



الهيئة العامة للإحصاء
General Authority for Statistics

Institutional Innovation Survey Bulletin 2018



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Introduction:

As innovation continues to spread across establishments; as innovative establishments become more dominant in the market; as all establishments are increasing their search for innovative products and services to boost their business; as innovation can also impact production operations in terms of new tools or innovative manufacturing processes that facilitate production; and as new innovative regulations are issued to be implemented within establishments to support and improve work processes;

innovation is now considered to be a vital factor in improving living standards and can effectively impact individuals, establishments, and economic sectors. The correct measurement of innovation and the use of innovation data in research can help policy makers better understand social and economic changes, evaluate the (positive or negative) social and economic contributions of innovation, and identify and evaluate the effectiveness and efficiency of their policies.

The Kingdom of Saudi Arabia is moving toward economic diversification as part of Vision 2030, and is looking to support the private sector and increase its contribution to the economy. Therefore, it has become essential to identify the size of innovation in the local market and at establishments operating within the Kingdom. How successful are new and innovative products in the local market and to what extent does the local market embrace innovations? What is the importance of innovation when it comes to Vision 2030 objectives related to economic diversification, increasing the contribution of the private sector to the GDP, and increasing local content? The Institutional Innovation Survey is significant because it measures the availability of new products on the market, the development of production and manufacturing mechanisms, and the development and updating of organizational processes. This helps reinforce the effectiveness and productivity of the private sector and increases its contributions to the GDP.

The General Authority for Statistics conducted the first Institutional Innovation Survey in 2019, and considers the survey to be among important economic statistics. The survey seeks to provide the information needed to identify the general direction innovation is taking in the Kingdom of Saudi Arabia and to provide data on the size of innovation within establishments and the local market. It further paints a picture of the extent to which establishments are embracing new ideas and innovations, and which establishment groups are the most innovative and most fostering of new and innovative ideas.

In this context, the GASTAT would like to express its appreciation and thanks to all those who helped accomplish this project, starting with the establishments that formed the survey sample for their collaboration in providing the necessary data. GASTAT hopes that the results of this survey will reinforce the economic statistics database. It also welcomes any suggestions that may help develop this survey and increase its benefits.

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1. Data sources of The Institutional Innovation Survey

The Institutional Innovation Survey bulletin depends for its data on the Institutional Innovation Survey, which is a field survey conducted by GASTAT on a yearly basis and listed under the classification of "economic statistics". Data is collected for the survey by visiting a sample of economic establishments that represent the aforementioned fields in all administrative regions of the Kingdom of Saudi Arabia, and by completing an electronic questionnaire that includes a number of questions. Estimations and indicators are then provided in relation to the Institutional Innovation Survey.

2. Objectives:

- Provide data on the size of innovation in corporations and the local market
- Identify the extent to which the market accepts new products
- Clarify the size of expenditure on innovation
- Provide data on the extent to which companies could adopt new ideas and innovations
- Determine the categories of companies that innovate and adopt new ideas the most
- Provide data on the market situation, social acceptance of innovations, and new products to companies that annually come up with new products or companies that work in the field of innovation



3. Institutional Innovation Survey Bulletin Terminology and Concepts:

4.1. Innovation: It can be a product, an operation, or a new or improved organization or marketing method that is largely different from previous products or operations at the establishment, and that is provided to potential users or used in the production process.

Innovation can be measured in two parts:

1. Innovation in products: A new or improved good or service introduced to the market that is largely different from the previous good or service provided by the establishment.

2. Innovation in business operations: A new or improved commercial operation rolled out for one or more functions that is largely different from the previous commercial operation used at the establishment.

Innovation in business operations covers six different functions at the establishment as clarified in literature on business management. Two of these functions are related to the establishment's core activity in terms of producing and delivering the products to be sold, while the remaining functions are related to supporting activities such as marketing and administration.



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- 4.2. Product innovation: It often indicates a tangible element such as a smart phone, a furniture piece, or a usable software. Music and films are also considered products.
- 4.3. Service innovation: It often relates to intangible elements such as insurance, educational courses, flights, consultancy, and other services.
- 4.4. Operational innovation: It indicates the implementation of a new or largely improved operation, distribution method, or supporting activity.
- 4.5. Organizational innovation: Organizational innovation refers to a new organization method - not previously used at the establishment - that is implemented within the establishment's operations (including knowledge management), its workplace organization (strategic changes to the organizational structure), or its external relations.
- 4.6. Marketing innovation: It refers to the implementation of a new marketing concept or strategy - not previously used at the establishment - that largely differs from the marketing methods currently used at the establishment.
- 4.7. Patent: It is an exclusive protective document granted to the party that created or reached the innovation.
- 4.8. Industrial design rights: Industrial design refers to the visual or aesthetic appearance of an item. It may consist of solid elements such as shapes or surfaces, or two-dimensional elements such as drawings, lines or colors.
- 4.9. Trademark: A trademark is a mark that differentiates products or services from those of other establishments. They are protected by regulations on sole proprietorship.



Key Indicators:

Indicator	Description of Indicator
Number of innovating establishments	The overall number of innovating establishments
Field of work of the innovating establishments	The economic activity practiced by the establishments
Markets where the innovating establishments operate	The market location that the establishments used to sell their goods or services
Expenditure on innovation at innovating establishments	The total amount spent by the establishment on innovation



Innovation revenues	The revenues gained from selling innovative goods or providing innovative services
Educational level of employees at innovating establishments	The overall number of workers according to educational level

4. Coverage:

1. Spatial Coverage:

The Institutional Innovation Survey covers the thirteen administrative regions of the Kingdom of Saudi Arabia. The survey covers the following regions: Riyadh, Makkah, Madinah, Qassim, Eastern Region, Asir, Tabuk, Hail, Northern Borders, Jazan, Najran, Al-Baha and Al-Jouf. Greater importance was given to cities as they contain around 84% of all establishments in the Kingdom and have nearly 91% of the total number of employees in the Kingdom. A sample of economic establishments in each region was visited to ensure selection based on scientific methods and that the sample represents all economic establishments in the region.

2. Temporal Coverage:

Data for the Institutional Innovation Survey builds on the three years prior to the survey's implementation: 2016, 2017, 2018.

5. Adopted Statistical Classifications:

The data of the bulletin are based on the **National Classification of Economic Activities (ISIC 4)**.

6. Sample Selection:

The survey sample was chosen through identifying 6700 establishments involved in targeted economic activities as a selected sample that represents the survey population at the level of the Kingdom and is distributed among the thirteen administrative regions of the Kingdom of Saudi Arabia.

Institutional Innovation Survey Sampling Unit:

The sampling unit of this survey is the establishment. It is considered the basic sampling unit of economic surveys.





The study population is distributed into layers depending on the size of the establishment and the economic activity in order to help with choosing a sample that is representative of the study population.

7. Data Collection Tools:

Field Data Collection Questionnaire: The survey questionnaire was drafted and designed by business statistics experts at GASTAT. International recommendations, standards, and definitions were taken into consideration during the design of the questionnaire, which was presented to experts and specialists, as well as to relevant entities to obtain their insights and comments. Questions were redrafted based on a specific scientific approach aimed at unifying question formats used by researchers.

The form was divided into 10 thematic sections to improve the efficiency of complying with technical standards during the field work stage:

General data	Product innovation	Operational innovation
Organizational innovation	Marketing innovation	Financial support for innovation activities
Collaboration in innovation	Innovation systems and influencing factors	Intellectual property rights
Expenditure on innovation		

The complete questionnaire can be viewed and downloaded through the GASTAT official website:

After the survey form was approved, it was turned into electronic format that could be handled through advanced data collection systems on tablet devices. The system includes the following:

- 1- Reviewing the work zone of the field researcher (survey sample).
- 2- Reaching the sample (establishment) using the map on the tablet device.
- 3- Completing data of high quality using data check rules and navigation (to automatically detect input errors and illogical inputs while the completion of the data is underway).





4- Communicating with supervising entities by exchanging remarks with the field researcher.

8. Data Collection Method:

- **The workers, who are nominated as field researchers and who visit the establishments to collect the Institutional Innovation Survey data, are chosen on the basis of several practical and objective criteria related to the nature of work, such as:**
 - Educational level.
 - Fieldwork experience.
 - Personal attributes, such as: good conduct, good senses and physical and psychological fitness.
 - The candidate's success in the training program for the Institutional Innovation Survey.
 - The candidate must not be under the age of 20.
- **All candidates (GASTAT staff and collaborators from some government entities) are qualified and trained through special training programs as follows:**
- **The method of direct contact with the establishment** was adopted in the process of completing the survey questionnaire and data collection. The field researchers visited the establishments located within the survey sample after arriving at it using the coordinates recorded on the tablets and the guiding maps and they introduced themselves and presented official documents proving their statistical identity. They also clarified the aim of their visit, and presented an overview of the survey and its objectives. The electronic questionnaire was then completed orally through direct contact with the owner of the establishment or any official who is familiar with its affairs.
- **All field researchers use tablet devices** to collect the survey questionnaire data according to timeframes specified for navigating the survey sections and the questionnaire items.
- **Field researchers at all work locations in the Kingdom use the "synchronization" feature** available on the tablet devices to download and transfer the completed data concerning the establishments directly to the database linked to them at GASTAT's headquarters where they are stored to be reviewed and processed at a later stage.
- **Electronic check rules are** applied to guarantee the accuracy, consistency, and logic of the data entered into the Institutional Innovation Survey questionnaire. They are electronic rules that identify contradictions and were designed by using a logical link between the answers of the questionnaire and its variables to help field researchers directly identify any errors upon completing the survey data with the party in charge of providing the data. These programmed rules don't allow any mistakes to go through when an answer contradicts another piece of information or another answer in the questionnaire.





- The collected data is verified and reviewed by the field researcher, his/her inspector and the survey supervisor in the supervision area. All work areas are subjected to a monitoring and reviewing process from the Data Quality Room at GASTAT's headquarters. The room also controls and monitors the performance of all working groups in the field during the data collection process, from the first day and until the last day.

