

 **2** Congreso de la Industria de Canarias
CICAN 2024
Las Palmas de Gran Canaria, 30 y 31 octubre



Industria Canaria: Creando Futuro

“2025 - 2030: Una oportunidad histórica para industrializar Canarias”

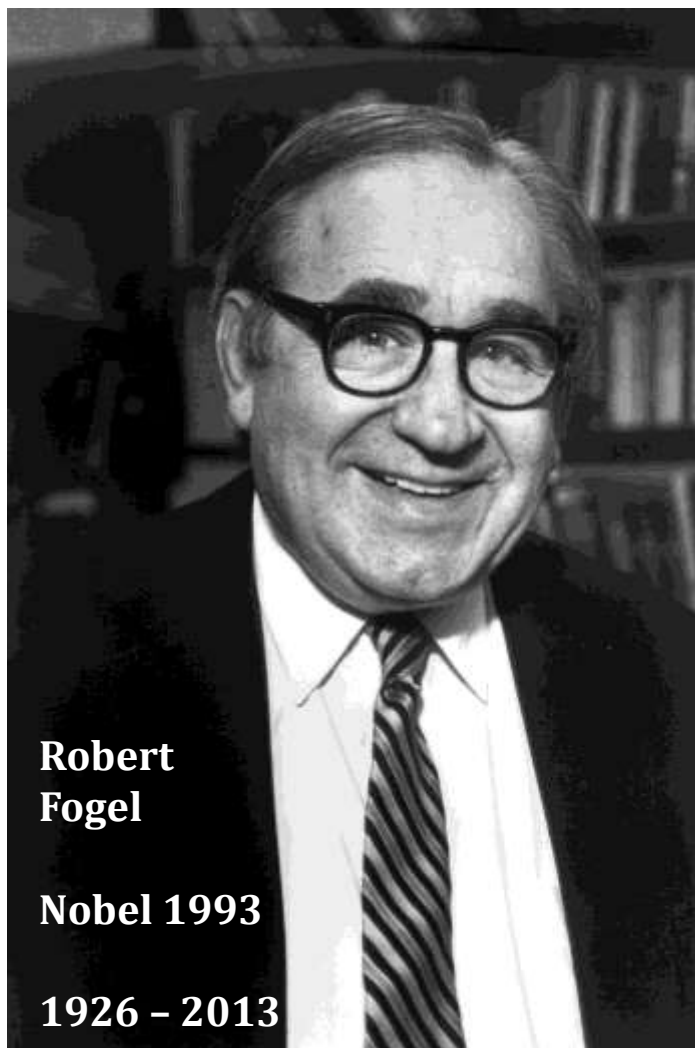
Guillermo Dorronsoró

Management Board Advisor, Zabala Innovation

Profesor Deusto Business School

[linkedin.com/in/guiller](https://www.linkedin.com/in/guiller)

