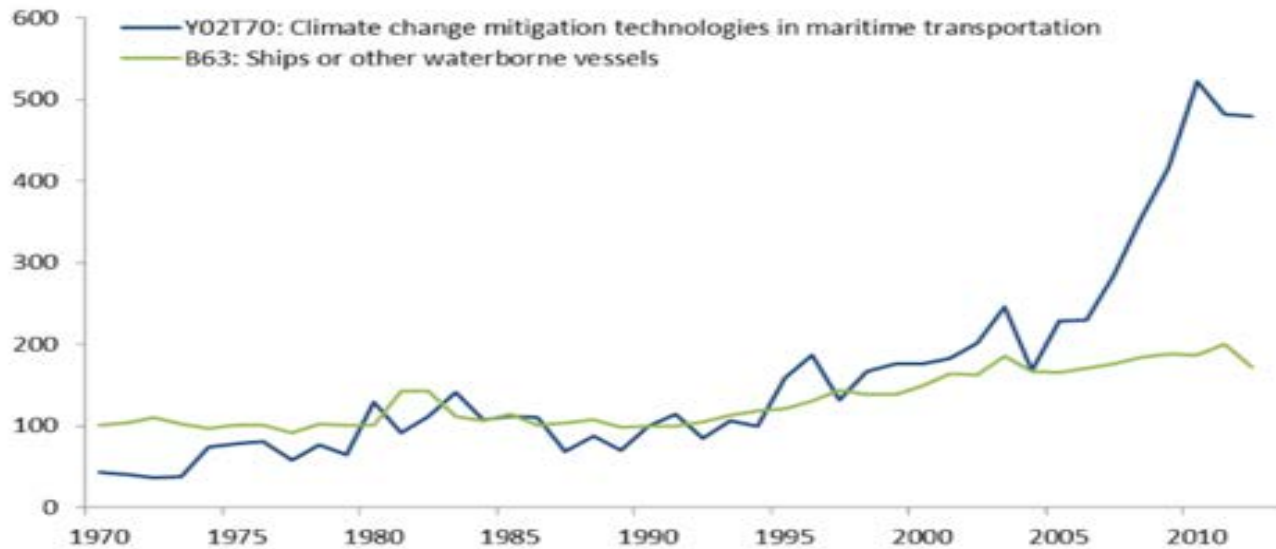
Jenny N. Braat, CEO

Danish Maritime



## Strong innovation activity in shipbuilding for climate change related technologies

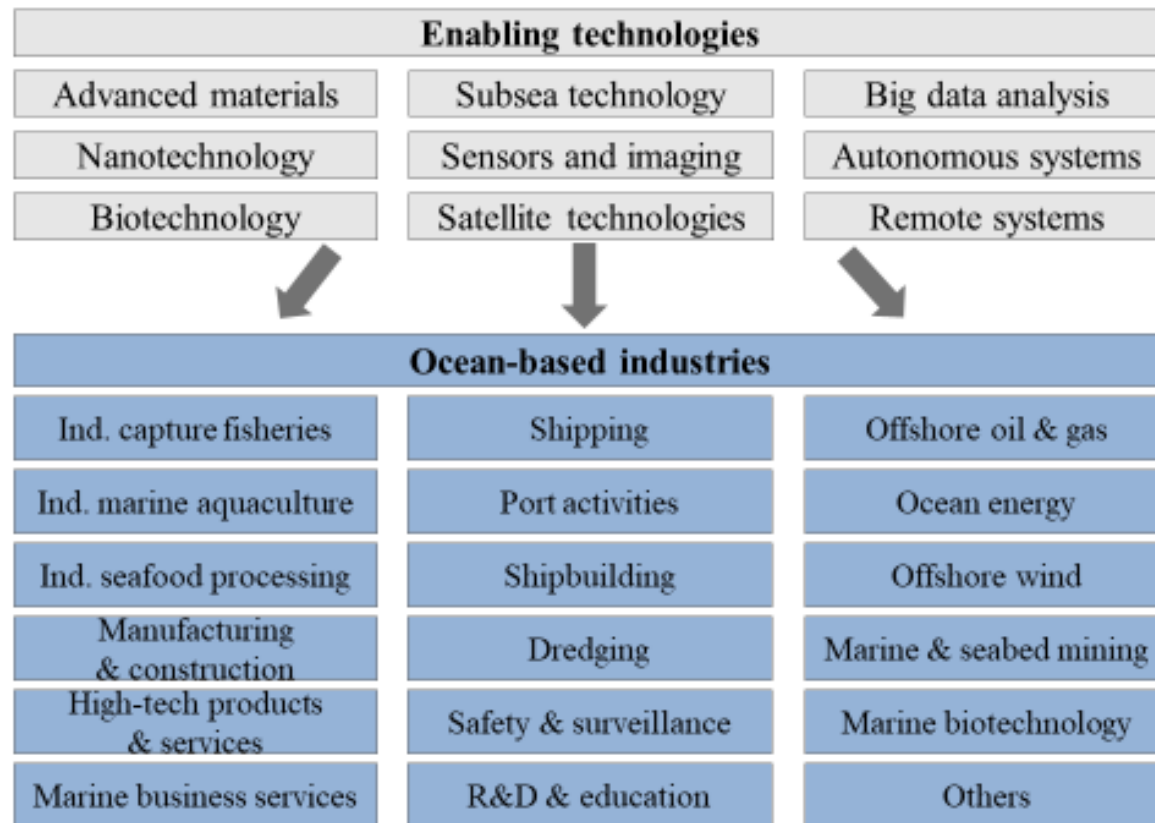
Index of patent activities: Green patents vs. patents related to ships or other waterborne vessels (1990 = 100)



Source: OECD, Worldwide Statistical Patent Database.



## Incremental technologies improve efficiency, productivity & cost structures





# How to do business and how to grow the business

Market demand and regulation

- New technology
- New business models



and new ways to use existing technologies