9. Preparation and Reviewing of Results:

After reviewing the accumulated data for the Institutional Innovation Survey, results are calculated, extracted, uploaded, and stored on the database. The final reviewing processes are conducted by specialists in business statistics using modern technologies and software designed for the purposes of reviewing and auditing.

10. Data Publication:

First: Preparing the results set for publishing:

At this stage, GASTAT uploads data results to the institutional innovation surveys database. It then prepares publication tables and graphics for the data and indicators, and adds description and methodology information as seen in this Bulletin. These are prepared in both Arabic and English.

Second: Preparing media material and announcing the bulletin's release date:

After GASTAT announces the bulletin's release date on its official website at the beginning of the calendar year, the Authority prepares the required media materials to announce the bulletin's release on all media outlets, as well as its various social media platforms. The announcement is made on the date set for publication. The bulletin is published on the official website in various templates such as open data in Excel format

to guarantee its circulation and accessibility to all clients and parties interested in the results of the Institutional Innovation Survey. The bulletin is then added to the website's statistics library.

Third: Communicating with clients and providing them with the bulletin:

GASTAT pays great importance to communicating with clients who use its data. Therefore, GASTAT contacts clients upon the release of the Institutional Innovation Survey bulletin to provide them with it. GASTAT also receives questions and enquiries from clients regarding the bulletin and its results through various communication channels. Clients can contact GASTAT to request data. Questions and inquiries are received via:

- GASTAT website: www.stats.gov.sa
- GASTAT email: info@stats.gov.sa
- Client support email cs@stats.gov.sa





- Visiting GASTAT's headquarters in Riyadh or one of its branches in the regions of the Kingdom.
- Official letters.
- Phone: (920020081).

11. Implemented Quality Procedures:

The Industrial Innovation Survey is subject to many technical quality procedures to ensure the quality of survey data. Such procedures include:

1. Using assessments of previous surveys conducted by GASTAT to identify weaknesses and strengths in survey implementation and improve procedures of statistical data collection.
2. Training and testing researchers to guarantee their ability to properly obtain data in line with the survey objectives.
3. Testing the electronic tools used to collect data to ensure data integrity and protection at all stages of the survey implementation.
4. Reducing the burden on respondents by using software and electronic means to collect data.
5. Committing to the timely publication of results based on previously set deadlines.

Several other measures are implemented by the Data Quality Room at GASTAT during the field data collection process:

Data Quality Room:

It is an operations room that works simultaneously with the field operations of the surveys. It is equipped with various electronic follow-up tools and monitoring and tracking screens. The observers and quality specialists in the room review the consistency of the data and detect errors and extreme values during the field data collection process. This is done by instantly and immediately following up on what is being completed by the field researcher to check the researchers' commitment to the instructions of the survey, ensure the implementation of the schedule of arranged visits to the establishment, ensure the rationality and reliability of the data, and review some important survey indicators to ensure data accuracy. The room undertakes several tasks, mainly:

- Reviewing collected data and sending comments to field teams of all levels through an automated office system connected to the tablet devices used by researchers, so that they can get the comments automatically and instantly on site.
- Contacting establishments by phone and asking them some of the questions on the questionnaire to check that the researchers collected the data correctly and complied with





the instructions during their visits. These calls also seek to obtain any missing data and to thank data providers for their collaboration.

- Responding to field inquiries, whether those of the field researchers or the data providers.
- Checking the accuracy of the location where the questionnaire was completed by matching its coordinates with the ones recorded in the sample file.

12. Bulletin Beneficiaries and Benefits:

All sectors interested in keeping up with economic changes in the economic activities in the Kingdom of Saudi Arabia. The Ministry of Economy and Planning, the Ministry of Commerce and Investment, the Small & Medium Enterprises General Authority, the King Abdulaziz City for Science and Technology, and the Saudi Authority for Intellectual Property are considered to be the main beneficiaries of this bulletin, in addition to regional and international organizations, academic researchers and investors. The results of the Institutional Innovation Survey can help identify changes in the Saudi economy and the growth rates of innovative activities. Its data can help decision makers and labor market planners in the Kingdom by providing them with indicators on the sizes of workforces according to educational level and the sizes of activities contributing to innovation. Its data can also be used to conduct local, regional and international comparisons, studies and analyses.

More details on the Institutional Innovation Survey methodology can be found on the GASTAT website:

Allah is the Arbiter of Success.





13. Results of the Institutional Innovation Survey:

Table 1

الجدول 1

إجمالي عدد المشتغلين في المنشآت المبتكرة حسب الشهادة العلمية والجنس والجنسية لعام 2018



The Total of employees in the innovative establishment by scientific certificate, sex, and nationality in the year of 2018

No	Scientific Certificate	الجملة			غير سعودي			سعودي			المؤهل التعليمي	م
		Total			Non Saudi			Saudi				
		الجملة	إناث	ذكور	الجملة	إناث	ذكور	الجملة	إناث	ذكور		
1	Bachelor and Higher Diploma	314,145	96,293	217,852	179,612	15,489	164,123	134,533	80,804	53,729	البكالوريوس و الدبلوم العالي	1
2	Master's degree	16,026	3,796	12,230	10,731	2,120	8,611	5,295	1,676	3,619	الماجستير	2
3	PHD	5,232	065	4,367	4,100	633	3,475	1,124	232	892	الدكتوراه	3

Source: GACTAT

المصدر: الهيئة العامة للإحصاء

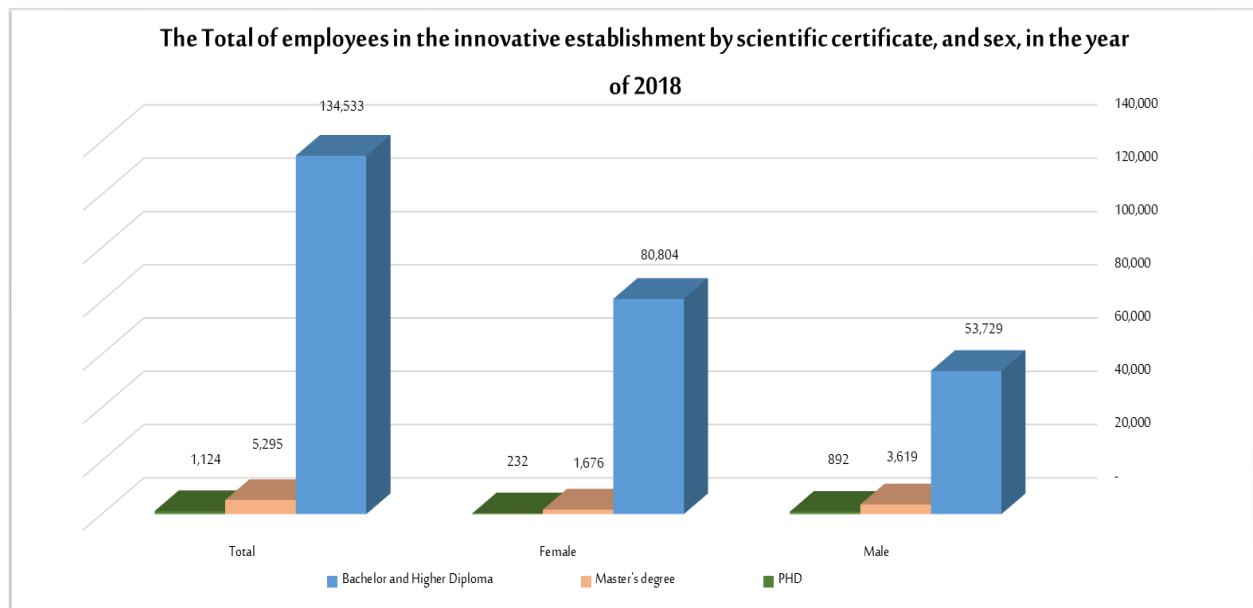




Table 2

الجدول ٢

اجمالي إيرادات المنشآت المبتكرة والانفاق على الابتكار لعام ٢٠١٨ م Total revenue of the innovative establishment and spending on innovation for 2018

(Values in millions SR)

(القيم بمائتين الريالات)

No	Statement	القيمة	البيان	م
		The Value		
1	Total revenue	2,340,916	اجمالي الإيرادات	1
2	Spending on innovation	64,188	الانفاق على الابتكار	2
3	Spending on innovation as a percentage of revenue	2.74%	نسبة الانفاق على الابتكار من اجمالي الإيرادات	3

Source:GASTAT

المصدر: الهيئة العامة للإحصاء





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Table3

الجدول ٣

التوزيع النسبي لتأثير استراتيجيات الابتكار على المنشآت

The percentage distribution of the impact of innovation strategies on establishments



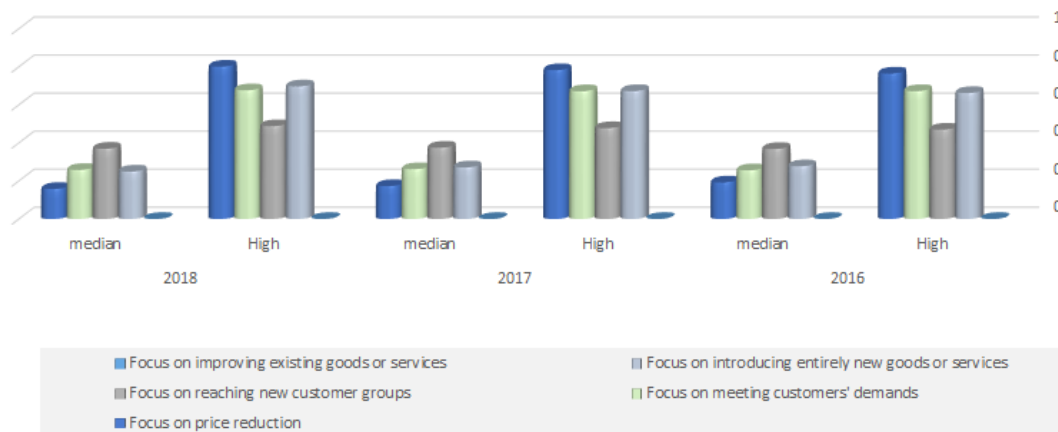
No	Strategies	2018				2017				2016				الاستراتيجيات	م
		Total	Low or insignificant	median	High	Total	Low or insignificant	median	High	Total	Low or insignificant	median	High		
		الجملة	منخفض أو غير هام	متوسط	مرتفع	الجملة	منخفض أو غير هام	متوسط	مرتفع	الجملة	منخفض أو غير هام	متوسط	مرتفع		
1	Focus on improving existing goods or services	100%	5%	25%	70%	100%	5.5%	27.2%	67.3%	100%	6%	28%	66%	التركيز على تحسين السلع أو الخدمات الحالية	1
2	Focus on introducing entirely new goods or services	100%	14%	37%	49%	100%	14.6%	37.5%	47.8%	100%	16%	37%	47%	التركيز على إدخال سلع أو خدمات جديدة كلياً	2
3	Focus on reaching new customer groups	100%	6%	26%	68%	100%	6.5%	26.3%	67.2%	100%	7%	26%	67%	التركيز على الوصول إلى مجموعات عملاء جديدة	3
4	Focus on meeting customers' demands	100%	4%	16%	80%	100%	4.3%	17.4%	78.3%	100%	4%	19%	77%	التركيز على تلبية طلبات العملاء	4
5	Focus on price reduction	100%	15%	44%	41%	100%	15.6%	45.6%	38.8%	100%	16%	45%	39%	التركيز على خفض الأسعار	5