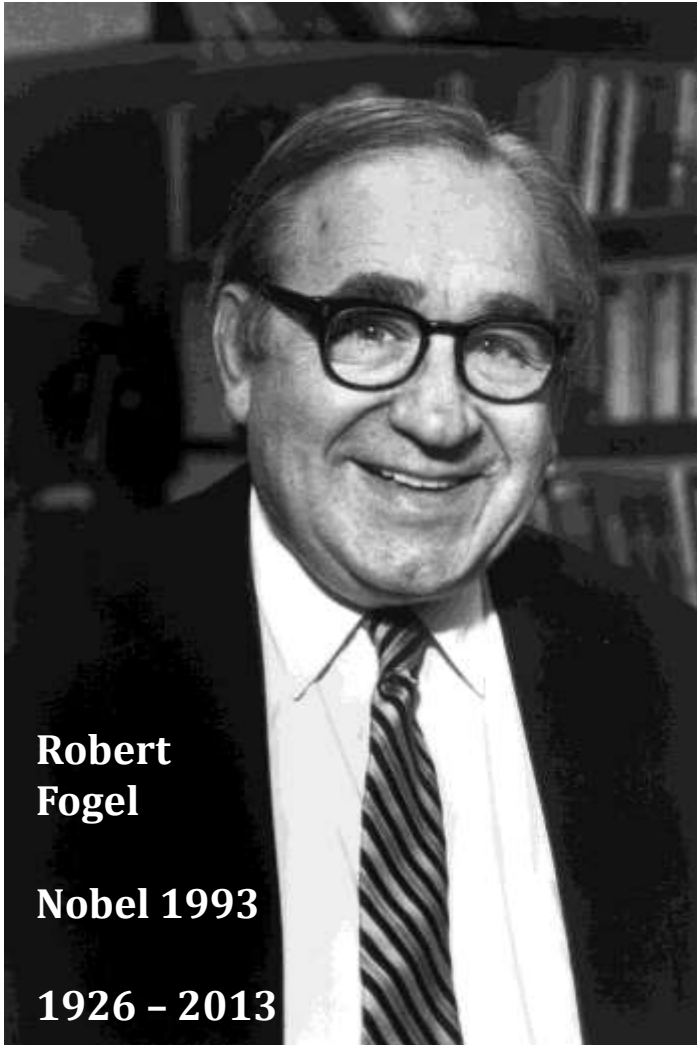
1 La máquina de la prosperidad



**Robert
Fogel**

Nobel 1993

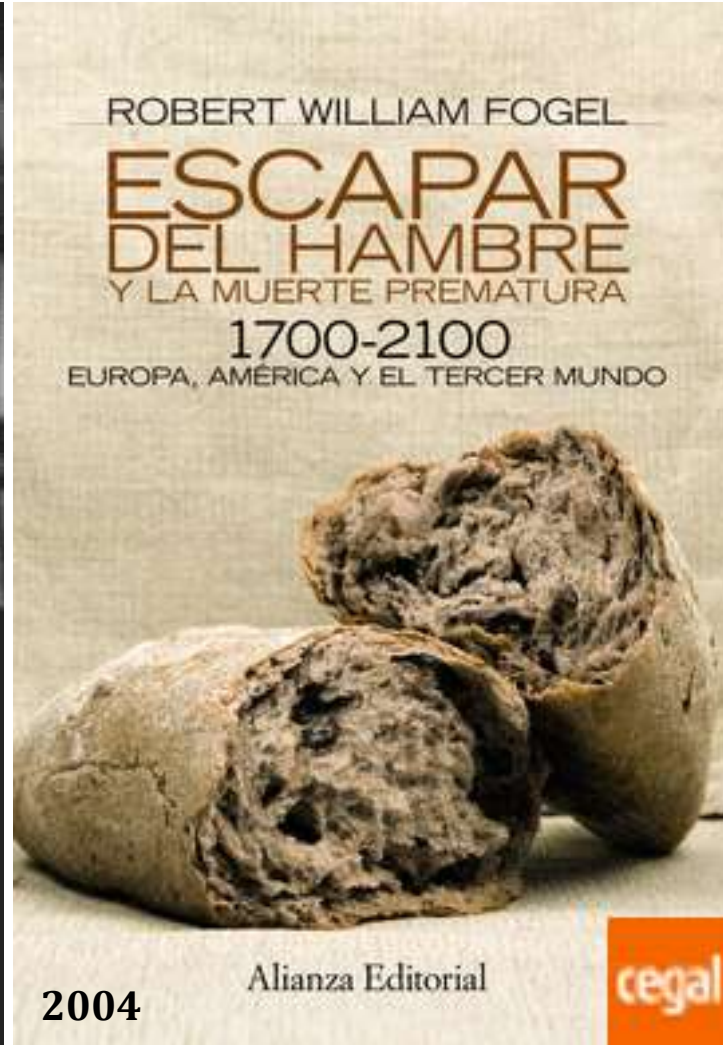
1926 - 2013



Robert Fogel

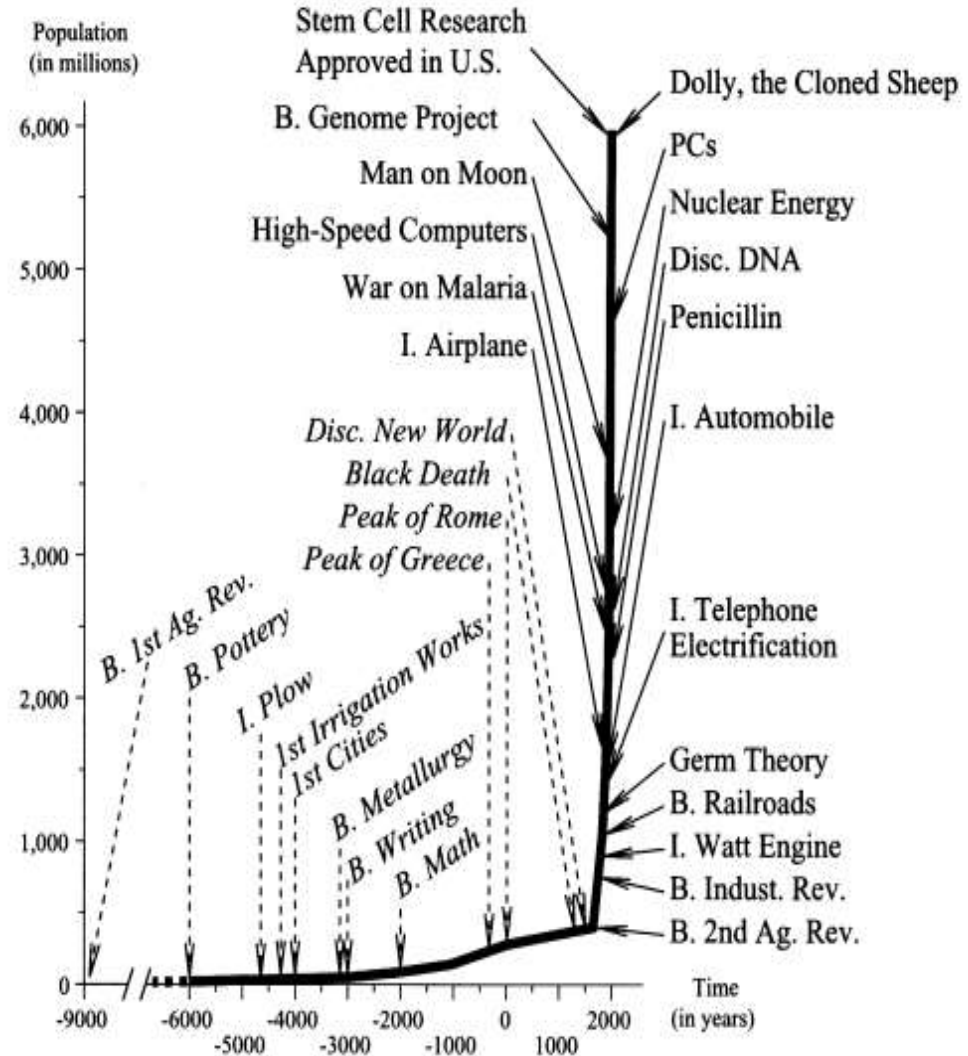
Nobel 1993

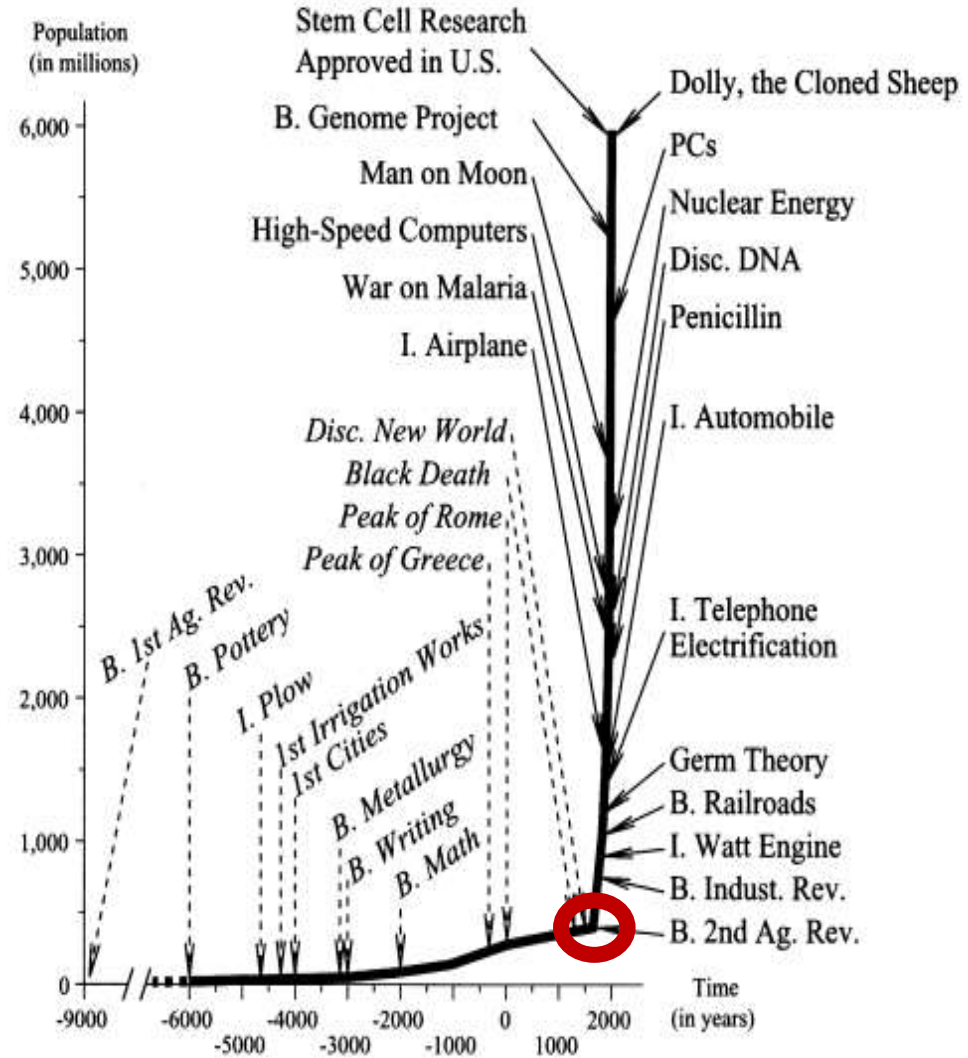
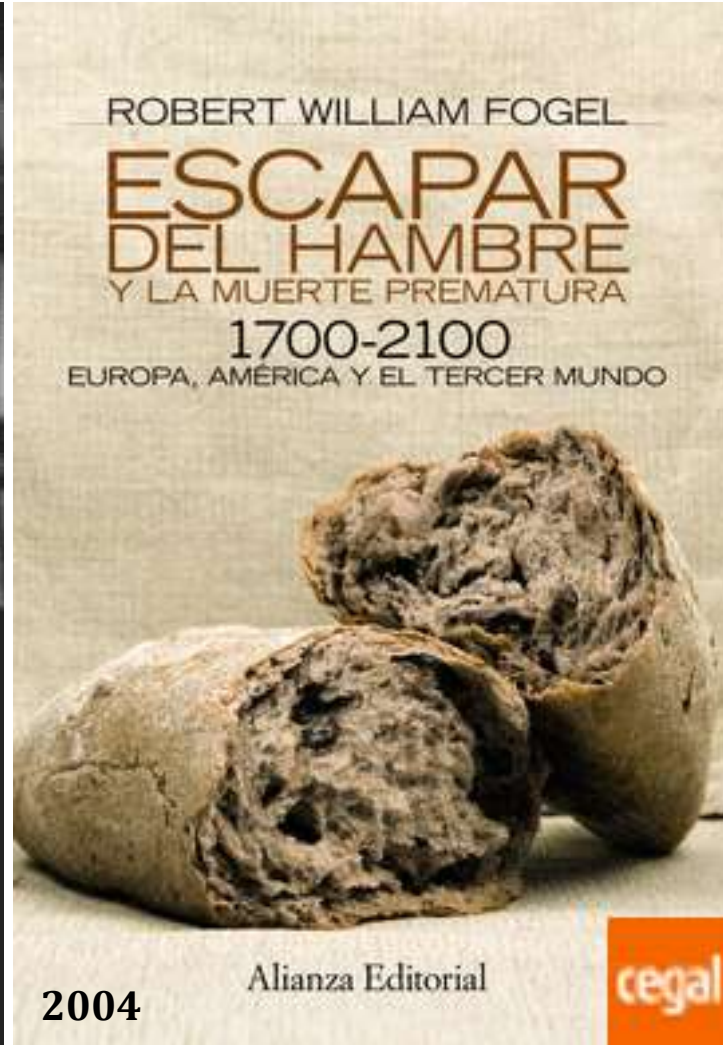
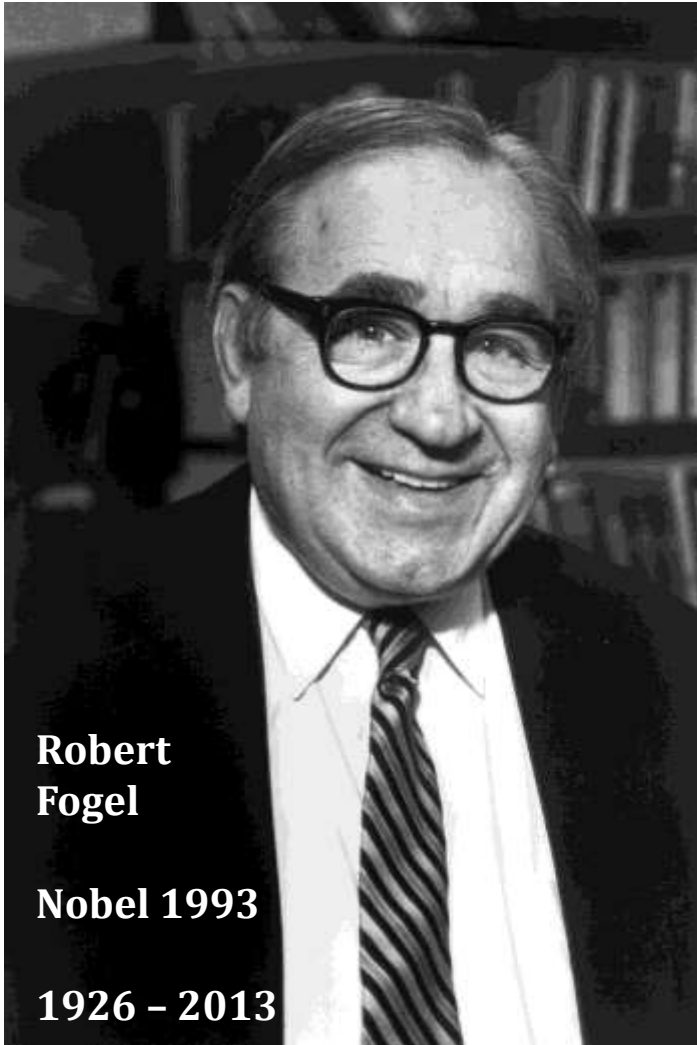
1926 - 2013



2004

Alianza Editorial



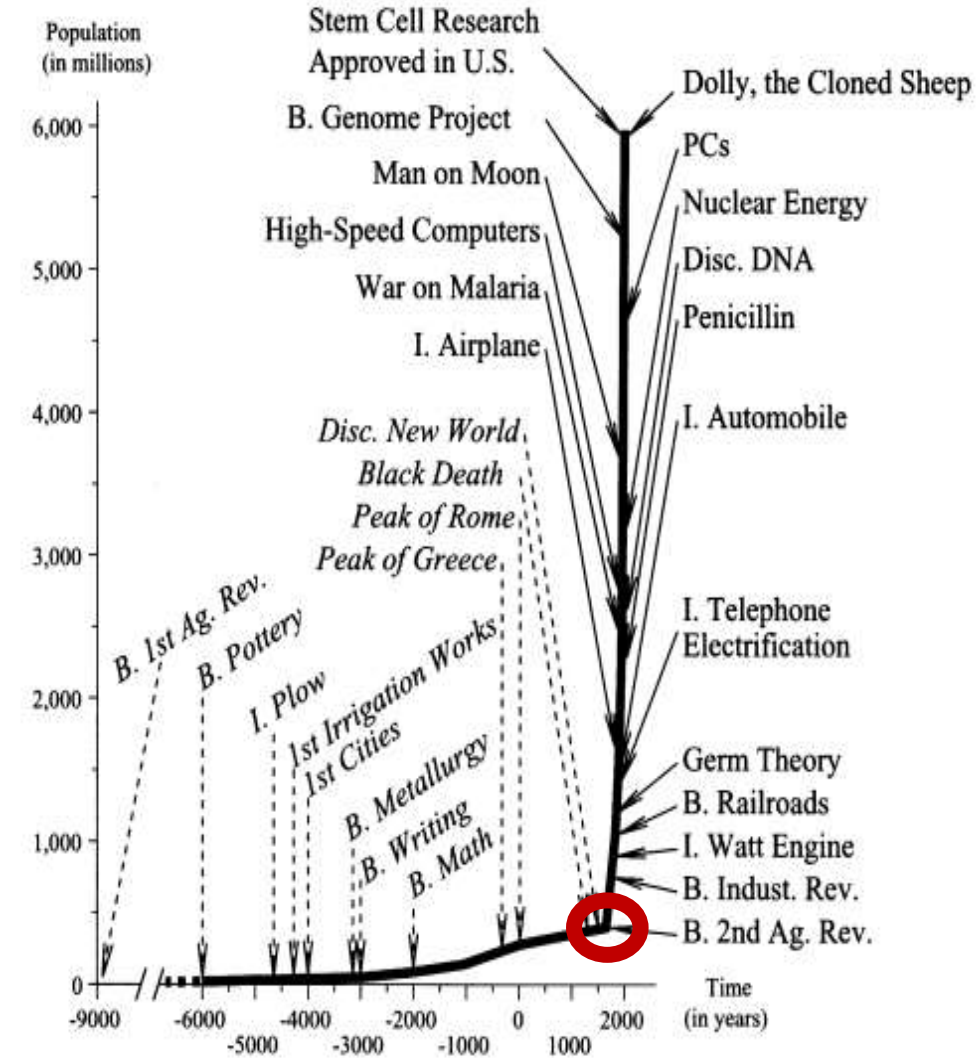


Edward Jenner



1776

From the health of the healthy boy about 1776, the purpose of Jenner's later experiments. The matter was taken from a cowpox sore on the hand of a young boy, who was infected by his mother's cow, and transmitted on the 14th May 1776, into the arm of the 8y. boy, one of two experienced inoculators, and about three quarters of an inch long, on the 7th day he complained of uneasiness in his stomach, on the 9th he became sick, with a little fever, but his appetite and heat, as well as his pulse, were perfectly well. The appearance, and progress of the inoculation, was a little different from that of the variolous matter, in a similar manner by variolous matter. The only difference, however, was that the edges appeared rather a darker hue, and that the inflammation spreading round the inoculation took on rather more of an vegetative look, than an ordinary form, when variolous matter has been made use of for the same purpose.



Edward Jenner

James Watt



1776

1776

From the health of my child, I have been led to the purpose of inoculating him with the matter of smallpox. The matter was taken from a suppurated sore on the hand of a young lady, who was infected by her mother's tears, and transmitted to the child May 1776, into the arms of the child, by means of two superficial incisions, and about three quarters of an inch long, on the 7th day he complained of uneasiness, and about three or four days after he had a slight fever, but his appetite and sleep were not affected. During the whole of this day he was perfectly well, and he had rather a cold, but no cough, and he was perfectly well. The appearance, and progress of the incisions to a state of maturation, were pretty much the same as those which in a similar manner by accident with the only difference, I perceived was that the edges appeared rather a darker hue, and that the inflammation spreading round the incisions took on rather more of an vegetative look, than an ordinary furuncle, when a vesicular matter has been made use of for the same purpose.

A.D. 1776 N° 248.

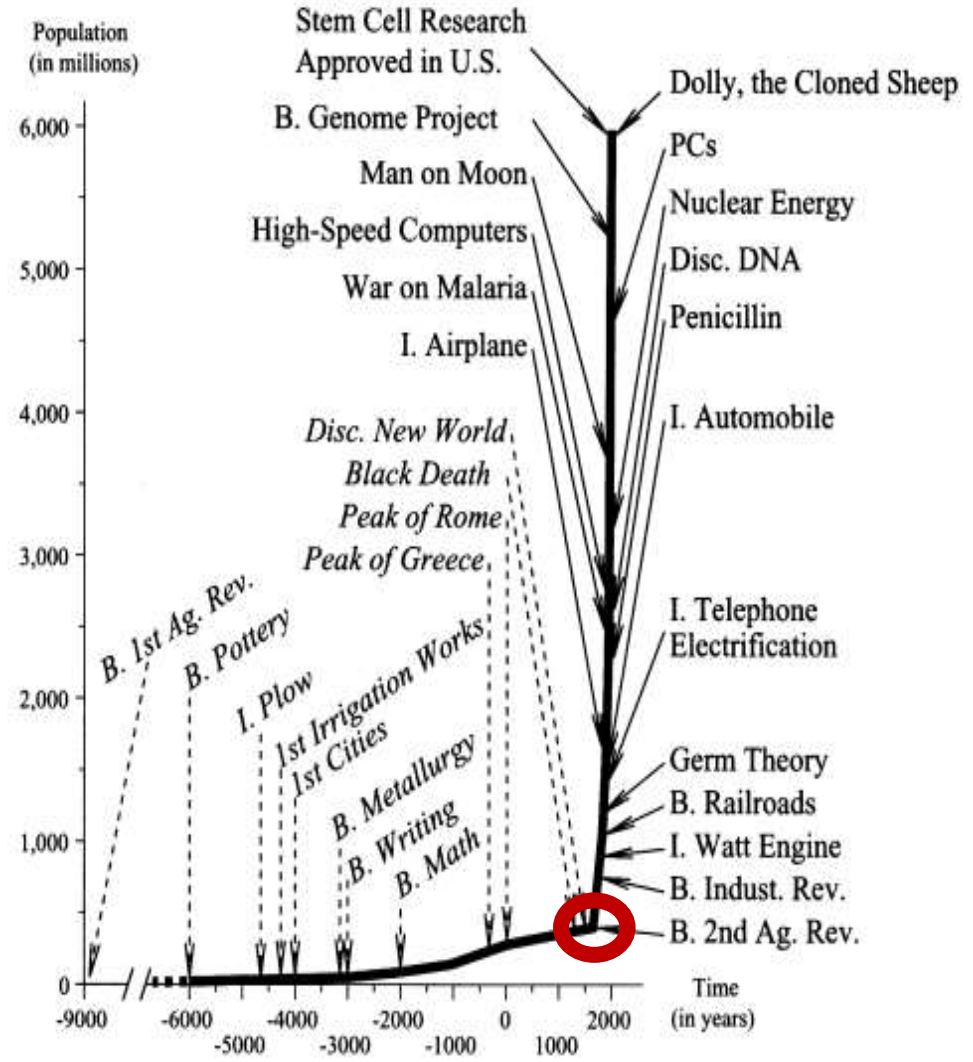
James Watt, Esq.

WATT'S IMPROVEMENT

TO ALL TO WHOM THESE PRESENTS SHALL COME, I, James Watt, of Glasgow, in Scotland, Merchant, send greeting.

WHEREAS It was Enacted by His Majesty King George the Third, by His Letters Patent under the Great Seal of Great Britain, bearing date the Fifth day of January, in the sixth year of His said Majesty's reign, did give and grant unto me, the said James Watt, His special license, full power, sole privilege and authority, that I, the said James Watt, my heirs, assigns, and assigns, should and lawfully might, during the term of years therein expressed, use, exercise, and vend, throughout that part of His Majesty's Kingdom of Great Britain called England, the Towns of Wales, and Towns of Berwick upon Tweed, and also in His Majesty's Colonies and Plantations abroad, my "NEW METHOD OR MANNER OF IMPROVING AND IMPROVED AND IMPROVING AND IMPROVED" in which said recited Letters Patent is contained a proviso obliging me, the said James Watt, by writing under my hand and seal, to cause a particular description of the nature of the said Invention to be inserted in His Majesty's High Court of Chancery within four calendar months after the date of the said recited Letters Patent, as is and by the said Letters Patent, and the Statute in that behalf made, relation being thereunto respectively had, may more at large appear.

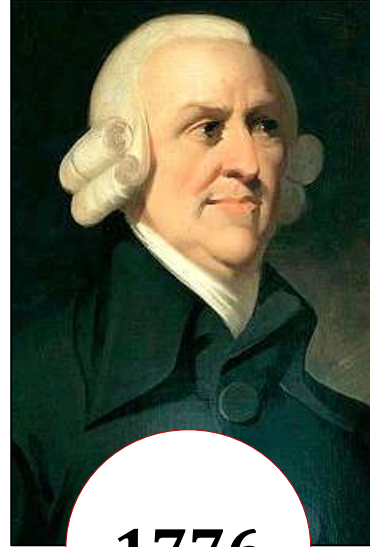
NOW KNOW YE, that in compliance with the said proviso, and in pursuance of the said Statute, I, the said James Watt, do hereby declare that the



Edward Jenner

James Watt

Adam Smith



1776

1776

1776

From the health of my child, I have been led to the purpose of inoculating him with the matter of a young child who was infected by the smallpox virus and recovered on the 14th of May 1776, into the arms of the 1793, by means of two superficial incisions, and about three quarters of an inch long. On the 7th day he complained of uneasiness, and about three or four days afterwards he had a slight fever, but during the whole of this day he was perfectly well. It had rather a red face, but no cough, and he was perfectly well. The appearance, and progress of the incisions to a state of maturation, were pretty much the same as those which in a similar manner by accident with the only difference, I perceived was that the edges appeared rather a darker hue, and that the inflammation spreading round the incisions took on rather more of a vegetative look, than an ordinary furuncle. When the incisions were healed, he made use of for the same purpose.

AD. 1776. N° 248.

James Watt, Ac.

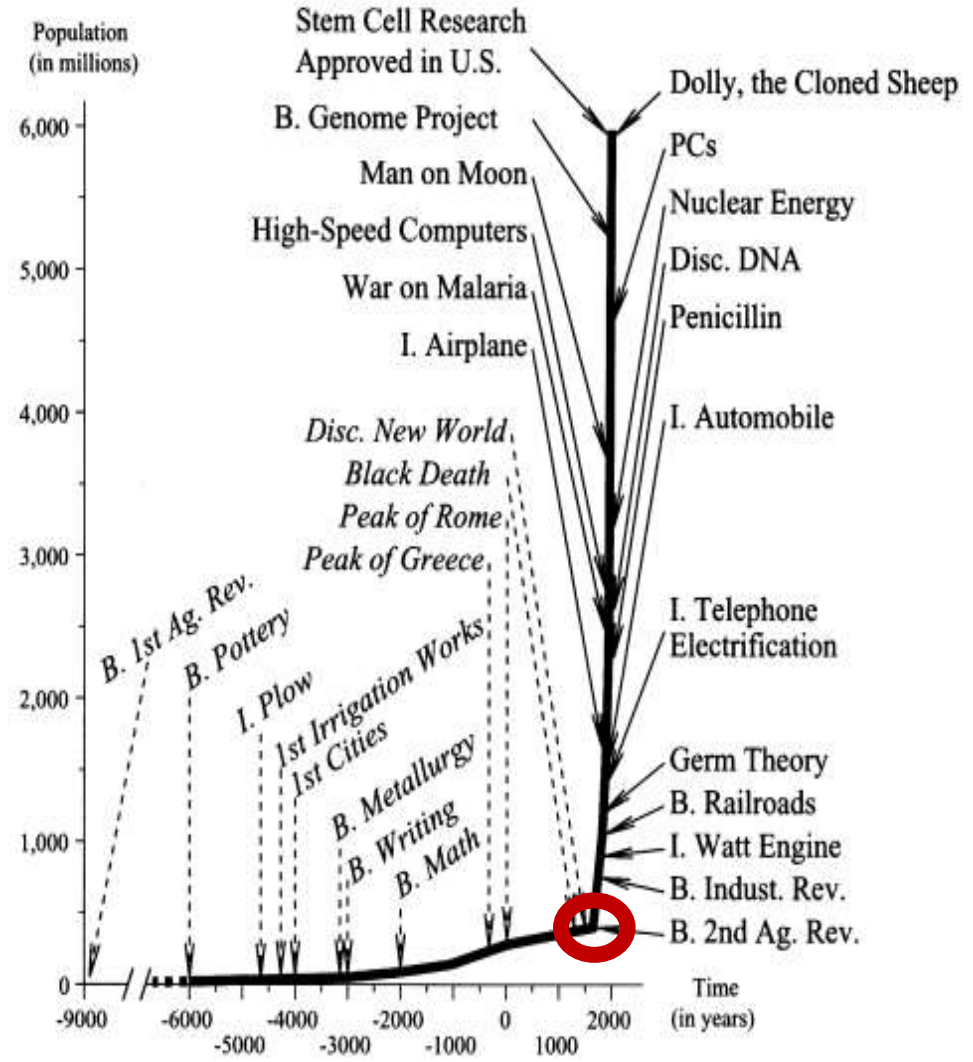
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Nature and Causes OF THE WEALTH OF NATIONS. IN TWO VOLUMES. VOL. I. LONDON: PRINTED FOR W. STRAED, & A. D. GADSELL, 1776.

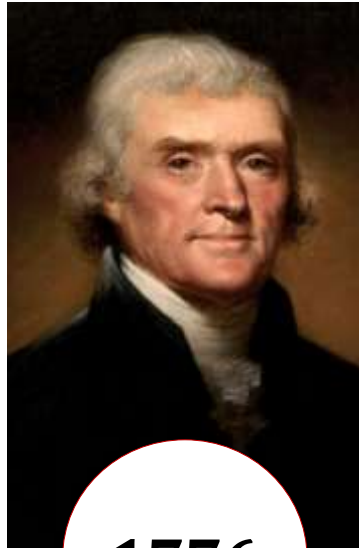
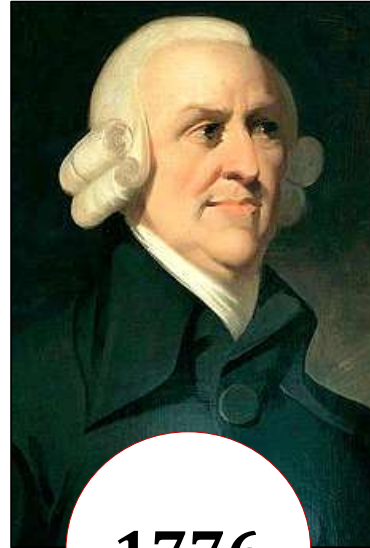


Edward Jenner

James Watt

Adam Smith

Thomas Jefferson

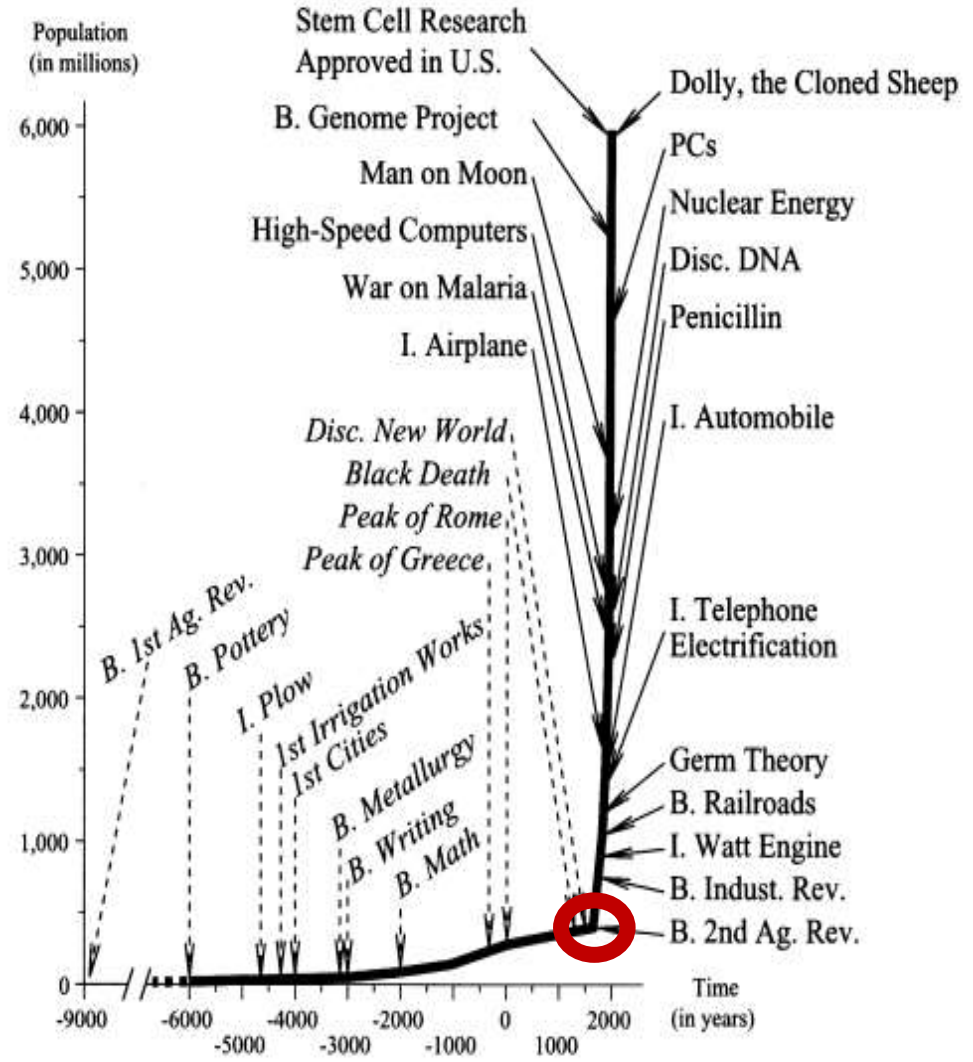
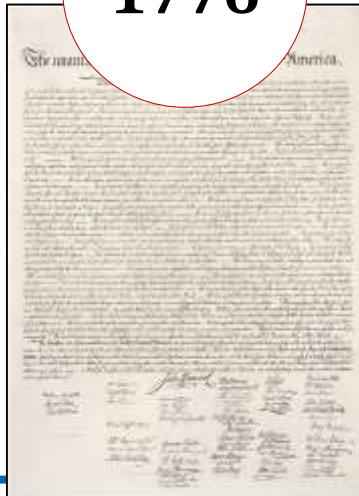
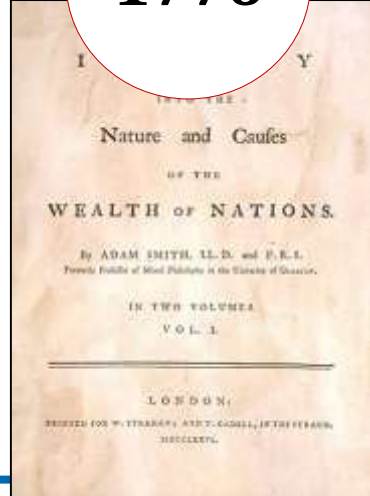
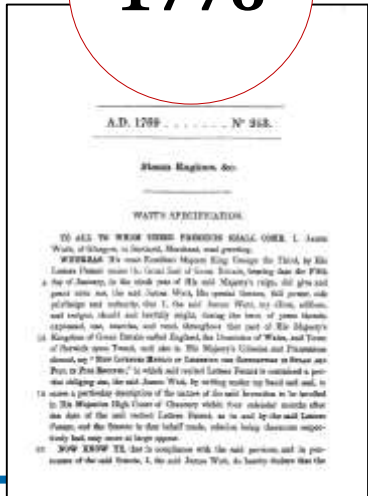
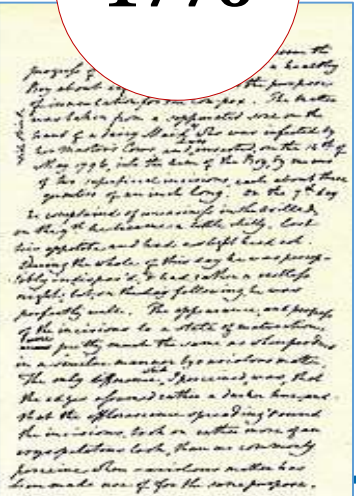