Source: GASTAT

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The percentage distribution of the impact of innovation strategies on establishments





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Table 4

جدول ٤

التوزيع النسبي للمنشآت المبتكرة حسب حجم المنشأة لكل نوع من أنواع الابتكار
The percentage distribution of the innovative establishment by size of establishment for each type of innovation



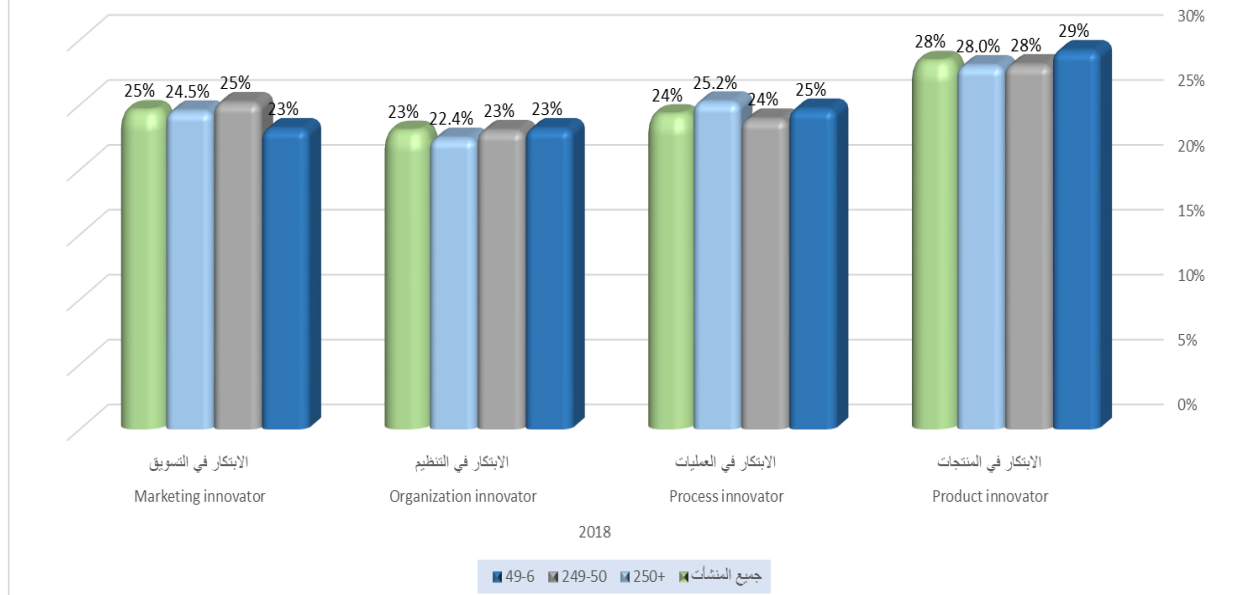
No	Size of Establishments	2018					2017					2016					حجم المنشأة	م
		Total	Marketing innovator	Organization innovator	Process innovator	Product innovator	Total	Marketing innovator	Organization innovator	Process innovator	Product innovator	Total	Marketing innovator	Organization innovator	Process innovator	Product innovator		
		الجملة	الابتكار في التسويق	الابتكار في التنظيم	الابتكار في العمليات	الابتكار في المنتجات	الجملة	الابتكار في التسويق	الابتكار في التنظيم	الابتكار في العمليات	الابتكار في المنتجات	الجملة	الابتكار في التسويق	الابتكار في التنظيم	الابتكار في العمليات	الابتكار في المنتجات		
1	49-6	100%	23%	23%	25%	29%	100%	24.5%	21.4%	25.5%	28.6%	100%	25.5%	22.1%	25.1%	27.4%	49-6	1
2	249-50	100%	25%	23%	24%	28%	100%	25%	23%	24%	28%	100%	25%	23%	24%	28%	249-50	2
3	250+	100%	24.5%	22.4%	25.2%	28.0%	100%	23%	24%	26%	27%	100%	25%	25%	26%	24%	250+	3
4	All Establishments	100%	25%	23%	24%	28%	100%	25%	23%	25%	28%	100%	24.8%	23.0%	24.6%	27.5%	جميع المنشآت	4

Source: GASTAT

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The percentage distribution of the innovative establishment by size of establishment for each type of innovation





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Table5

جدول ٥

التوزيع النسبي للمنشآت المبتكرة لعام ٢٠١٨ حسب حجم المنشأة السوق الذي تبيع فيه

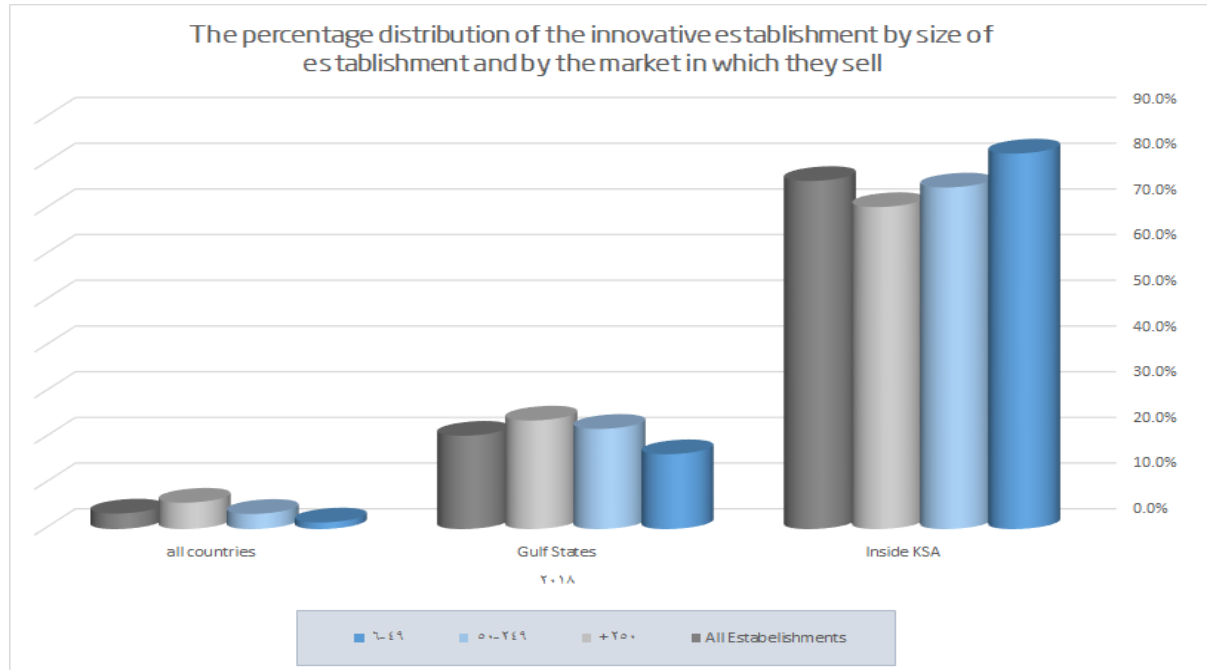


The percentage distribution of the innovative establishment by size of establishment and by the market in which they sell

No	Size of Establishments	2018				2017				2016				حجم المنشأة	م
		Total	all countries	Gulf States	Inside KSA	Total	all countries	Gulf States	Inside KSA	Total	all countries	Gulf States	Inside KSA		
		العملة	جميع الدول القرن	منطقة الخليج	داخل السعودية	العملة	جميع الدول القرن	منطقة الخليج	داخل السعودية	العملة	جميع الدول القرن	منطقة الخليج	داخل السعودية		
1	49-6	100%	1.4%	16.4%	82.2%	100%	1%	19%	80%	100%	0.8%	16.5%	82.7%	49-6	1
2	249-50	100%	3%	22%	75%	100%	3%	25%	72%	100%	3%	23%	74%	249-50	2
3	250+	100%	6%	24%	70%	100%	5%	24%	71%	100%	4.6%	22.6%	72.8%	250+	3
4	All Establishments	100%	3.4%	20.4%	76.2%	100%	3%	24%	73%	100%	3%	21%	76%	جميع المنشآت	4

Source: GASTAT

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Tabl6

الجدول 6

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نسبة المنشآت المبتكرة حسب حجم المنشأة و موقع المركز الرئيسي

The percentage of the innovative establishment by size of establishment and by the location of the head office

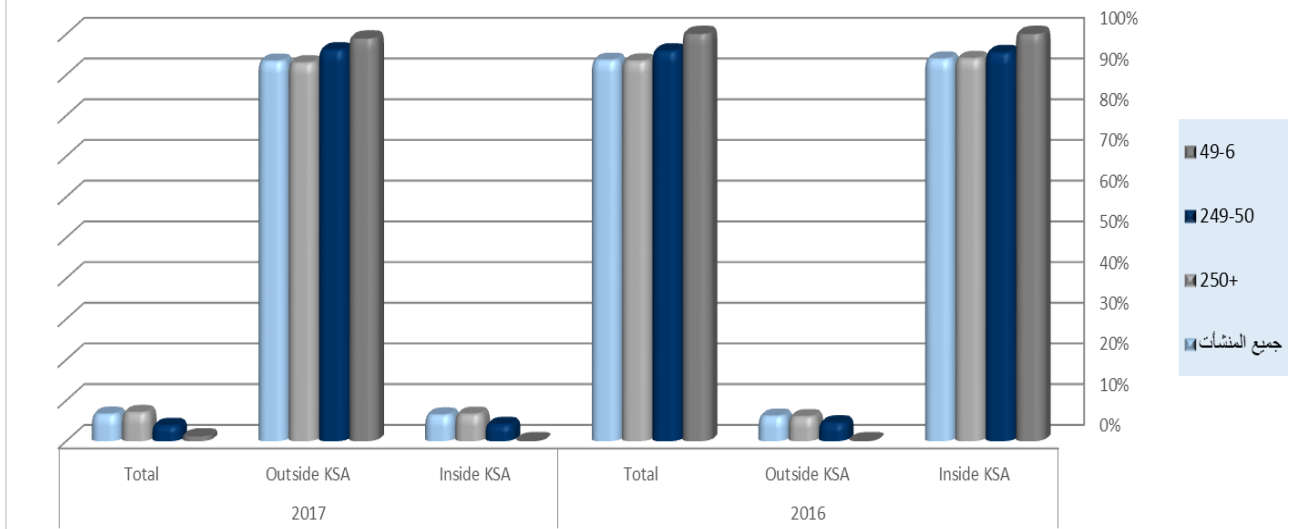
No	Size of Establishment	2018			2017			2016			حجم المنشأة	م
		Total	Outside KSA	Inside KSA	Total	Outside KSA	Inside KSA	Total	Outside KSA	Inside KSA		
		الجملة	خارج السعودية	داخل السعودية	الجملة	خارج السعودية	داخل السعودية	الجملة	خارج السعودية	داخل السعودية		
1	49-6	100%	1.1%	98.9%	100%	0.0%	100%	100%	0.0%	100%	49-6	1
2	249-50	100%	3.9%	96.1%	100%	4.1%	95.9%	100%	4.5%	95.5%	249-50	2
3	250+	100%	7.0%	93.0%	100%	6.6%	93.4%	100%	6.0%	94.0%	250+	3
4	All Establishments	100%	6.6%	93.4%	100%	6.4%	93.6%	100%	6.1%	93.9%	جميع المنشآت	4

Source: GASTAT

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The percentage of the innovative establishment by size of establishment and by the location of the head office





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Table7

التوزيع النسبي للمنشآت المبتكرة في المنتجات حسب حجم المنشأة و نوع ابتكار المنتجات
The percentage distribution of the innovative establishment in products by size of establishment and by type of product innovation

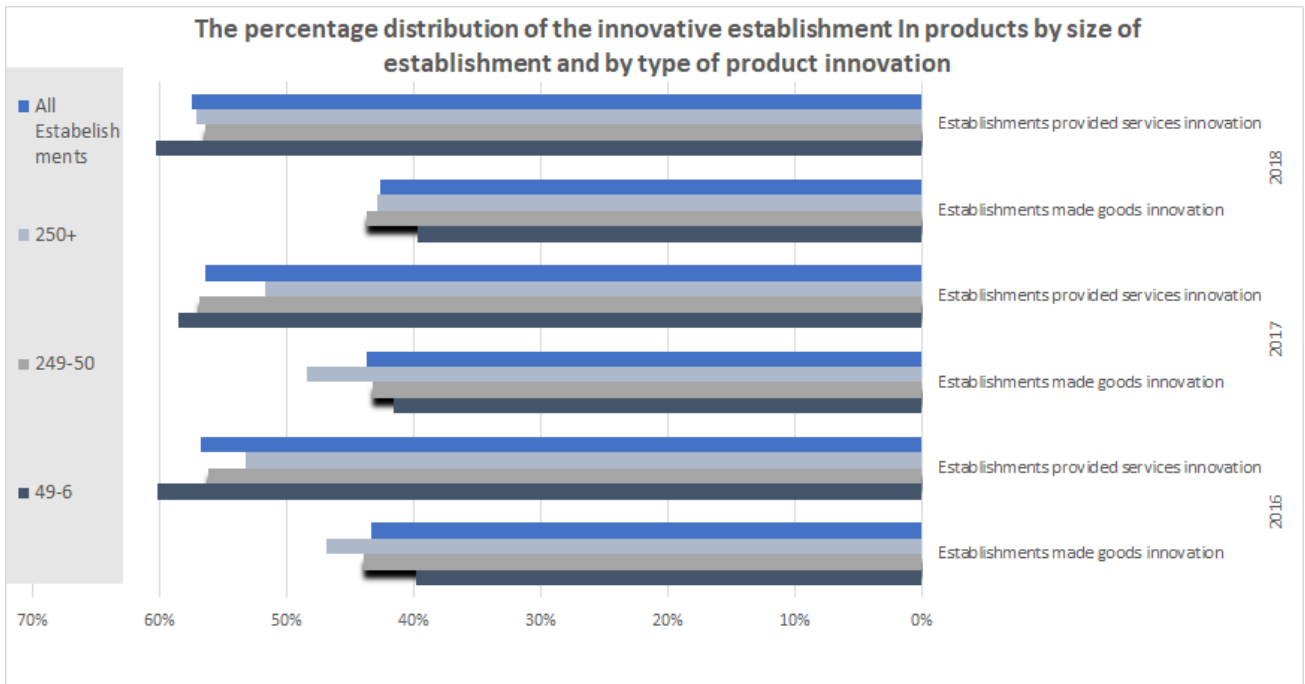


No	Size of Establishments	2018			2017			2016			حجم المنشأة	م
		Total	Establishments provided services innovation	Establishments made goods innovation	Total	Establishments provided services innovation	Establishments made goods innovation	Total	Establishments provided services innovation	Establishments made goods innovation		
		الجملة	قدمت المنشآت ابتكار الخدمات**	قدمت المنشآت ابتكار السلع*	الجملة	قدمت المنشآت ابتكار الخدمات**	قدمت المنشآت ابتكار السلع*	الجملة	قدمت المنشآت ابتكار الخدمات**	قدمت المنشآت ابتكار السلع		
1	49-6	100%	60%	40%	100%	59%	42%	100%	60%	40%	49-6	1
2	249-50	100%	56%	44%	100%	57%	43%	100%	56%	44%	249-50	2
3	250+	100%	57%	43%	100%	52%	48%	100%	53%	47%	250+	3
4	All Establishments	100%	57%	43%	100%	56%	44%	100%	57%	43%	جميع المنشآت	4

Source: GASTAT

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*سلع جديدة أو محسنة بشكل كبير لا يشمل إعادة البيع للمستهلك من خلال وسيط
**خدمات جديدة أو محسنة بشكل كبير





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Table 8

جدول 8



التوزيع النسبي للمنتجات المبتكرة في المنتجات حسب موقع و نوع الابتكار
The percentage distribution of the innovative establishment In products by place and by type of innovation

No	Statement	2018		2017		2016		البيان	م
		Innovative services	Innovative goods	Innovative services	Innovative goods	Innovative services	Innovative goods		
		خدمات مبتكرة	سلع مبتكرة	خدمات مبتكرة	سلع مبتكرة	خدمات مبتكرة	سلع مبتكرة		
1	Innovation Inside the establishment only	38%	40.5%	38%	39%	36.5%	42%	الابتكار داخل المنشأة فقط	1
2	Innovation in cooperation with other establishments or organizations	26%	21.9%	24%	24%	25.8%	23%	الابتكار بالتعاون مع منشآت أو منظمات أخرى	2
3	Innovation through other establishments or organizations	18%	17.6%	19%	17%	19.1%	17%	الابتكار من خلال منشآت أو منظمات أخرى	3
4	Innovation has been on goods or services developed from other establishments	18%	20.1%	19%	20%	18.6%	18%	الابتكار تم على سلع أو خدمات مطورة من منشآت أخرى	4
5	Total	100%	100%	100%	100%	100%	100%	الجملة	5

Source: GASTAT

المصدر: الهيئة العامة للإحصاء



The percentage distribution of the innovative establishment In products by place and by type of innovation





Table9

جدول ٩

نسبة المنشآت المبتكرة فى المنتجات بحسب موقع التسويق
The percentage of the Innovative establishment. In products by marketing location