1776

1776

1776

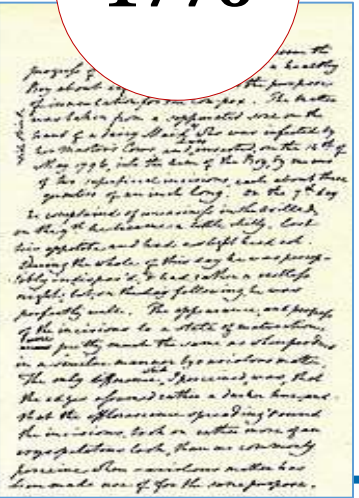
1776



Edward Jenner



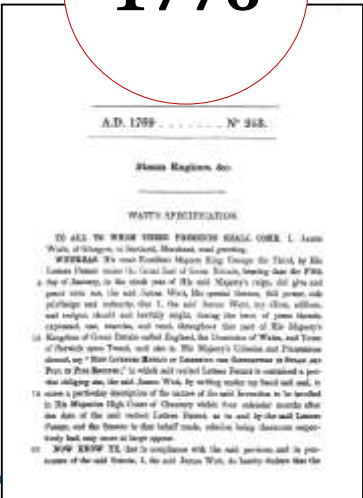
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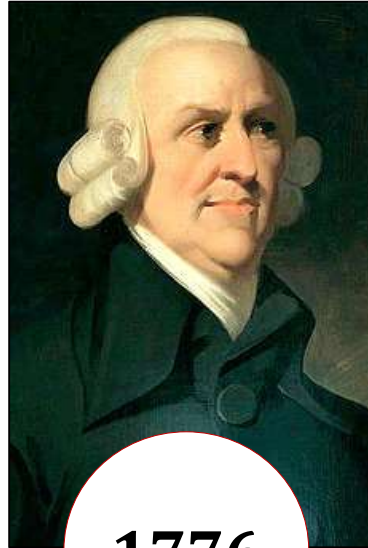
James Watt



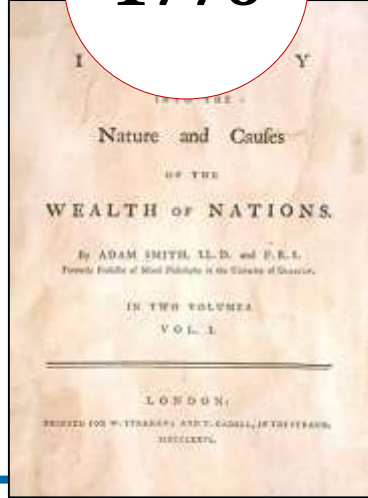
1776



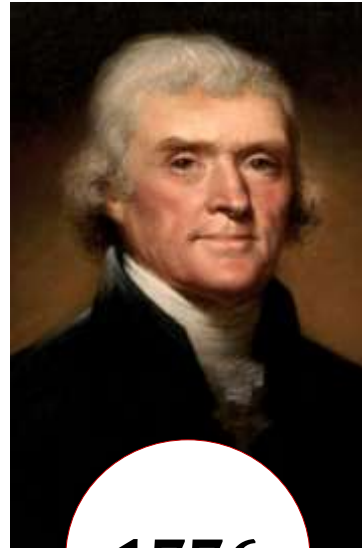
Adam Smith



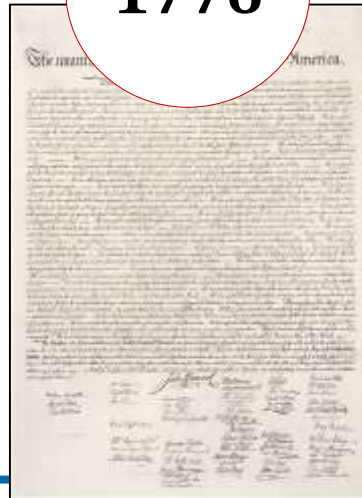
1776



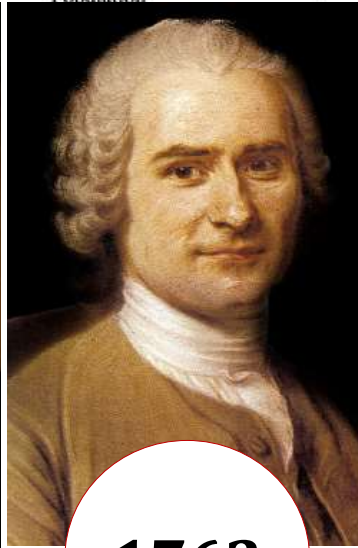
Thomas Jefferson



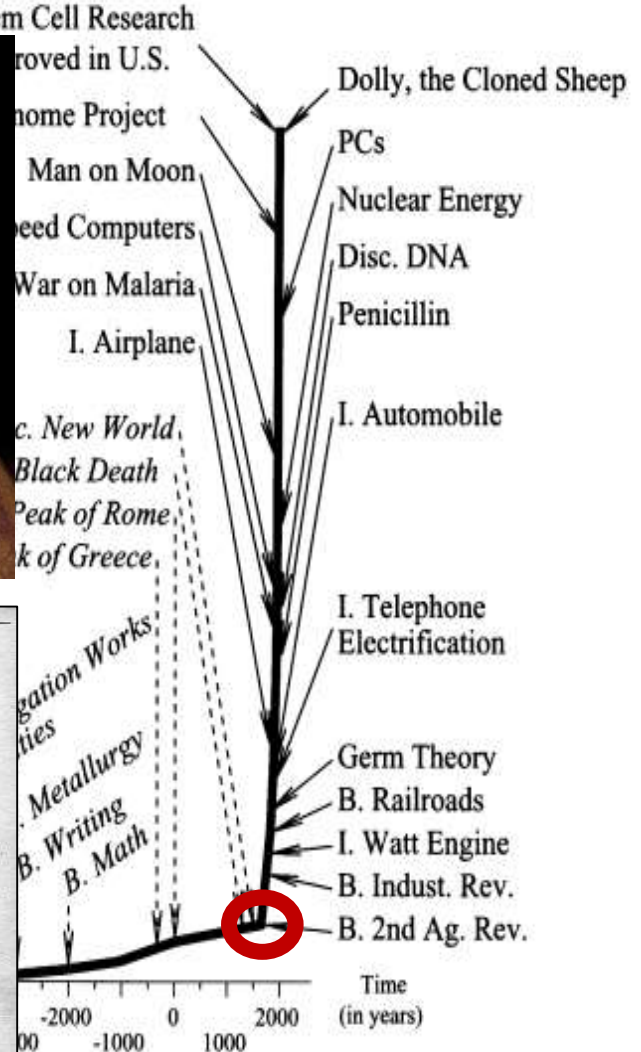
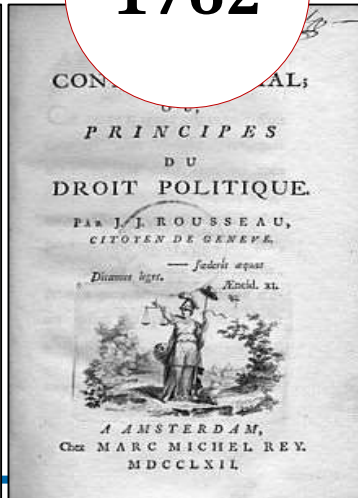
1776



Jean J. Rousseau



1762



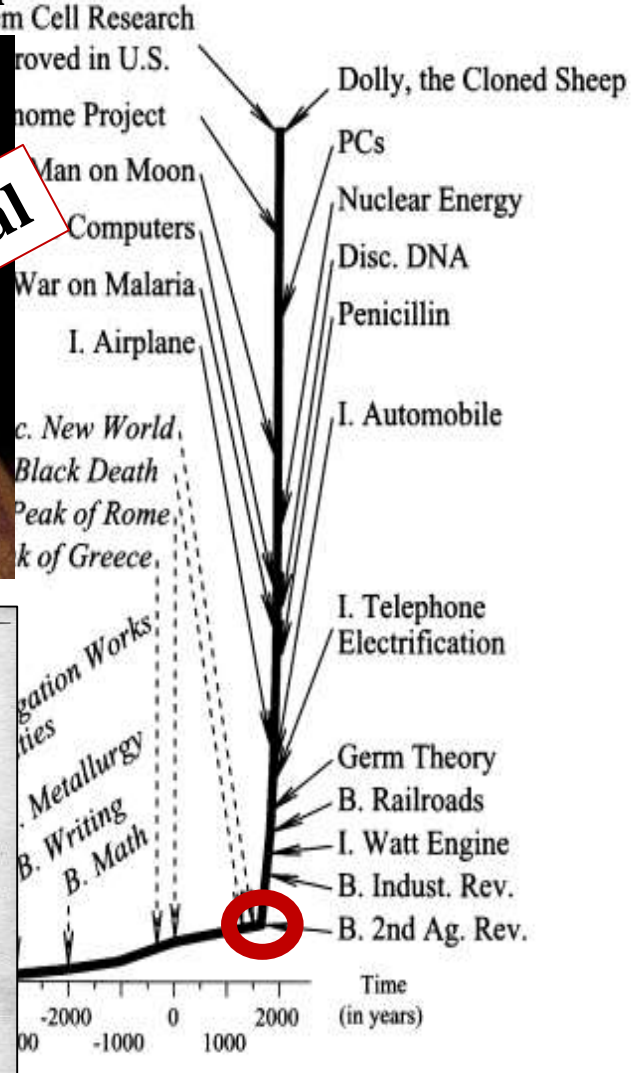
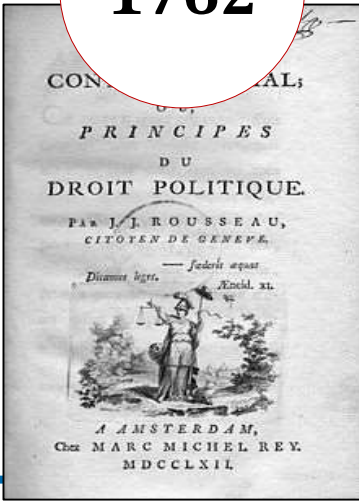
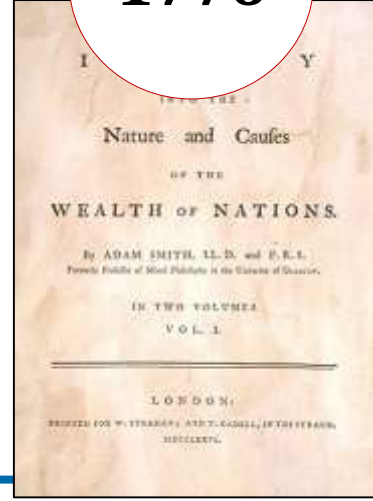
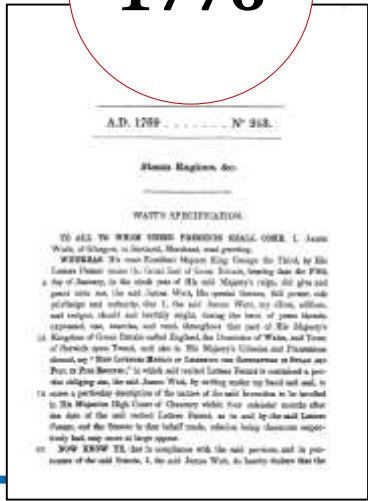
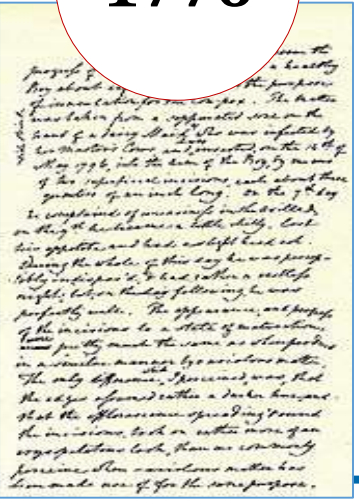
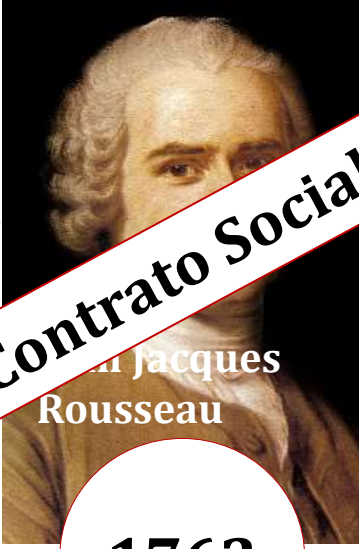
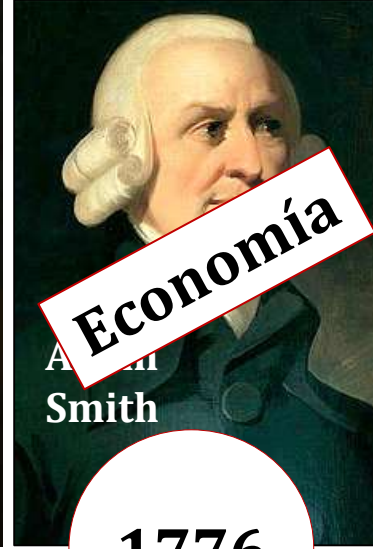
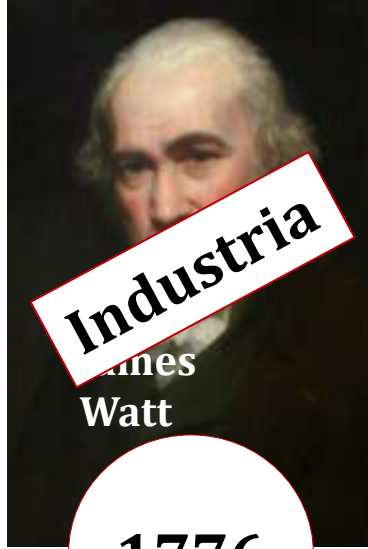
Edward Jenner