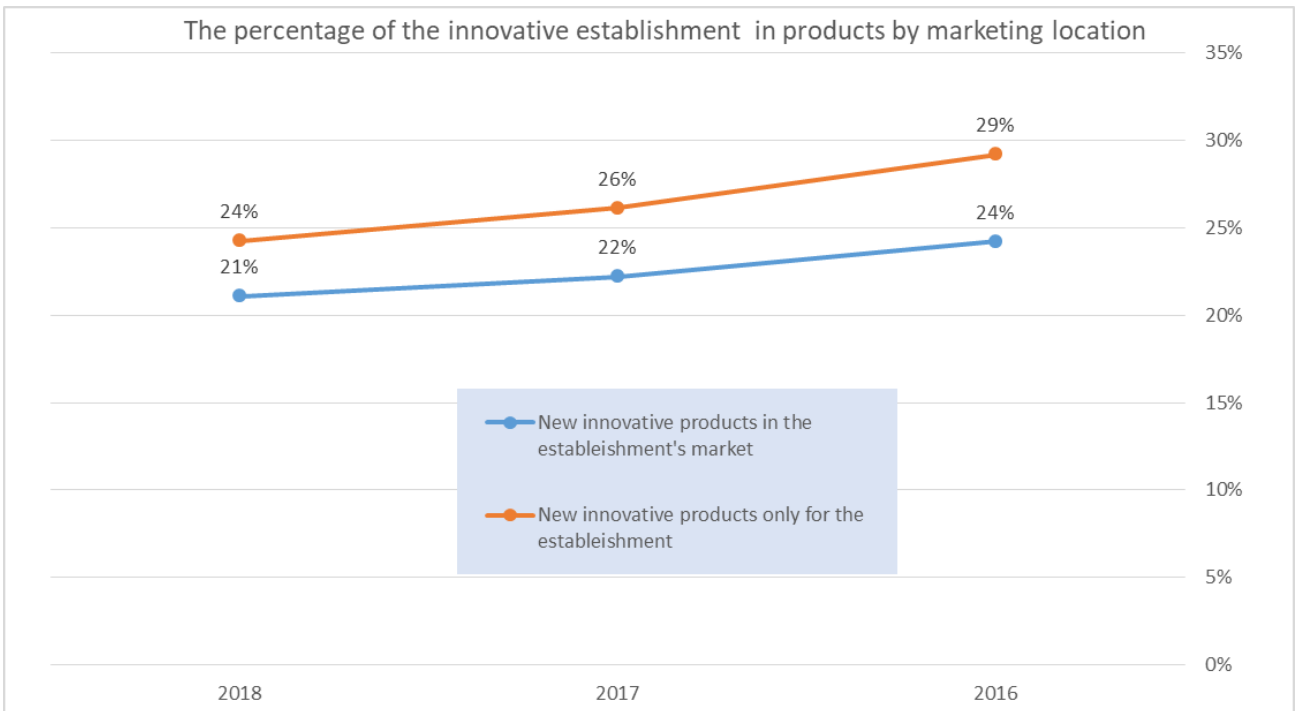


م	Statement	2018	2017	2016	البيان	م
1	New innovative products in the establishment's market	21%	22%	24%	المنتجات المبتكرة جديدة في السوق الخاص بالمنشأة*	1
2	New innovative products only for the establishment	24%	26%	29%	**المنتجات المبتكرة جديدة فقط للمنشأة	2

Source: GASTAT

المصدر: الهيئة العامة للإحصاء

* قدمت المنشأة منتجاً جديداً ومحسناً بشكل كبير في السوق قبل المنافسين (ربما يكون متاحاً بالفعل في الأسواق الأخرى).
** قدمت المنشأة منتجاً جديداً أو محسناً بشكل كبير كان متاحاً عند المنافسين في السوق.





Institutional Innovation Survey 2018

Table 10

جدول ١٠



مبيعات المنتجات المبتكرة حسب حجم المنشأة ونوع المنتج ٢٠١٨

Sales of innovative products by size of the establishment and type of product 2018

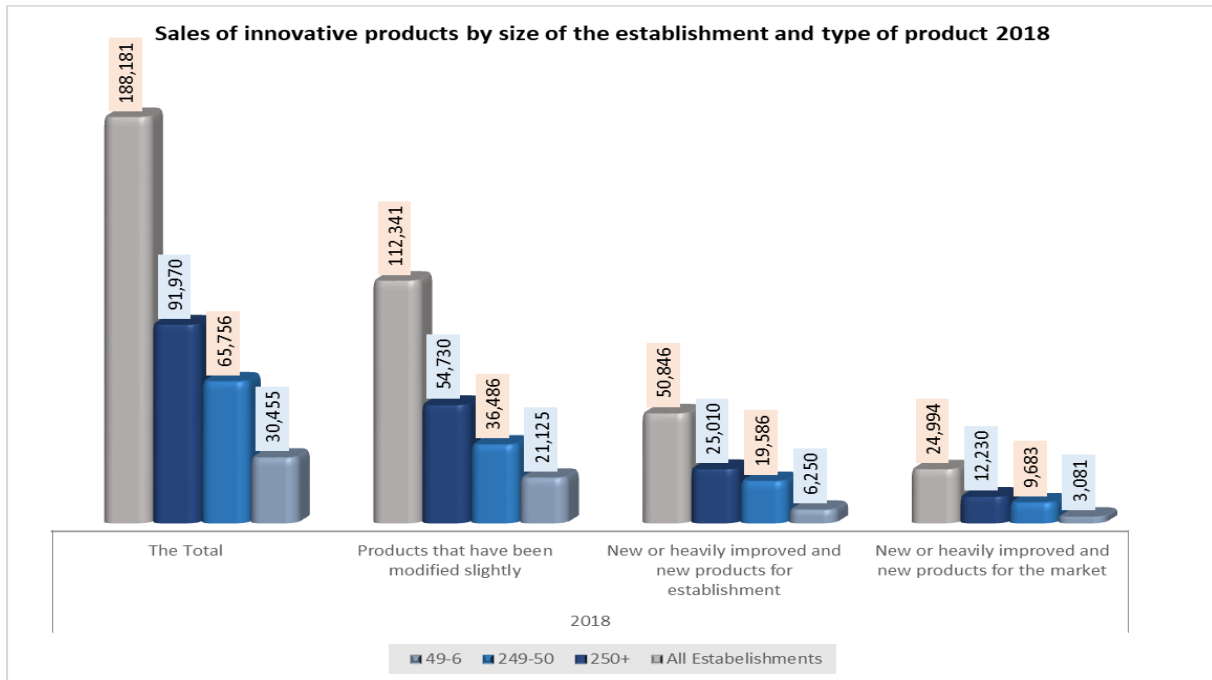
(Values in millions SR)

(القيم بملايين الريالات)

No	Size of Establishments	2018				حجم المنشأة	م
		The Total	Products that have been modified slightly	New or heavily improved and new products for establishment	New or heavily improved and new products for the market		
		الإجمالي	المنتجات التي لم تتغير أو تم تعديلها بشكل بسيط	المنتجات الجديدة أو المحسنة بشكل كبير وجديدة للمنشأة	المنتجات الجديدة أو المحسنة بشكل كبير وجديدة للسوق		
1	49-6	30,455	21,125	6,250	3,081	49-6	1
2	249-50	65,756	36,486	19,586	9,683	249-50	2
3	250+	91,970	54,730	25,010	12,230	250+	3
4	All Establishments	188,181	112,341	50,846	24,994	جميع المنشآت	4

Source: GASTAT

المصدر: الهيئة العامة للإحصاء





Institutional Innovation Survey 2018

Table 11

2018

الهيئة العامة للإحصاء
General Authority for Statistics

التوزيع النسبي للمنشآت المبتكرة في العمليات حسب الحجم ونوع الابتكار
The percentage distribution of the innovative establishments in operations by size of establishment and by type of innovation

No	Size of Establishment	2018				2017				2016				حجم المنشأة
		Total	Created new or significantly improved support activities for operations, such as maintenance systems, procurement, or accounting	New or significantly improved ways of logistics or delivery have been devised	New or significantly improved methods of manufacturing and production of goods or services have been devised	Total	Created new or significantly improved support activities for operations, such as maintenance systems, procurement, or accounting	New or significantly improved ways of logistics or delivery have been devised	New or significantly improved methods of manufacturing and production of goods or services have been devised	Total	Created new or significantly improved support activities for operations, such as maintenance systems, procurement, or accounting	New or significantly improved ways of logistics or delivery have been devised	New or significantly improved methods of manufacturing and production of goods or services have been devised	
		الجملة	أنشطة دعم مبتكرة جديدة أو محسنة بشكل كبير للعمليات، مثل أنظمة الصيانة أو عمليات الشراء أو المحاسبة	طرق مبتكرة جديدة أو محسنة بشكل كبير من الخدمات اللوجستية أو التسليم	طرق مبتكرة جديدة أو محسنة بشكل كبير للتصنيع و إنتاج السلع أو الخدمات	الجملة	أنشطة دعم مبتكرة جديدة أو محسنة بشكل كبير للعمليات، مثل أنظمة الصيانة أو عمليات الشراء أو المحاسبة	طرق مبتكرة جديدة أو محسنة بشكل كبير من الخدمات اللوجستية أو التسليم	طرق مبتكرة جديدة أو محسنة بشكل كبير للتصنيع و إنتاج السلع أو الخدمات	الجملة	أنشطة دعم مبتكرة جديدة أو محسنة بشكل كبير للعمليات، مثل أنظمة الصيانة أو عمليات الشراء أو المحاسبة	طرق مبتكرة جديدة أو محسنة بشكل كبير من الخدمات اللوجستية أو التسليم	طرق مبتكرة جديدة أو محسنة بشكل كبير للتصنيع و إنتاج السلع أو الخدمات	
1	49-6	100%	32%	32%	36%	100%	34%	31%	36%	100%	36%	31%	33%	49-6
2	249-50	100%	34%	34%	32%	100%	35%	33%	32%	100%	33%	35%	32%	249-50
3	250+	100%	35%	34%	31%	100%	31%	36%	33%	100%	35%	30%	27%	250+
4	All Establishments	100%	34%	34%	33%	100%	34%	33%	33%	100%	34%	34%	32%	جميع المنشآت

Source: SAISTAT

المصدر: الهيئة العامة للإحصاء

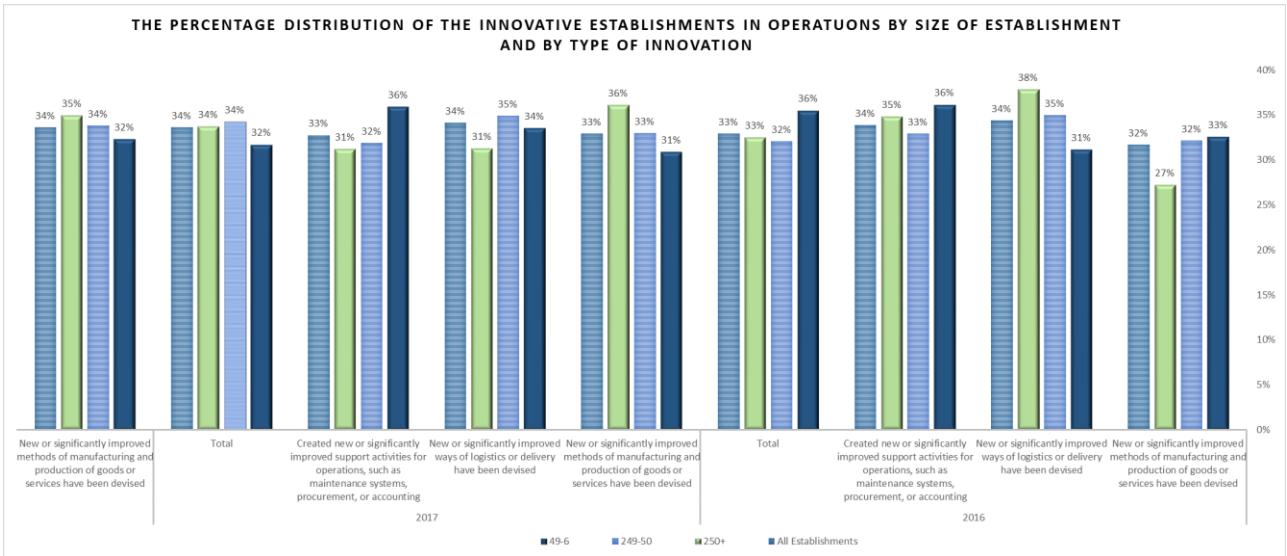




Table12

جدول ١٢

الهيئة العامة للإحصاء
General Authority for Statistics



التوزيع النسبي للمنشآت المبتكرة في العمليات حسب موقع مكان
The percentage distribution of the innovative establishments In operations by place of innovation