James Watt

Adam Smith

Thomas Jefferson

Jean J. Rousseau



Siglos XV – XVI Renacimiento

Siglo XVII Revolución Científica

Siglo XVIII Ilustración

Revolución

 Edward Jenner	 James Watt	 Adam Smith	 Thomas Jefferson	 Jean J. Rousseau
 1776	 1776	 1776	 1776	 1762



Siglos XV – XVI Renacimiento


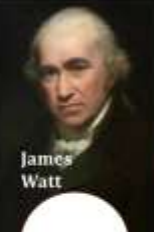
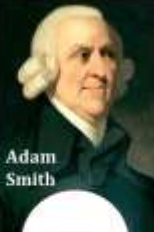







Siglo XVII Revolución Científica

Siglo XVIII Ilustración

Revolución

1.0

Steam power
Railroads
Steel
Telegraph

Edward Jenner	James Watt	Adam Smith	Thomas Jefferson	Jean J. Rousseau
				
1776	1776	1776	1776	1762
				

1400

1800

1850

1900

1950

2000

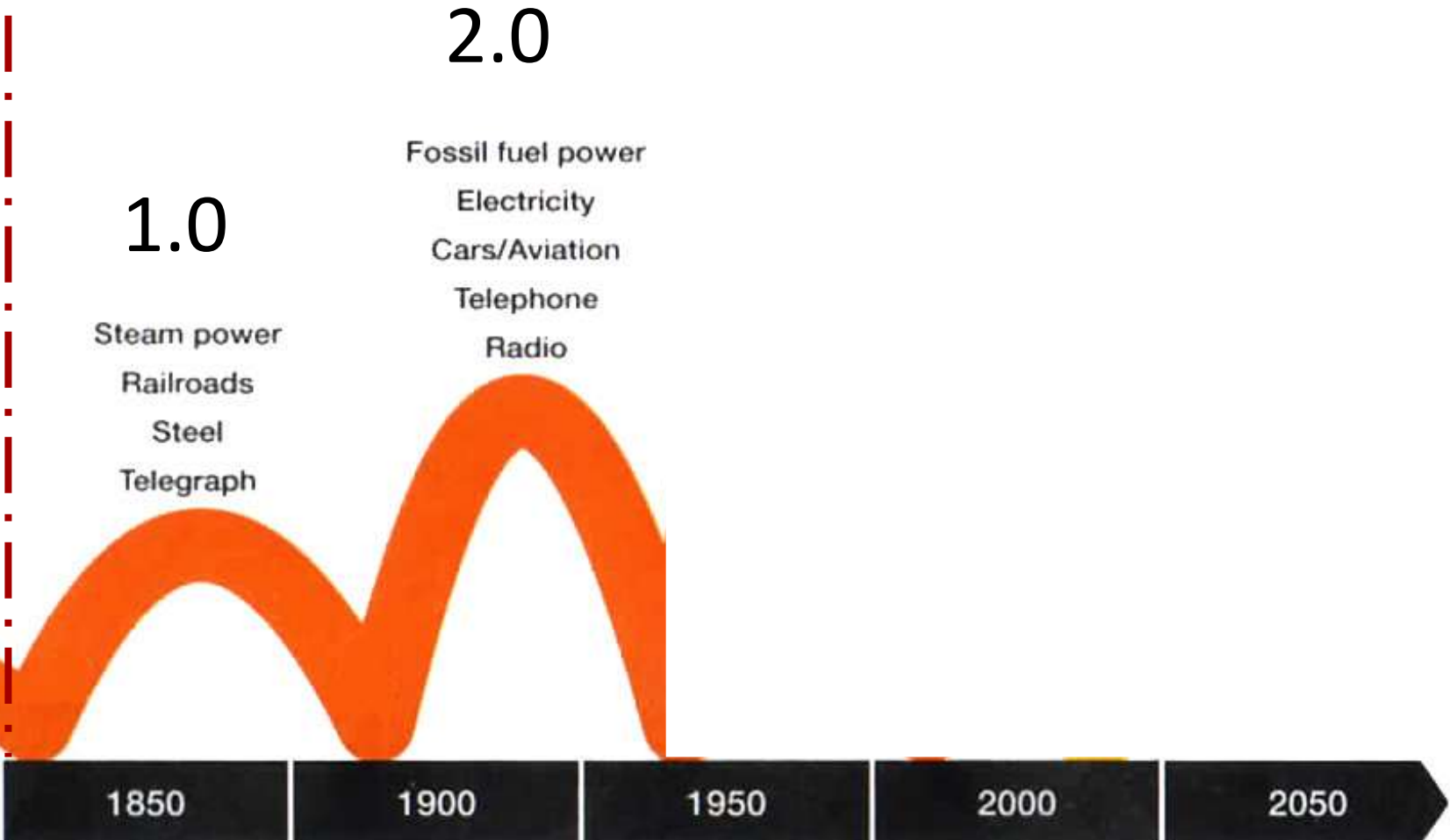
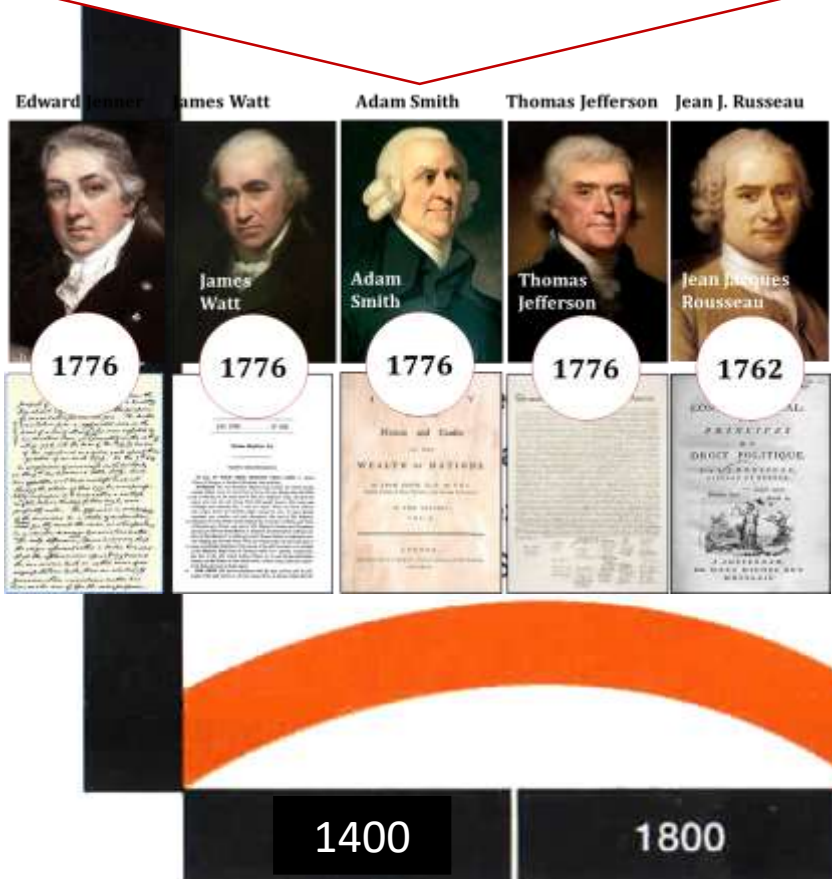
2050