No	Statement	2018	2017	2016	البيان	م
1	Innovation Inside the establishments only	33%	32.6%	35%	الابتكار داخل المنشأة فقط	1
2	Innovation in cooperation with other establishments or organizations	25%	25.7%	24%	الابتكار بالتعاون مع منشآت أو منظمات أخرى	2
3	Innovation through other establishments or organizations	20%	20.1%	21%	الابتكار من خلال منشآت أو منظمات أخرى	3
4	Innovation has been on operations developed from other establishments	22%	21.7%	20%	الابتكار تم على عمليات مطورة من منشآت أخرى	4
5	Total	100%	100%	100%	الجملة	5

Source:GASTAT

المصدر: الهيئة العامة للإحصاء





Institutional Innovation Survey 2018

Table 13

١٢

الهيئة العامة للإحصاء
General Authority for Statistics

التوزيع النسبي للمنتشات المبتكرة في التنظيم حسب حجم المنشأة ونوع الابتكار في التنظيم
The percentage distribution of the innovative establishments in organization by size of establishment and by type of organization innovation

No	Size of Establishment	2010			2017			2016			حجم المنشأة	م			
		Total	New ways or tools to organize external relations with other establishments or government organizations	New methods or tools for organizing work responsibilities and decision making	Apply new business practices to organize procedures	Total	New ways or tools to organize external relations with other establishments or government organizations	New methods or tools for organizing work responsibilities and decision making	Apply new business practices to organize procedures	Total			New ways or tools to organize external relations with other establishments or government organizations	New methods or tools for organizing work responsibilities and decision making	Apply new business practices to organize procedures
		الجملة	طرق أو أدوات جديدة لتنظيم العلاقات الخارجية مع المنشآت الأخرى أو المنظمات الحكومية***	طرق أو أدوات جديدة لتنظيم مستويات العمل واتخاذ القرار**	تطبيق ممارسات الأعمال الجديدة لتنظيم الإجراءات*	الجملة	طرق أو أدوات جديدة لتنظيم العلاقات الخارجية مع المنشآت الأخرى أو المنظمات الحكومية***	طرق أو أدوات جديدة لتنظيم مستويات العمل واتخاذ القرار**	تطبيق ممارسات الأعمال الجديدة لتنظيم الإجراءات*	الجملة	طرق أو أدوات جديدة لتنظيم العلاقات الخارجية مع المنشآت الأخرى أو المنظمات الحكومية***	طرق أو أدوات جديدة لتنظيم مستويات العمل واتخاذ القرار**	تطبيق ممارسات الأعمال الجديدة لتنظيم الإجراءات*		
1	49-6	100%	32%	35%	33%	100%	36%	34%	30%	100%	36%	35%	29%	49-6	1
2	249-50	100%	30%	37%	33%	100%	31%	35%	34%	100%	31%	35%	34%	249-50	2
3	250+	100%	32%	30%	30%	100%	34%	37%	29%	100%	34%	44%	23%	250+	3
4	All Establishment	100%	31%	36%	33%	100%	32%	35%	32%	100%	32%	36%	32%	جميع المنشآت	4

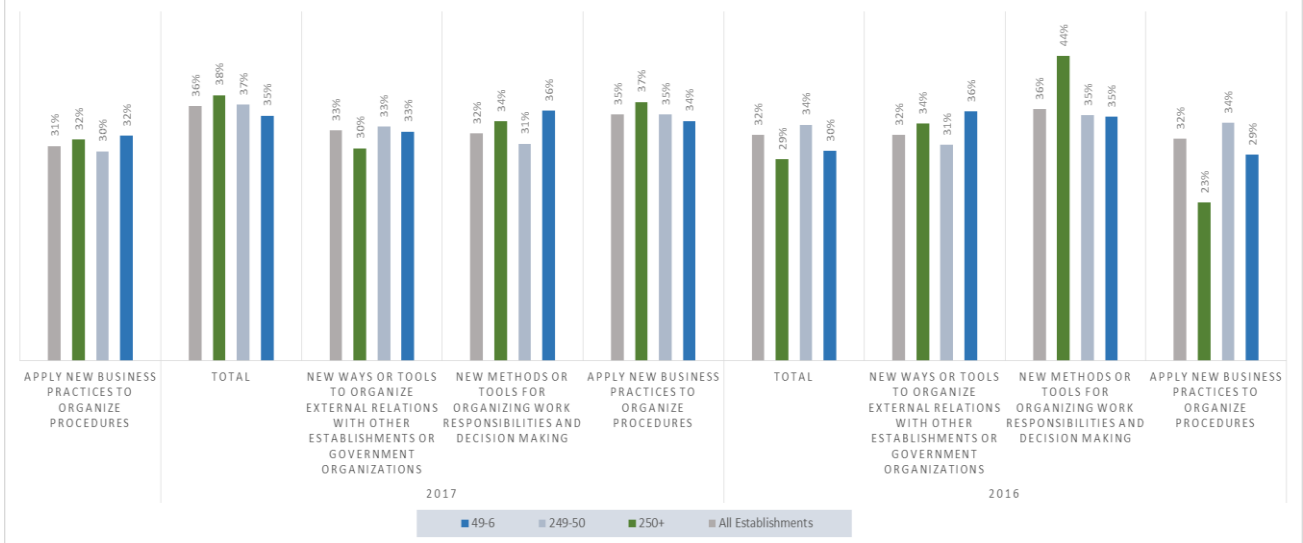
Source: GACTAT

المصدر: الهيئة العامة للإحصاء

* مثل الاستخدام الأول لإدارة سلسلة التوريد وإعادة هيكلة الأعمال ووزارة المعرفة ووزارة الجديدة وغيرها
 ** استخدام الأثر فقط لجذب جيل مسؤوليات الموظفين والعمل الجماعي والتفكيرية والتكامل أو عدم تكامل الإجراءات وأنظمة التعليم/التدريب وغيرها
 *** مثل استخدام الأول لتجارب أو الشركات أو التعاقد أو غيرها من الطرق



THE PERCENTAGE DISTRIBUTION OF THE INNOVATIVE ESTABLISHMENTS IN ORGANIZATION BY SIZE OF ESTABLISHMENT AND BY TYPE OF ORGANIZATION INNOVATION





Institutional Innovation Survey 2018

Table 14



التوزيع النسبي للمنشآت المبتكرة في التسويق حسب حجم المنشأة و نوع الابتكار في التسويق
The percentage distribution of the innovative establishments in marketing by size of establishment and by type of marketing innovation

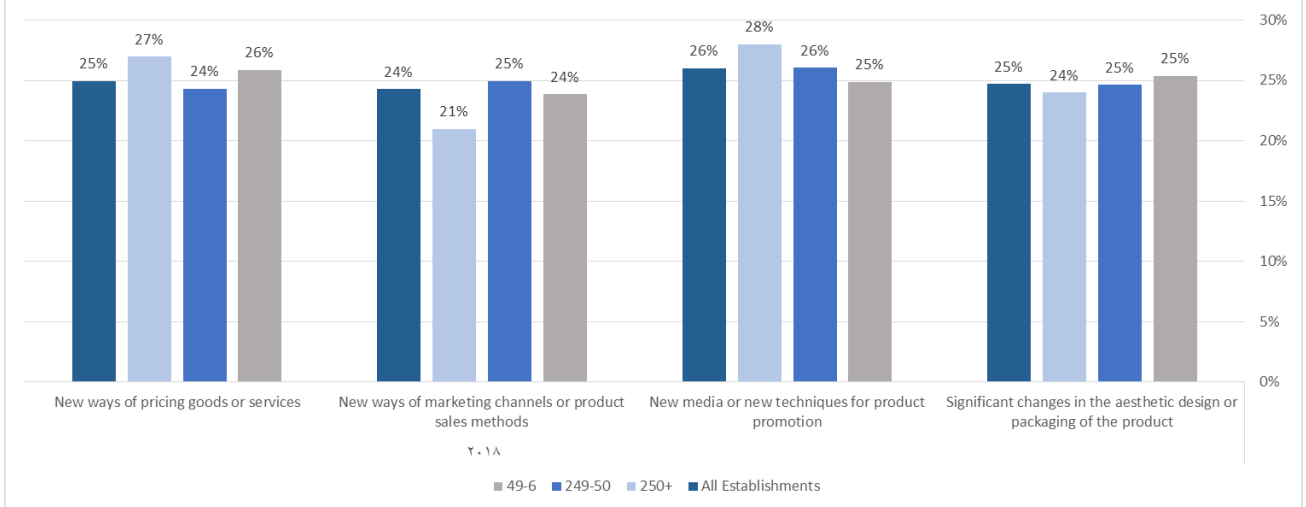
م	Size of Establishment	2018					2017					2016					حجم المنشأة	م
		Total	New ways of pricing goods or services	New ways of marketing channels or product sales methods	New media or new techniques for product promotion	Significant changes in the aesthetic design or packaging of the product	Total	New ways of pricing goods or services	New ways of marketing channels or product sales methods	New media or new techniques for product promotion	Significant changes in the aesthetic design or packaging of the product	Total	New ways of pricing goods or services	New ways of marketing channels or product sales methods	New media or new techniques for product promotion	Significant changes in the aesthetic design or packaging of the product		
		الخطه	طرق جديدة لتسويق السلع أو الخدمات***	طرق جديدة لشوات تسويق أو مبيعات المنتج***	وسائط جديدة أو تقنيات جديدة لترويج المنتج**	تغيرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج*	الخطه	طرق جديدة لتسويق السلع أو الخدمات***	طرق جديدة لشوات تسويق مبيعات المنتج***	وسائط جديدة أو تقنيات جديدة لترويج المنتج**	تغيرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج*	الخطه	طرق جديدة لتسويق السلع أو الخدمات***	طرق جديدة لشوات تسويق مبيعات المنتج***	وسائط جديدة أو تقنيات جديدة لترويج المنتج**	تغيرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج*		
1	49-6	100%	26%	24%	25%	25%	100%	26%	25%	25%	24%	100%	20%	25%	25%	22%	49-6	1
2	249-50	100%	24%	25%	26%	25%	100%	24%	24%	26%	25%	100%	24.9%	24.5%	26.2%	24.5%	249-50	2
3	250+	100%	27%	21%	20%	24%	100%	31%	20%	29%	20%	100%	26.0%	23.9%	29.6%	19.7%	250+	3
4	All Establishments	100%	25%	24%	26%	25%	100%	25%	24%	26%	25%	100%	26%	24%	26%	24%	جميع المنشآت	4