Siglos XV – XVI Renacimiento

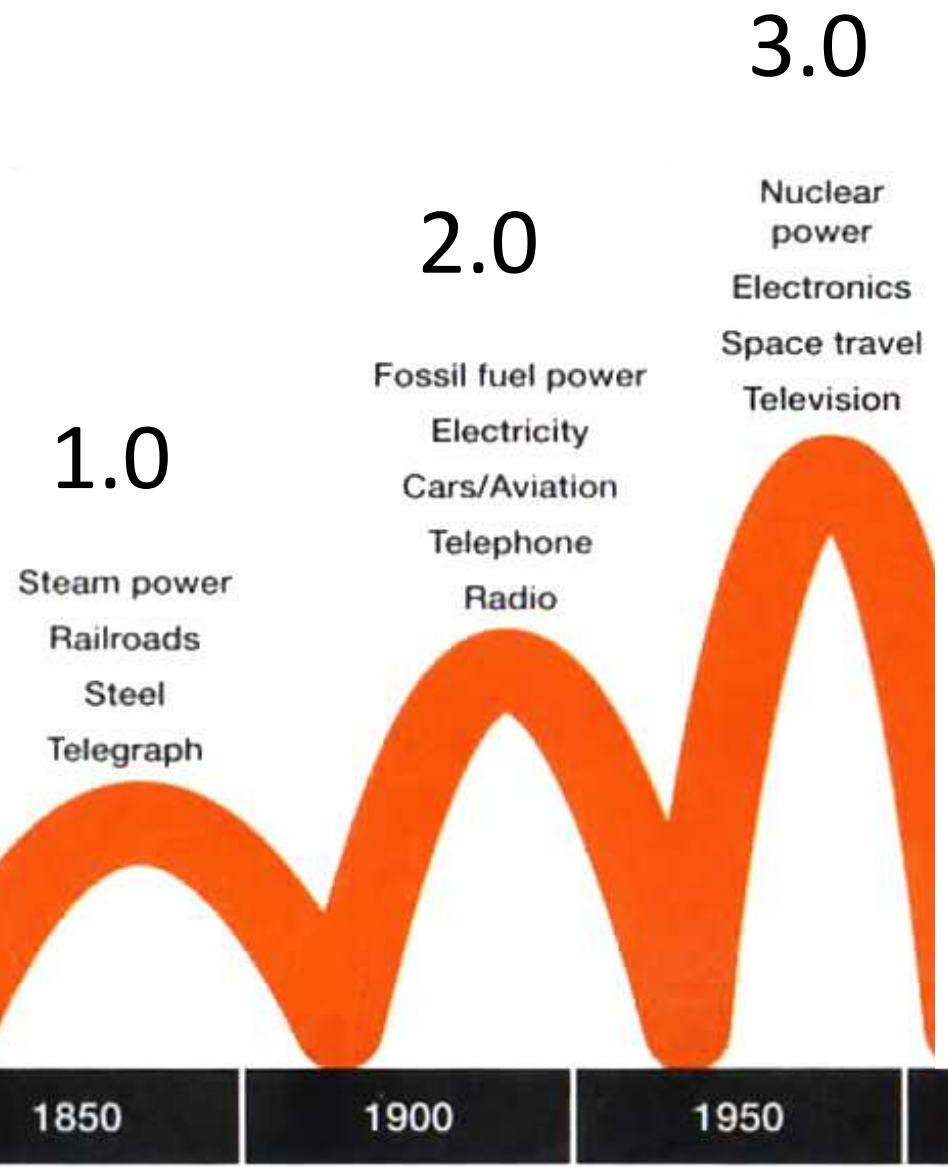
Siglo XVII Revolución Científica

Siglo XVIII Ilustración

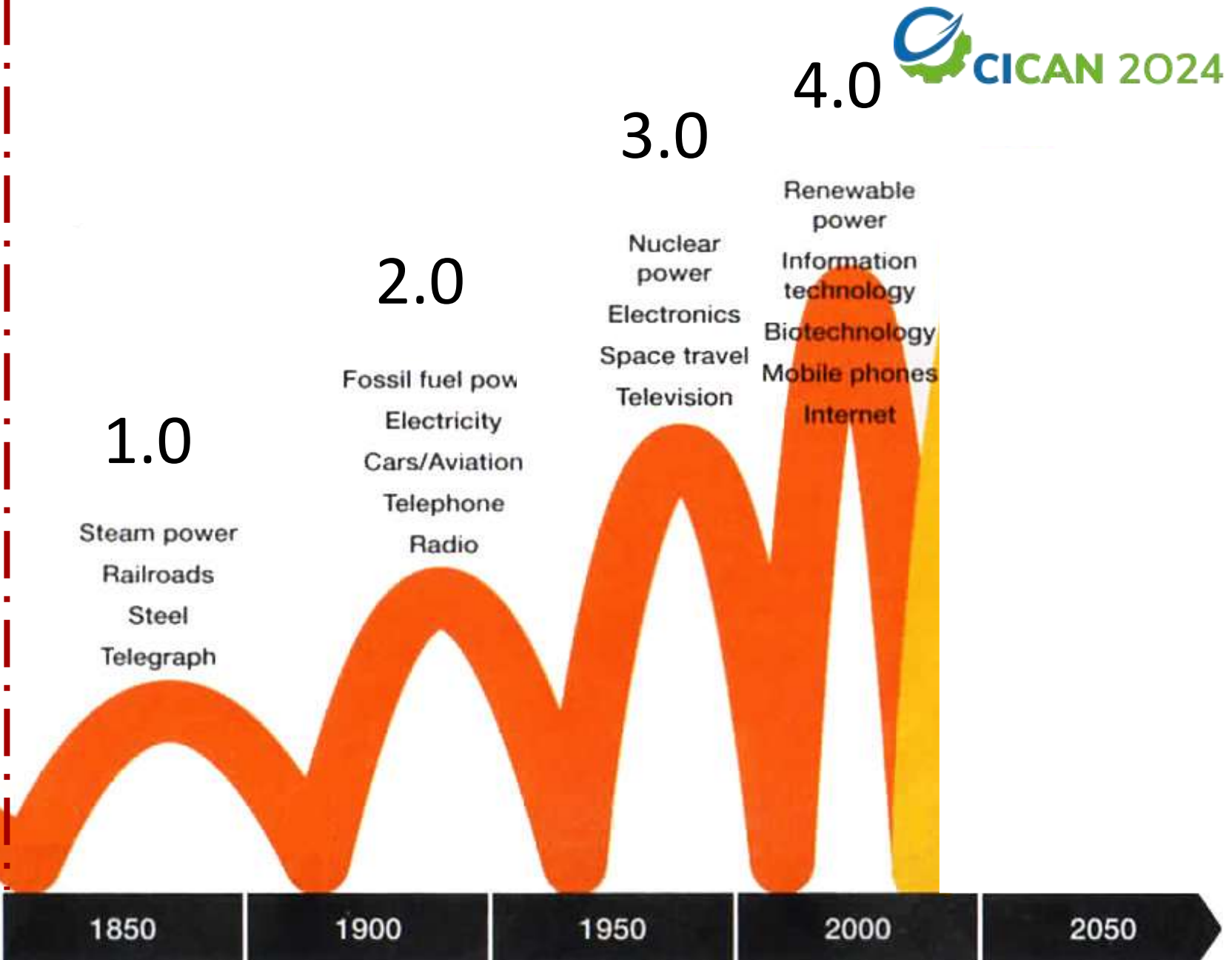
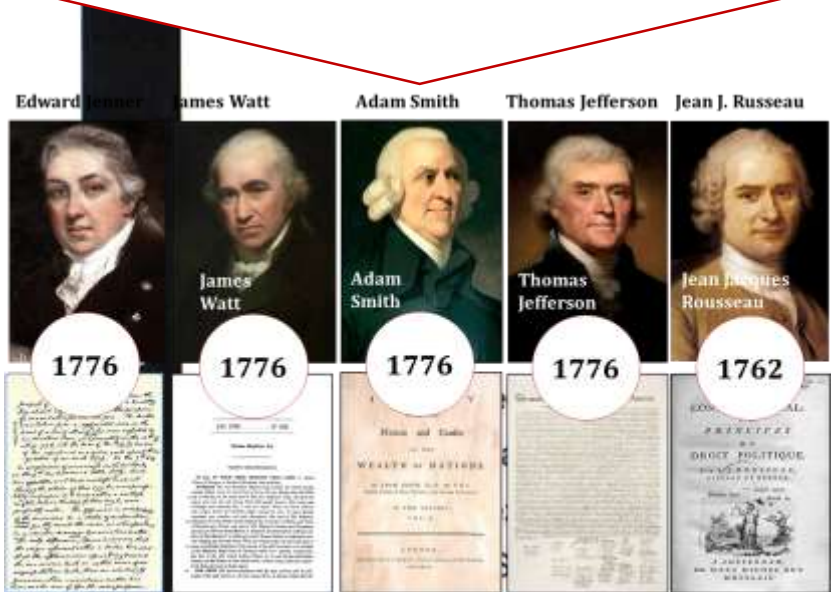
Revolución



Siglos XV – XVI Renacimiento
Siglo XVII Revolución Científica
Siglo XVIII Ilustración
Revolución



Siglos XV – XVI Renacimiento
Siglo XVII Revolución Científica
Siglo XVIII Ilustración
Revolución



Siglos XV – XVI Renacimiento

Siglo XVII Revolución Científica

Siglo XVIII Ilustración

Revolución

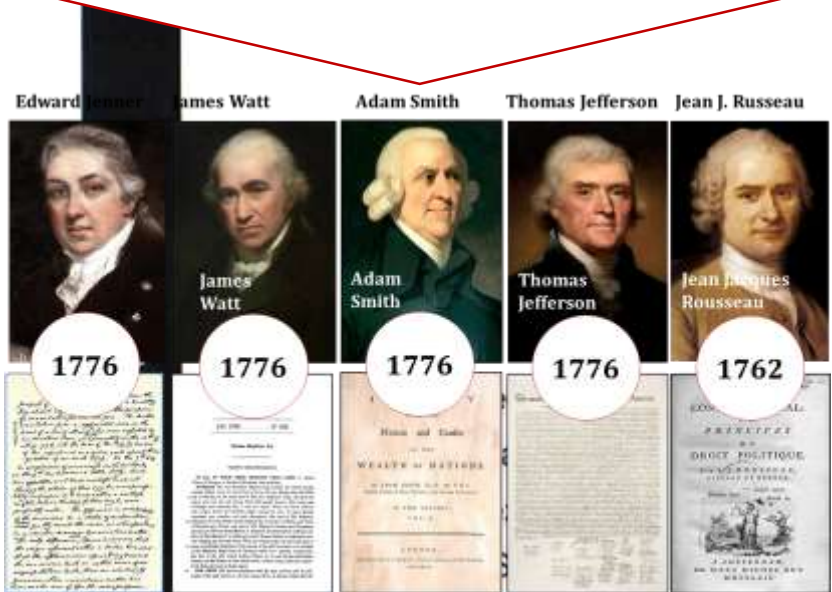
4.0

3.0

2.0

1.0

5.0



1.0
Steam power
Railroads
Steel
Telegraph

2.0
Fossil fuel pow
Electricity
Cars/Aviation
Telephone
Radio

3.0
Nuclear power
Electronics
Space travel
Television

4.0
Renewable power
Information technology
Biotechnology
Mobile phones
Internet

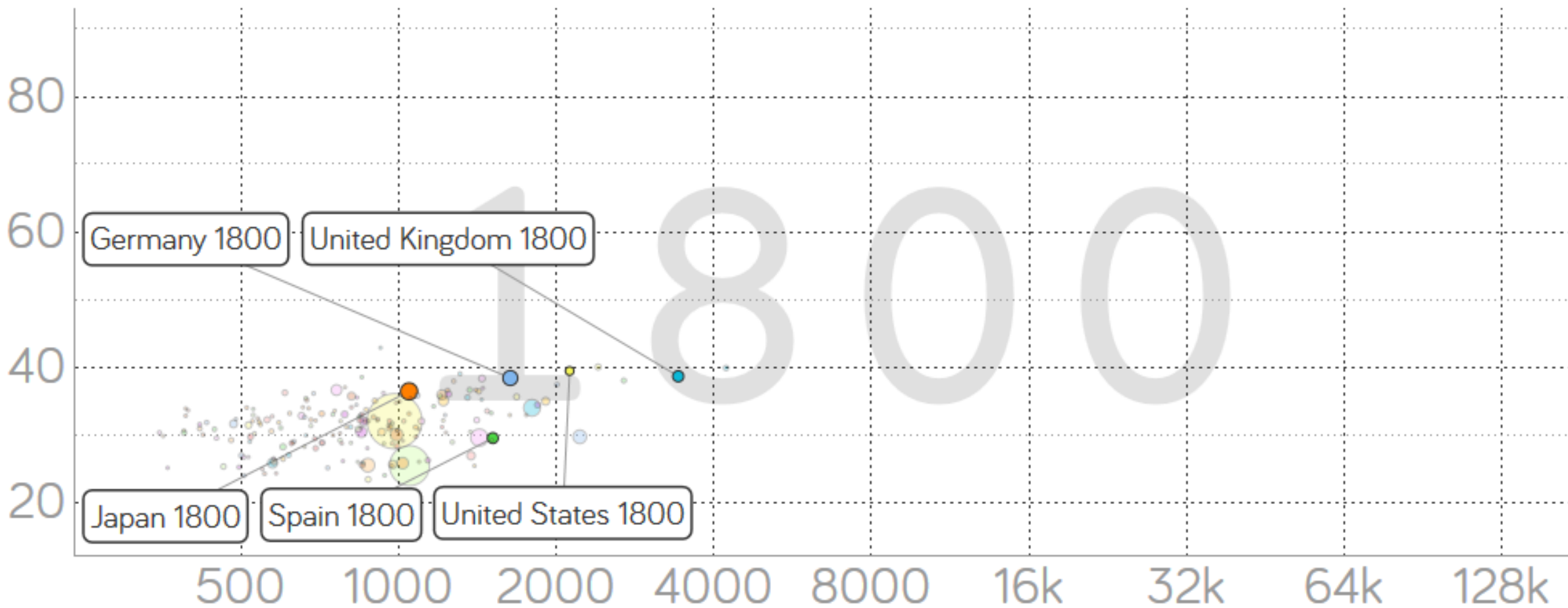
5.0
UNFOLDING NOW:
Nanotechnology
Global systems and cloud computing
Sustainable technologies
Augmented reality (virtual reality)
Genomics



1 La máquina de la prosperidad

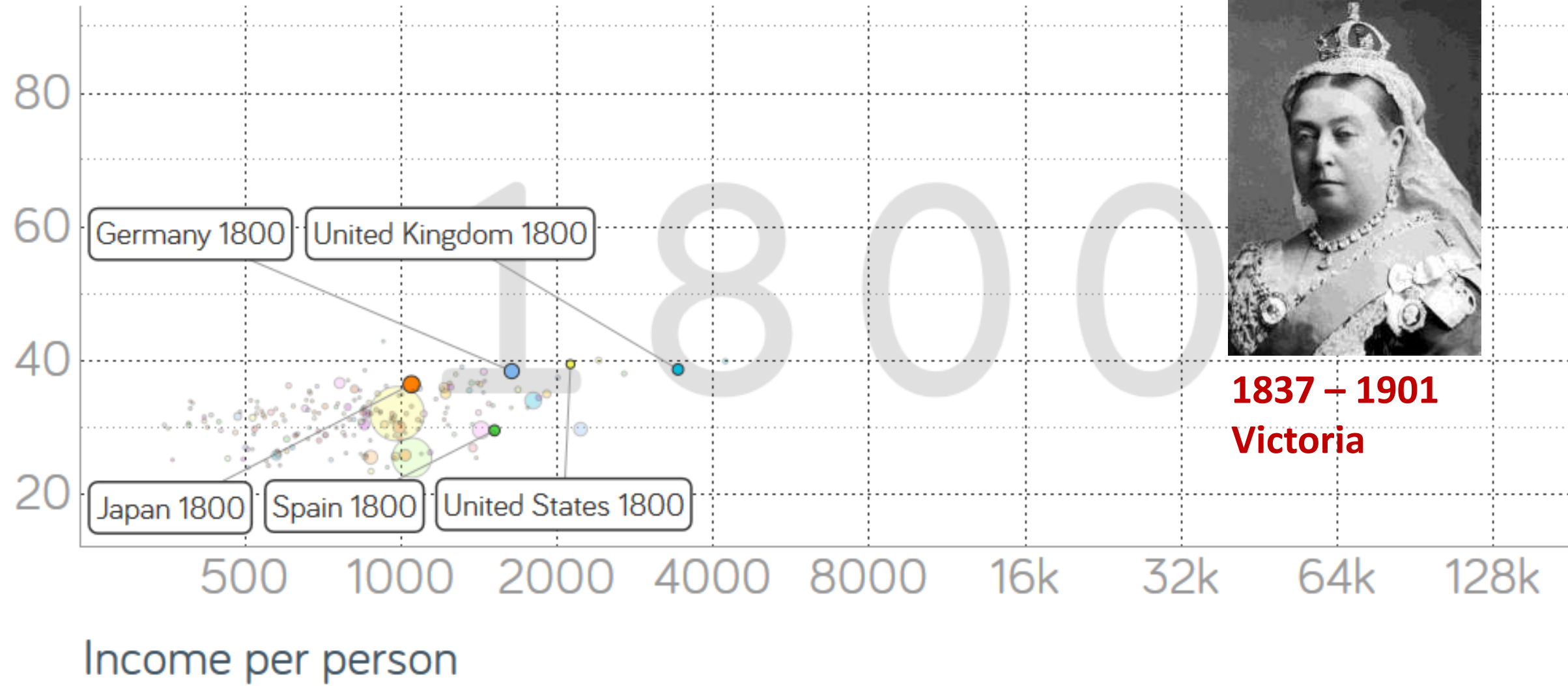
2 Un error histórico que ha pasado factura