Source: ICASTAT

*تغييرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج
**تغييرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج
***تغييرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج
****تغييرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج
*****تغييرات بارزة في التصميم الجمالي أو التغليف الخاص بالمنتج



The percentage distribution of the innovative establishments in marketing by size of establishment and by type of marketing innovation for 2018





Institutional Innovation Survey 2018

Table 15

جول ١٥



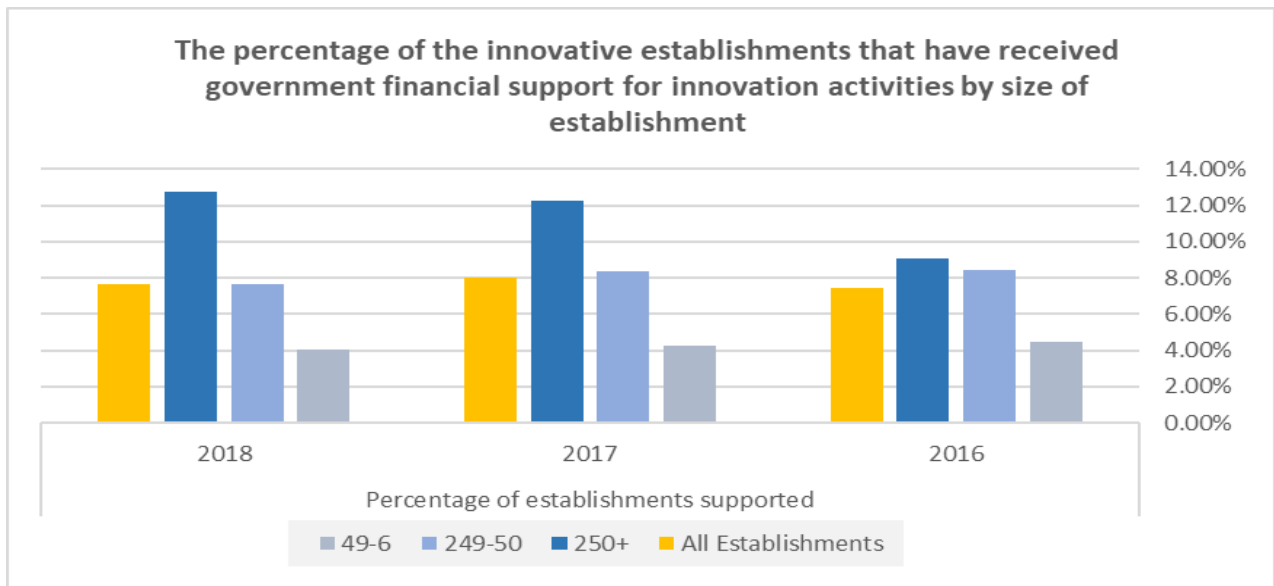
نسب المنشآت المبتكرة التي حصلت على دعم مالي حكومي لأنشطة الابتكار حسب حجم المنشأة

The percentage of the innovative establishments that have received government financial support for innovation activities by size of establishment

No	Size of Establishment	that have received support			حجم المنشأة	م
		نسبة المنشآت المدعومة				
		2018	2017	2016		
1	49-6	4.02%	4.29%	4.50%	49-6	1
2	249-50	7.66%	8.37%	8.44%	249-50	2
3	250+	12.77%	12.22%	9.09%	250+	3
4	All Establishments	7.62%	7.97%	7.47%	جميع المنشآت	4

Source: GASTAT

المصدر: الهيئة العامة للإحصاء





Institutional Innovation Survey 2018

Table16

جدول ١٦

التوزيع النسبي للمنشآت المتعاونة في الابتكارات حسب نوع و موقع الشريك في التعاون لعام ٢٠١٨
The percentage distribution of establishments cooperating in innovations by type and location of partner in cooperation



No	Type of partner in cooperation	Total	All non-Gulf countries	Gulf States	Saudi Arabia	نوع الشريك في التعاون	م
		الجملة	جميع الدول غير الخليجية	دول الخليج	السعودية		
1	Other enterprises within your enterprise group	100%	22%	6%	72%	شركة أخرى ضمن مجموعة الشركات التابعة لها المنشأة	1
2	Suppliers of equipment, materials, ingredient or programs	100%	21%	10%	69%	موردى المعدات أو المواد أو المكونات أو البرامج	2
3	Consultants or commercial labs incl. private research institutes	100%	30%	4%	66%	الاستشاريين أو المختبرات التجارية ومعاهد البحوث الخاصة	3
4	Clients from the private sector	100%	25%	5%	70%	عملاء من القطاع الخاص	4
5	Competitors or other establishments in the establishment's private sector	100%	19%	12%	69%	المنافسين أو المنشآت الأخرى في القطاع الخاص بالمنشأة	5
6	Government or public research institutes, universities or any higher education institutes	100%	24%	5%	71%	مؤسسات حكومية* أو المؤسسات البحثية العامة والجامعات أو غيرها من مؤسسات التعليم العالي	6

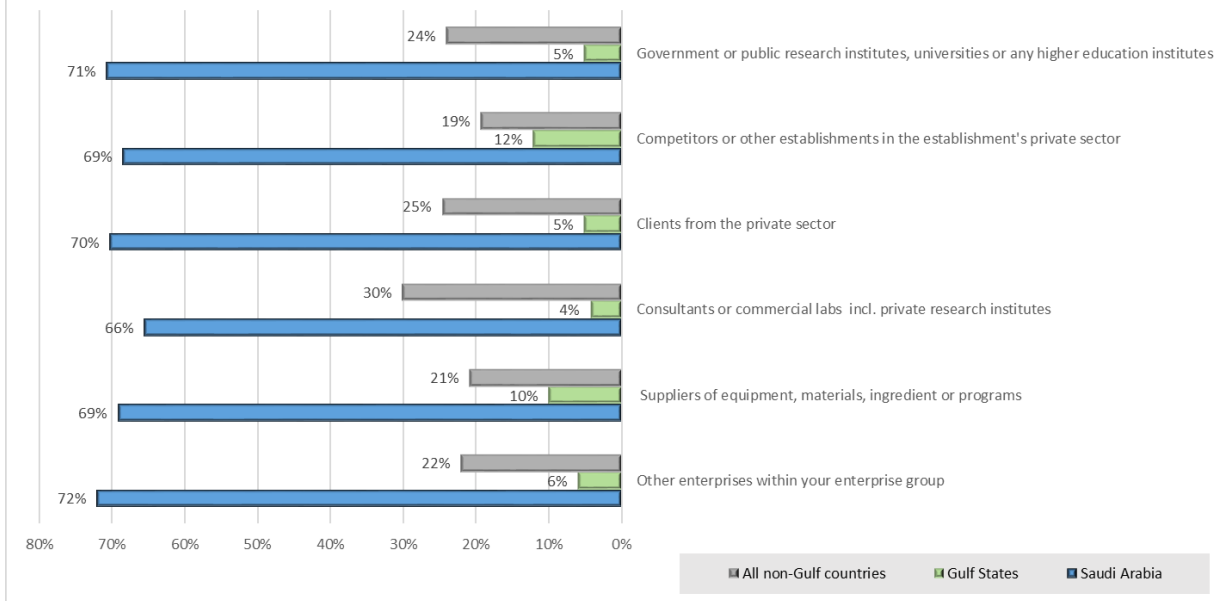
Source:GASTAT

المصدر: الهيئة العامة للإحصاء

*يشمل القطاع العام والمنظمات المملوكة للحكومة مثل الإدارات والوكالات المحلية والإقليمية والوطنية والمدارس والمستشفيات ومقدمي الخدمات الحكومية مثل الأمن والنقل والإسكان والطاقة وما إلى ذلك .