Life expectancy, years



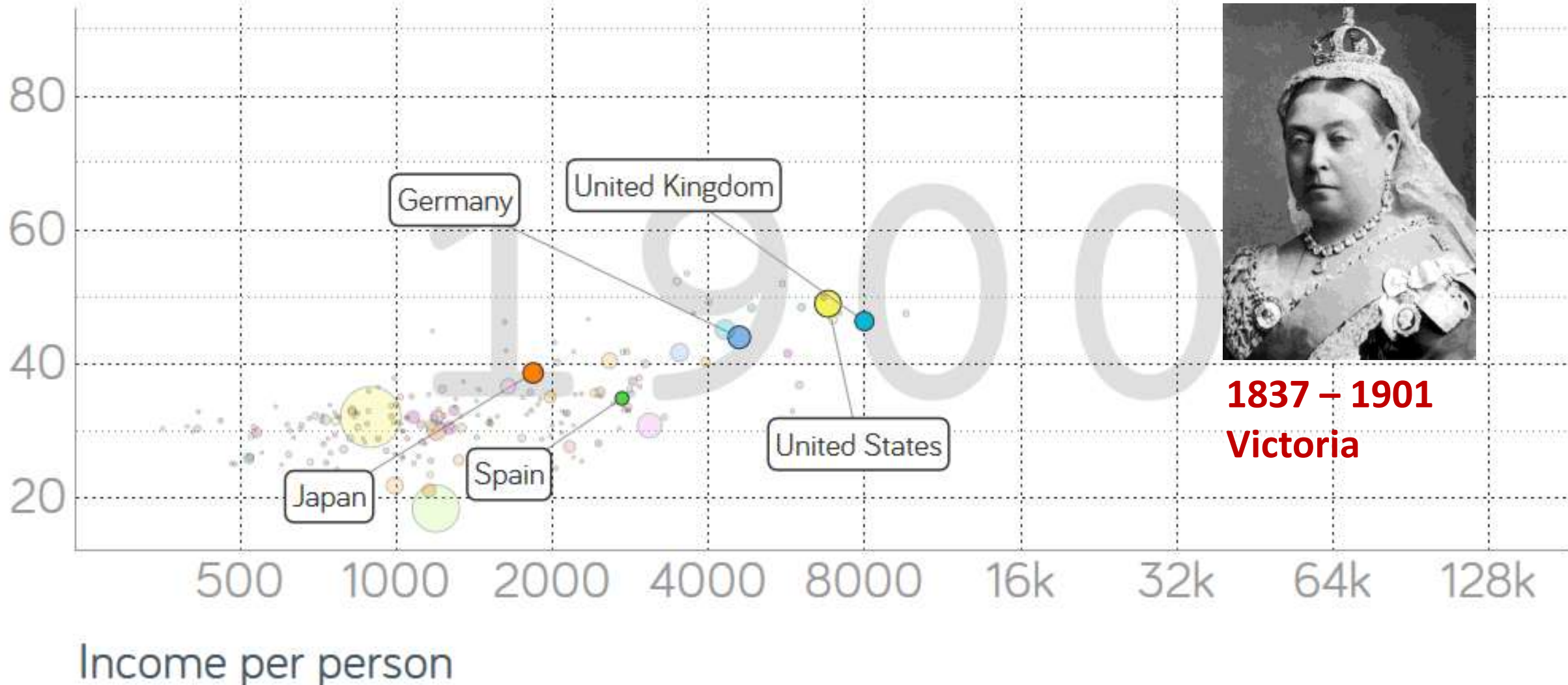
Income per person

Life expectancy, years



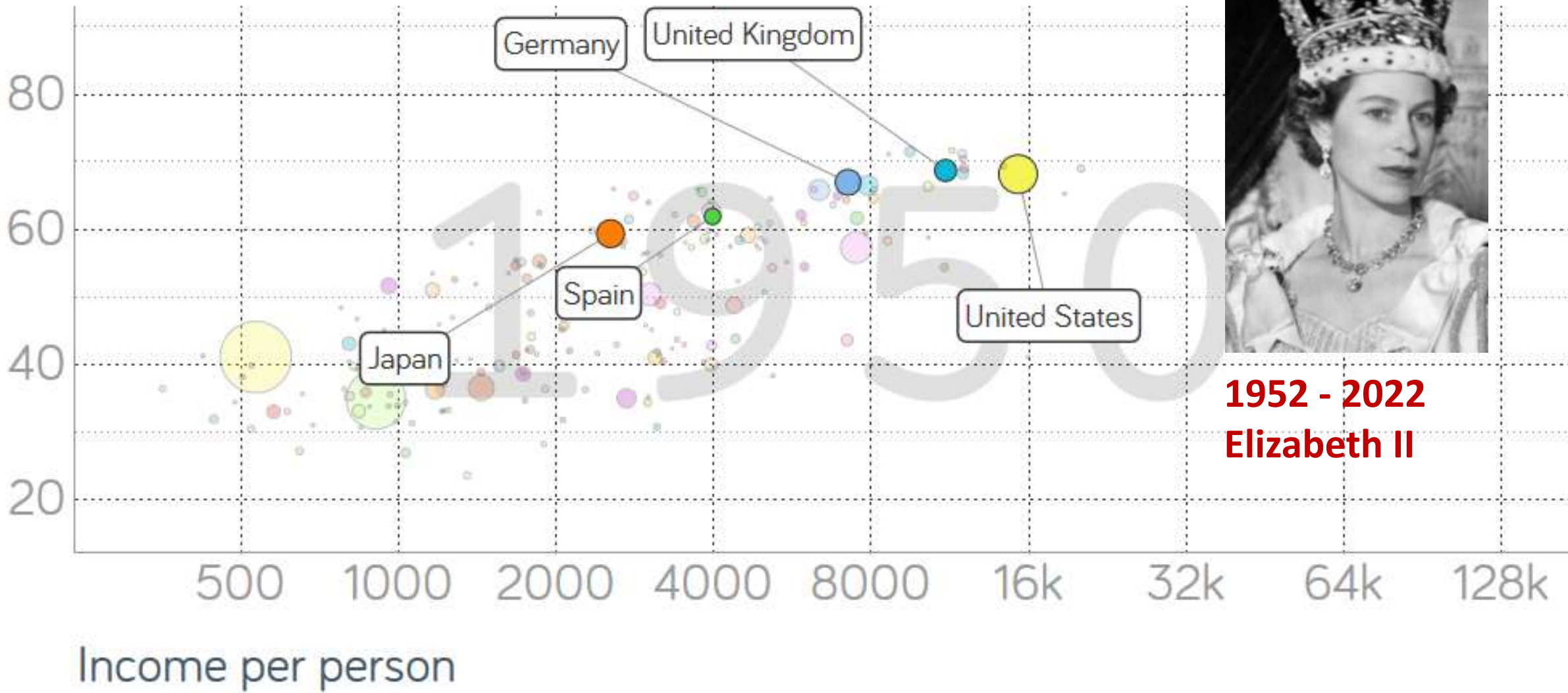
1837 - 1901
Victoria

Life expectancy, years



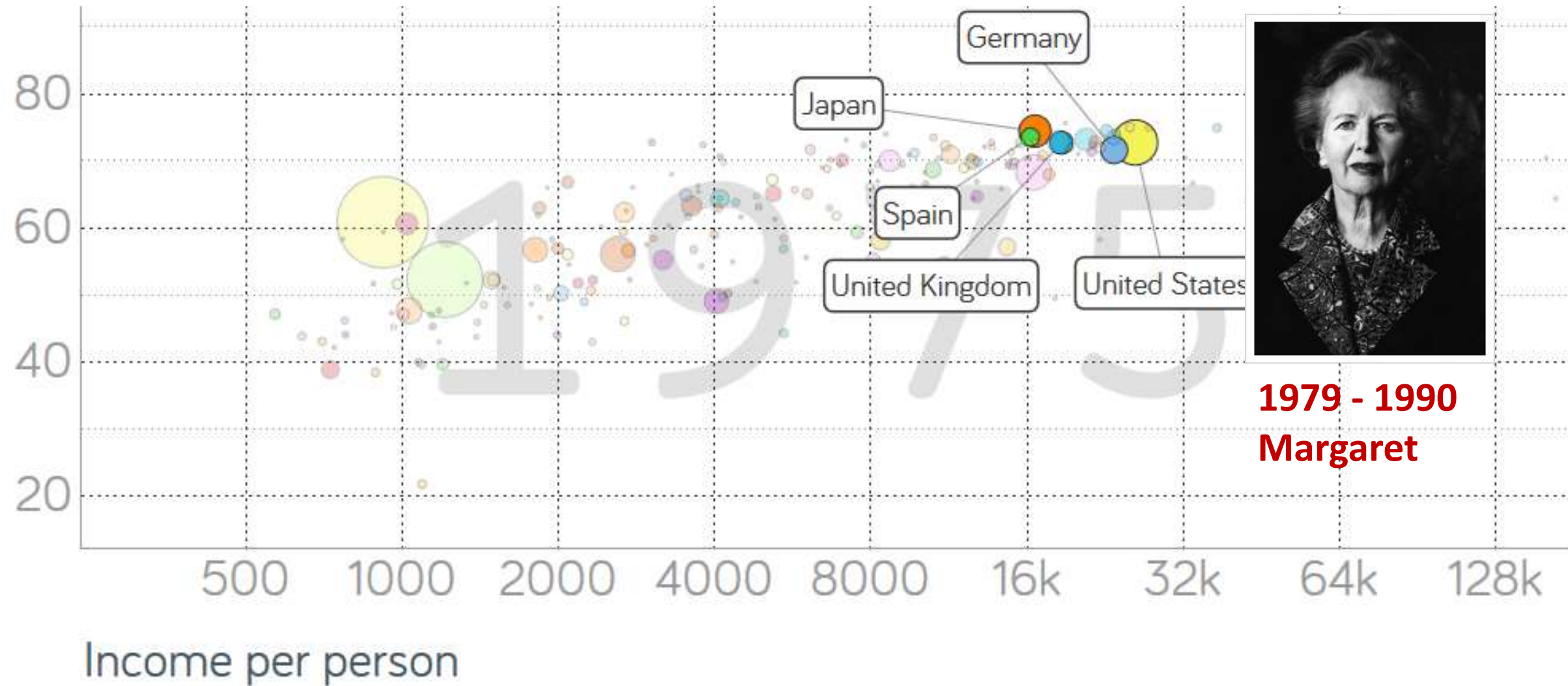
1837 – 1901
Victoria

Life expectancy, years



1952 - 2022
Elizabeth II

Life expectancy, years



1979 - 1990
Margaret

Un error histórico: Occidente deja su industria en manos de la globalización



“The best industrial policy is none at all”

Nobel Price Gary Becker, 1985

Un error histórico: Occidente deja su industria en manos de la globalización



“The best industrial policy is none at all”

Nobel Price Gary Becker, 1985



"Whether manufactured by black, white, brown or yellow hands, a widget remains a widget - and it will be bought anywhere if the price and quality are right.

The market is a more powerful and more reliable liberating force than government can ever be."

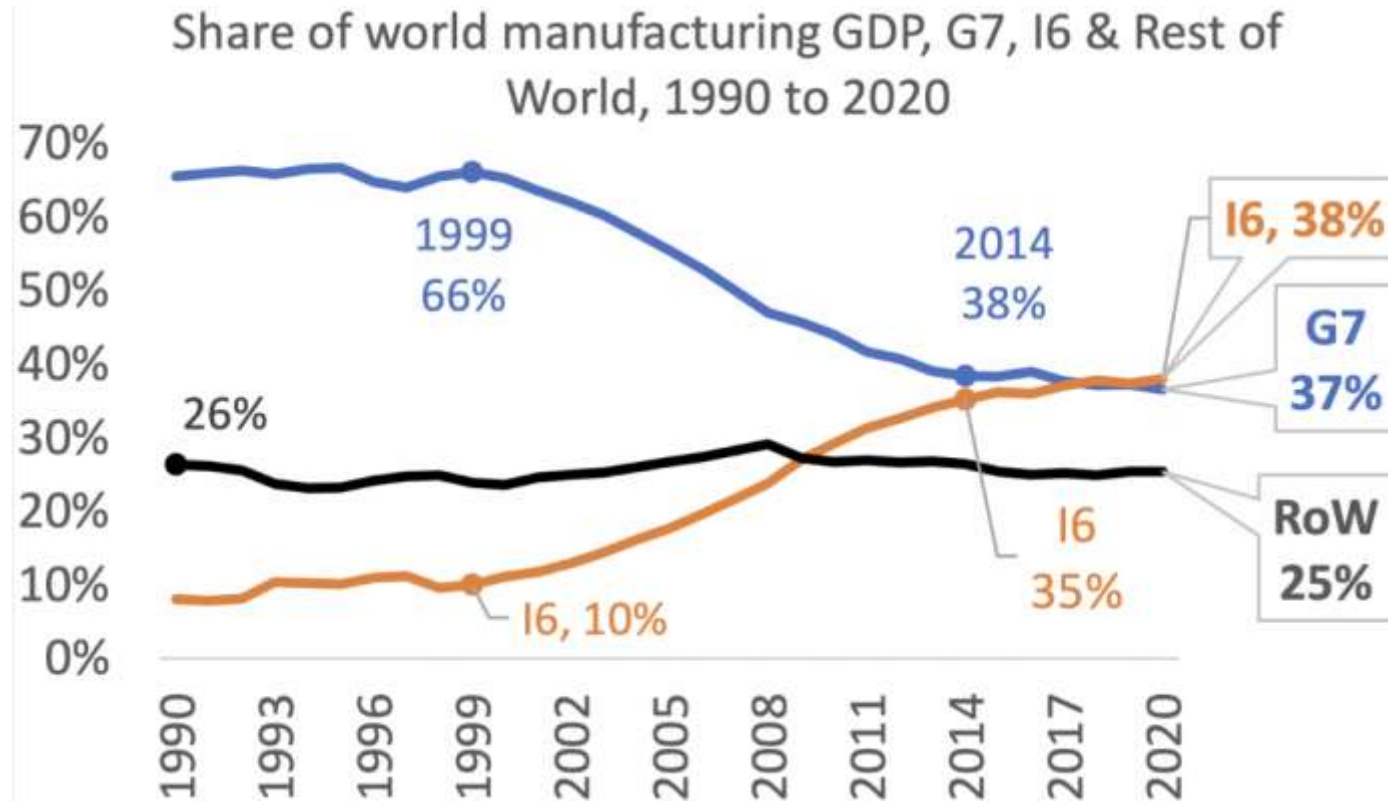
Margaret Thatcher (Statecraft, 2002)