The percentage distribution of establishments cooperating in innovations by type and location of partner in cooperation





Institutional Innovation Survey 2018

Table 17

التوزيع النسبي للأنظمة التي ساهمت في دعم الابتكار للمنشآت

The percentage distribution of systems that have contributed to the innovation of establishments



No	Systems	2018				2017				2016				الأنظمة	م
		Total	Do not know	Did not Help	Helped	Total	Do not know	Did not Help	Helped	Total	Do not know	Did not Help	Helped		
		الجملة	لا أعلم	لم تساعد	ساعدت	الجملة	لا أعلم	لم تساعد	ساعدت	الجملة	لا أعلم	لم تساعد	ساعدت		
1	Competition Policy	100%	32%	21%	47%	100%	33%	22%	45%	100%	34%	23%	43%	سياسة المنافسة	1
2	Intellectual Property Rights System	100%	47%	23%	30%	100%	47%	24%	29%	100%	48%	23%	29%	نظام حقوق الملكية الفكرية	2
3	Government support	100%	43%	27%	31%	100%	43%	27%	30%	100%	44%	27%	29%	الدعم الحكومي	3

Source: GASTAT

لمصدر: الهيئة العامة للإحصاء



The percentage distribution of systems that have contributed to the innovation of establishments

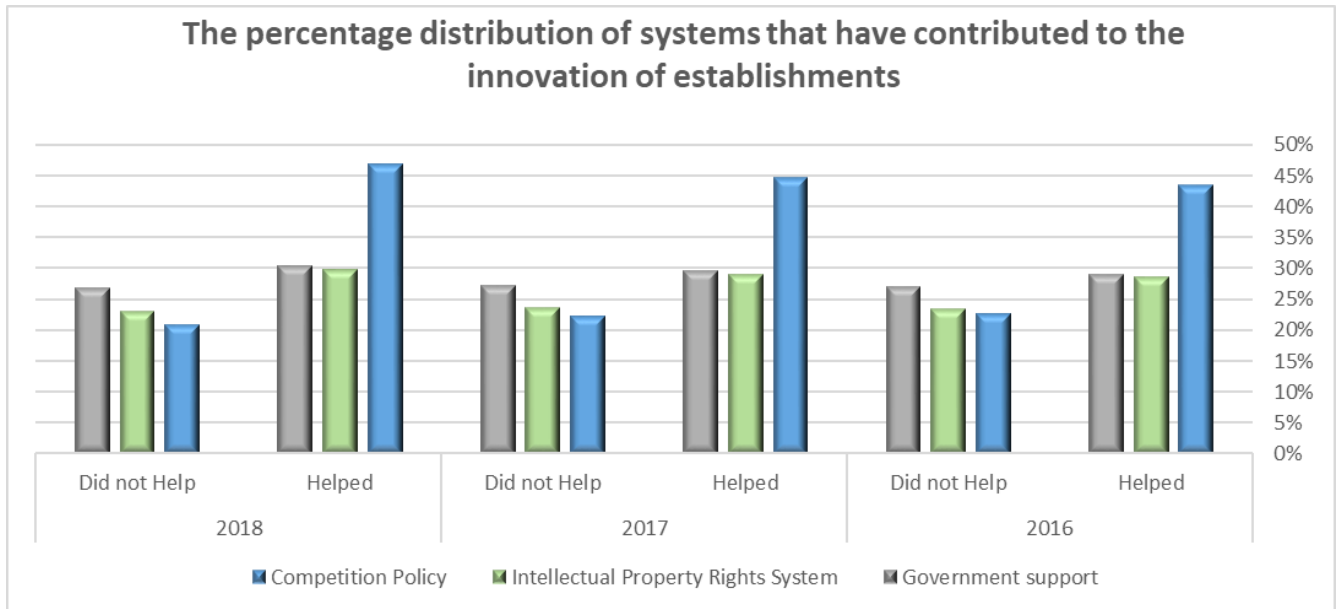




Table 18

جدول 18



التوزيع النسبي للعوامل التي ساعدت المنشآت على الابتكار أو قرار الابتكار The percentage distribution of the factors that helped establishments to innovate or Innovation decision

No	Factors	2018				2017				2016				العوامل	م
		Total	Do not know	Did not Help	Helped	Total	Do not know	Did not Help	Helped	Total	Do not know	Did not Help	Helped		
		الجملة	لا أعلم	لم تساعد	ساعدت	الجملة	لا أعلم	لم تساعد	ساعدت	الجملة	لا أعلم	لم تساعد	ساعدت		
1	Financing and costs related to innovation	100%	44.8%	26.6%	28.6%	100%	45%	27%	28%	100%	46%	27%	27%	التعبير والتكاليف المتعلقة بالابتكار*	1
2	Knowledge factors	100%	42%	22%	36%	100%	43%	22%	35%	100%	43.5%	22.3%	34.2%	عوامل المعرفة**	2
3	Market factors	100%	39%	27%	35%	100%	39%	27%	34%	100%	40%	27%	33%	عوامل السوق***	3

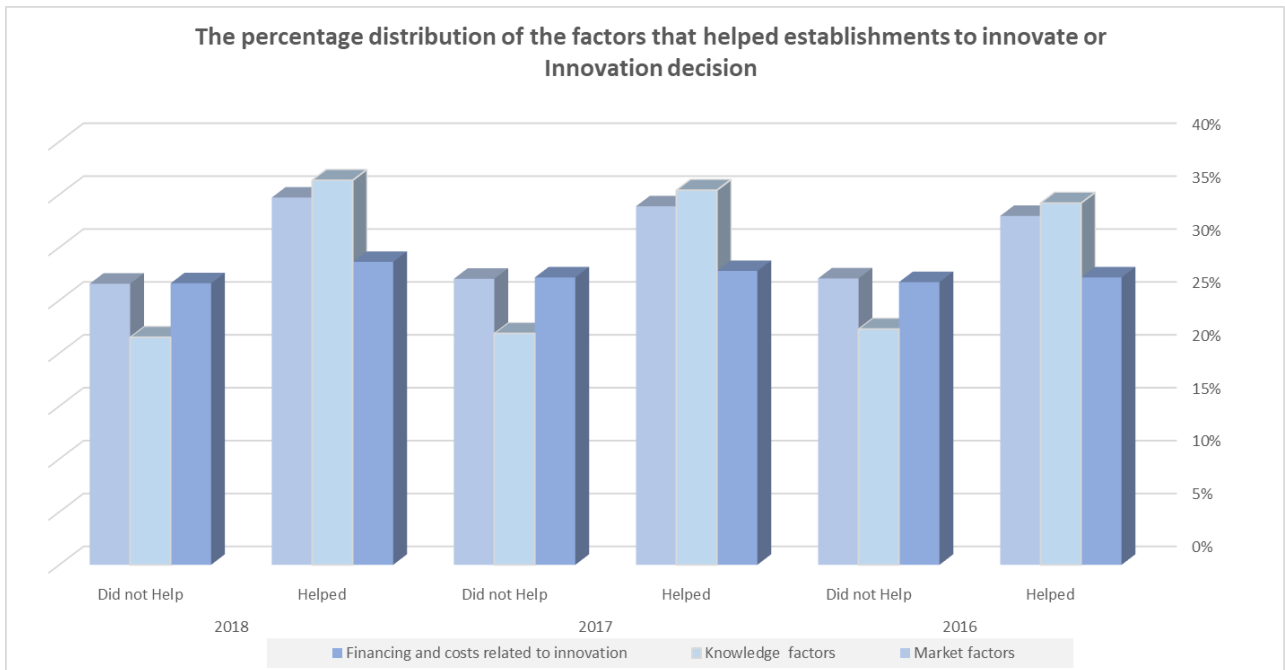
Source :GASTAT

المصدر: الهيئة العامة للإحصاء

* التمويل غير كافي أو تكلفة الابتكار عالية جداً سواء داخل المنشأة أو المجموعة أو من مصادر خارج المنشأة مثل المنح الحكومية أو الإعلانات.
** يشمل توغر الموظفين المؤهلين أو مصادر الخبرة؛ معلومات عن الأنواع؛ صعوبة في العثور على شركاء التعاون من أجل الابتكار.
*** مكل هيمنة الشركات القائمة على السوق؛ مستويات المنافسة.



The percentage distribution of the factors that helped establishments to innovate or Innovation decision





Institutional Innovation Survey 2018

Table 19

جدول ١٩



التوزيع النسبي للمنشآت المبتكرة حسب حجم المنشأة و نوع الاجراء الخاص بحقوق الملكية الفكرية

The percentage distribution of the innovative establishments by size of establishment and type of procedure on intellectual property rights

No	Size of Establishment	2018			2017			2016			حجم المنشأة	م
		Trademark registration	Registering a patent for an industrial design	Applying for a patent	Trademark registration	Registering a patent for an industrial design	Applying for a patent	Trademark registration	Registering a patent for an industrial design	Applying for a patent		
		تسجيل علامة تجارية	تسجيل حق براءة اختراع تصميم صناعي	التقدم بطلب للحصول على براءة اختراع	تسجيل علامة تجارية	تسجيل حق براءة اختراع تصميم صناعي	التقدم بطلب للحصول على براءة اختراع	تسجيل علامة تجارية	تسجيل حق براءة اختراع تصميم صناعي	التقدم بطلب للحصول على براءة اختراع		
1	49-6	1.2%	0.4%	0.4%	0.7%	0.2%	0.3%	0.8%	0.3%	0.4%	49-6	1
2	249-50	1.7%	0.7%	0.8%	1.5%	0.7%	0.7%	1.7%	0.6%	0.8%	249-50	2
3	250+	2.5%	1.3%	1.5%	2.4%	1.1%	1.5%	2.3%	1.1%	1.3%	250+	3
4	All Establishments	1.7%	0.7%	0.8%	1.5%	0.6%	0.7%	1.6%	0.6%	0.8%	جميع المنشآت	4

Source:GASTAT

لمصدر: الهيئة العامة للإحصاء



Table20

جدول ٢٠



حجم الانفاق على الابتكار حسب حجم المنشأة ونوع الانفاق

The volume of expenditure on innovation by the size of the establishment and the type of expenditure

(Values in millions SR)

(القيم بملايين الريالات)

No	Size of Establishment	2018					حجم المنشأة	م
		Total	Other expenses	Spending on training for innovative activities and other costs associated with innovation	Spending on acquiring existing knowledge from other establishments or organizations	Spending on acquiring machinery, equipment, software and buildings		
		الإجمالي	التفقات الأخرى	الانفاق على التدريب للأنشطة المبتكرة والتكاليف الأخرى المرتبطة بالابتكار	الانفاق على اكتساب المعرفة الموجودة من منشآت أو منظمات أخرى	الانفاق على اقتناء الآلات والمعدات والبرمجيات والمباني		
1	49-6	9,471	123	874	436	8,038	49-6	1
2	249-50	22,804	297	1,982	804	19,721	249-50	2
3	250+	31,913	420	3,386	1,243	26,864	250+	3
4	Total	64,188	839	6,242	2,484	54,623	الإجمالي	4

Source:GASTAT

لمصدر: الهيئة العامة للإحصاء