Un error histórico: Occidente deja su industria en manos de la globalización

Cinco hipótesis que el tiempo ha demostrado que eran equivocadas:

- **la única forma de mantener la competitividad de la industria es su traslado a países de menor coste de mano de obra.**
- **podemos alejar la producción pero mantener el I+D, el diseño, las patentes...**
- **los empleos industriales pueden ser sustituidos por mejores empleos en el sector terciario, en actividades de mayor valor añadido.**
- **ventajas desde el punto de vista medioambiental y de planificación urbana, recuperando espacios industriales degradados para usos terciarios.**
- **financiarización de la economía y de la gestión de los grandes grupos industriales. Especulación vs. inversión en la economía real.**

La factura que estamos pagando: La desindustrialización de Occidente

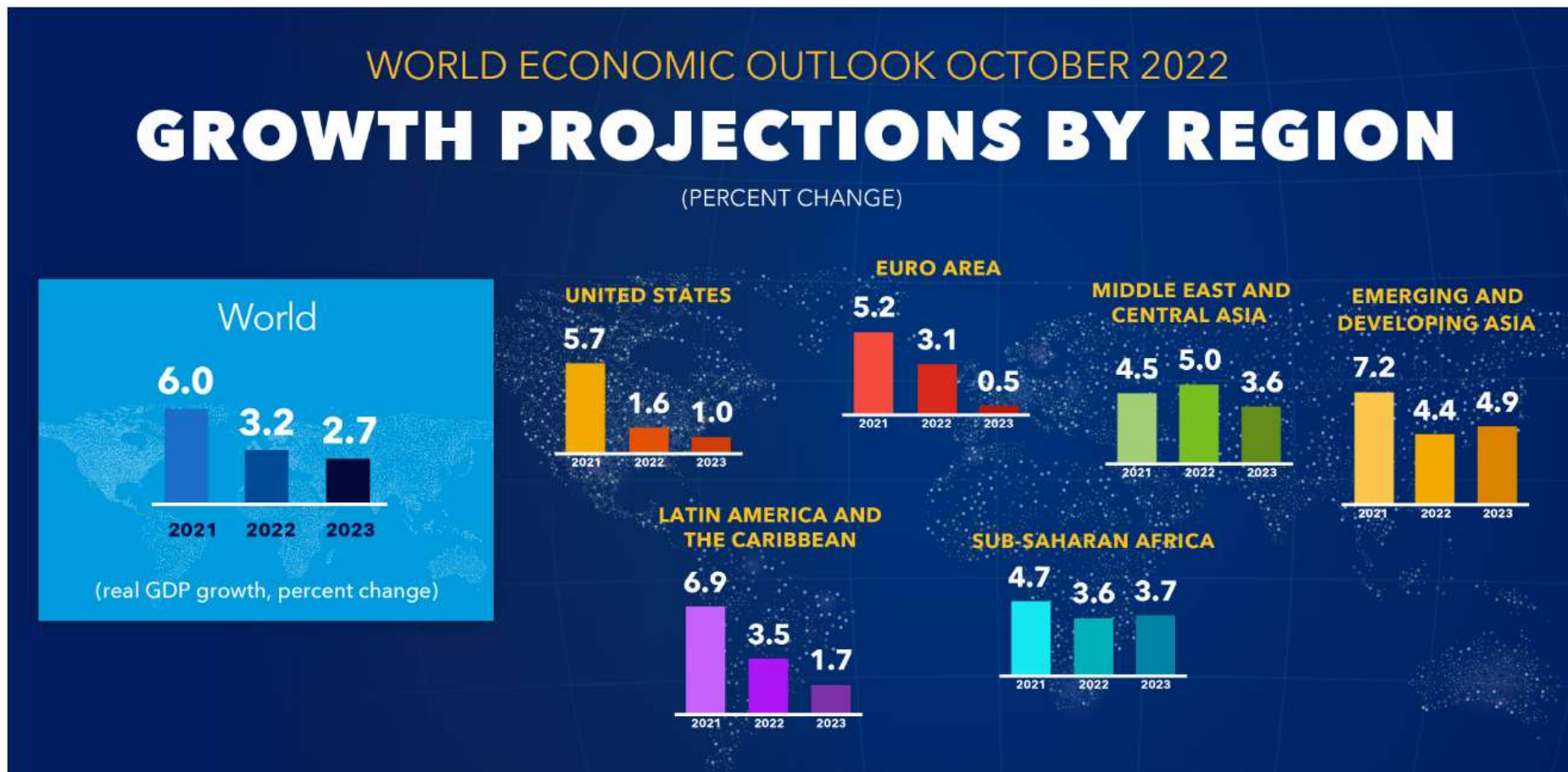


**China, India, Korea
Indonesia, Tailandia
Brasil**

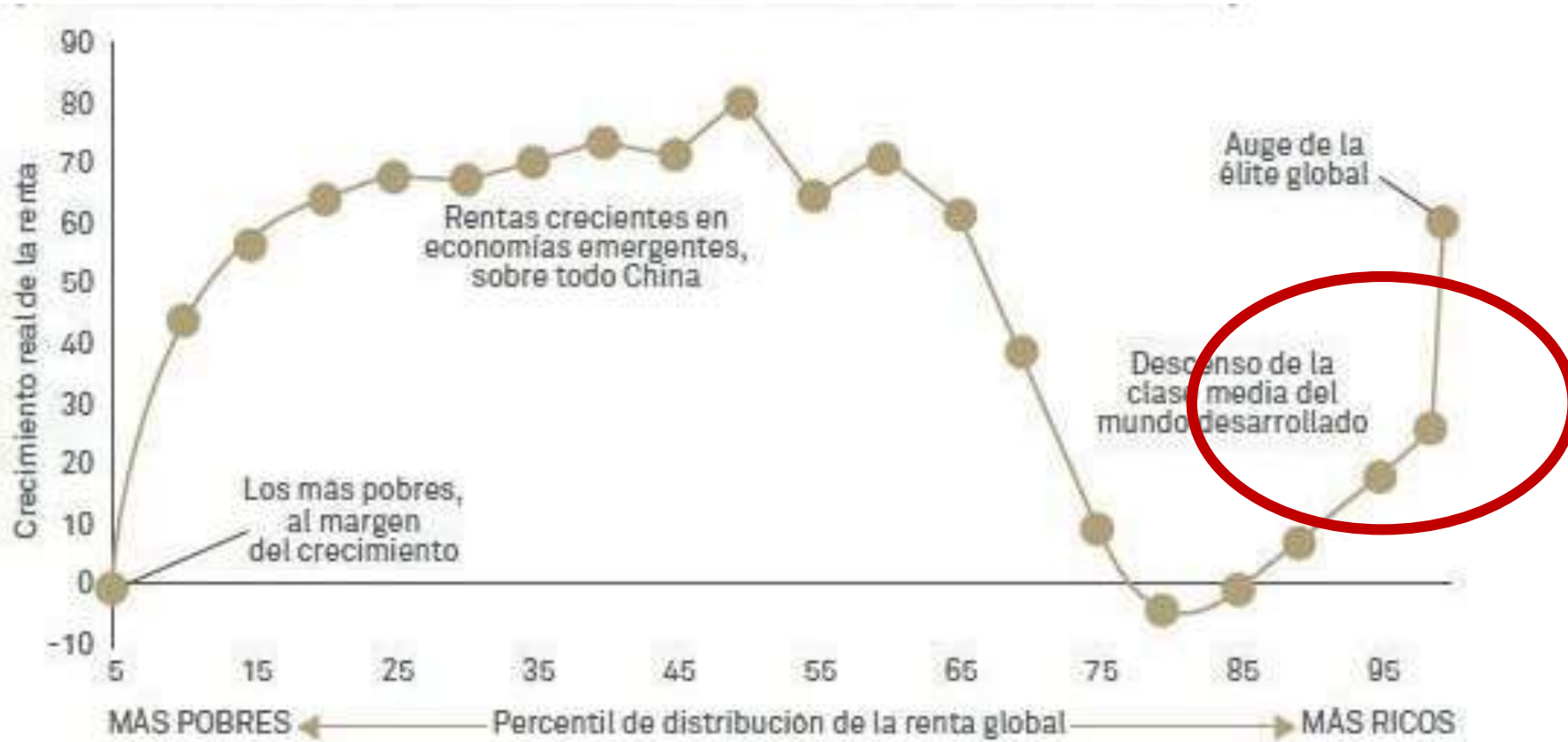
**France, Italy, Germany
UK, USA, Canadá
Japón**

Resto del mundo

La factura que estamos pagando: El crecimiento de nuestras economías se estanca

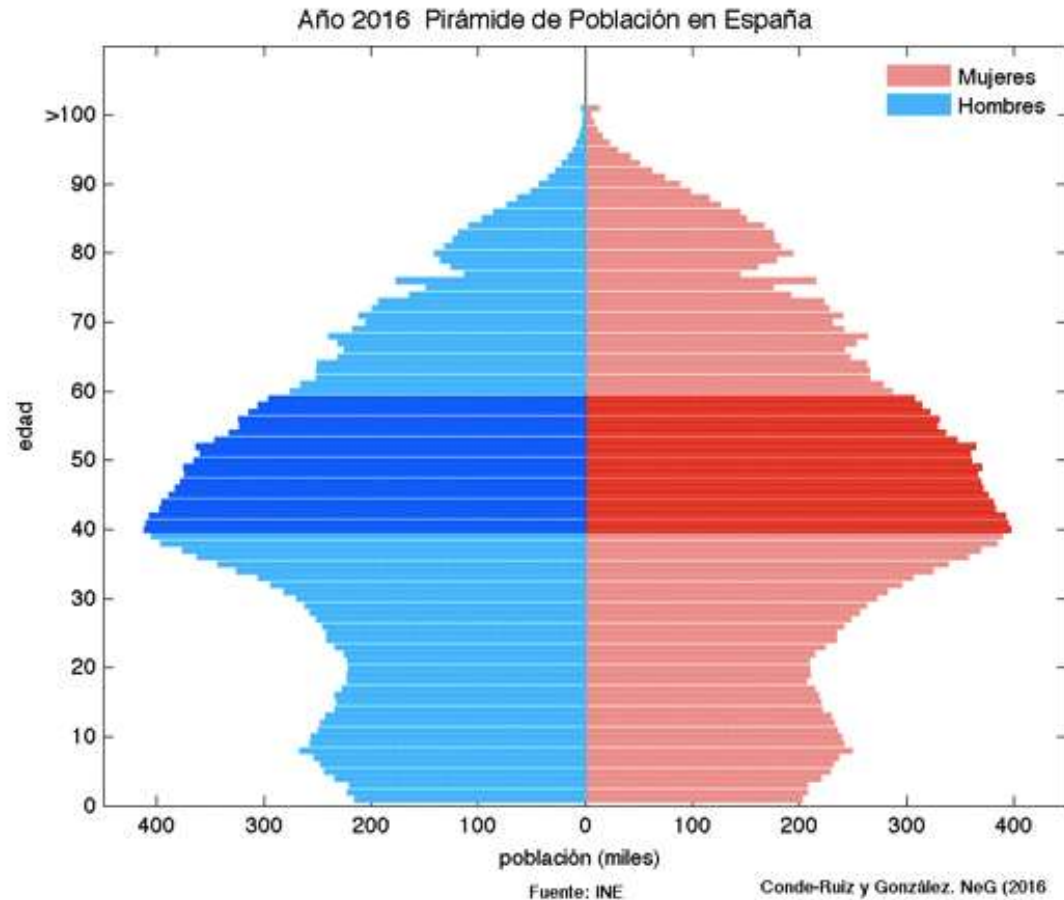


La factura que estamos pagando: Se rompe por primera vez el pacto intergeneracional



Fuente: Branko Milanović, 2012. Únicamente a efectos ilustrativos.

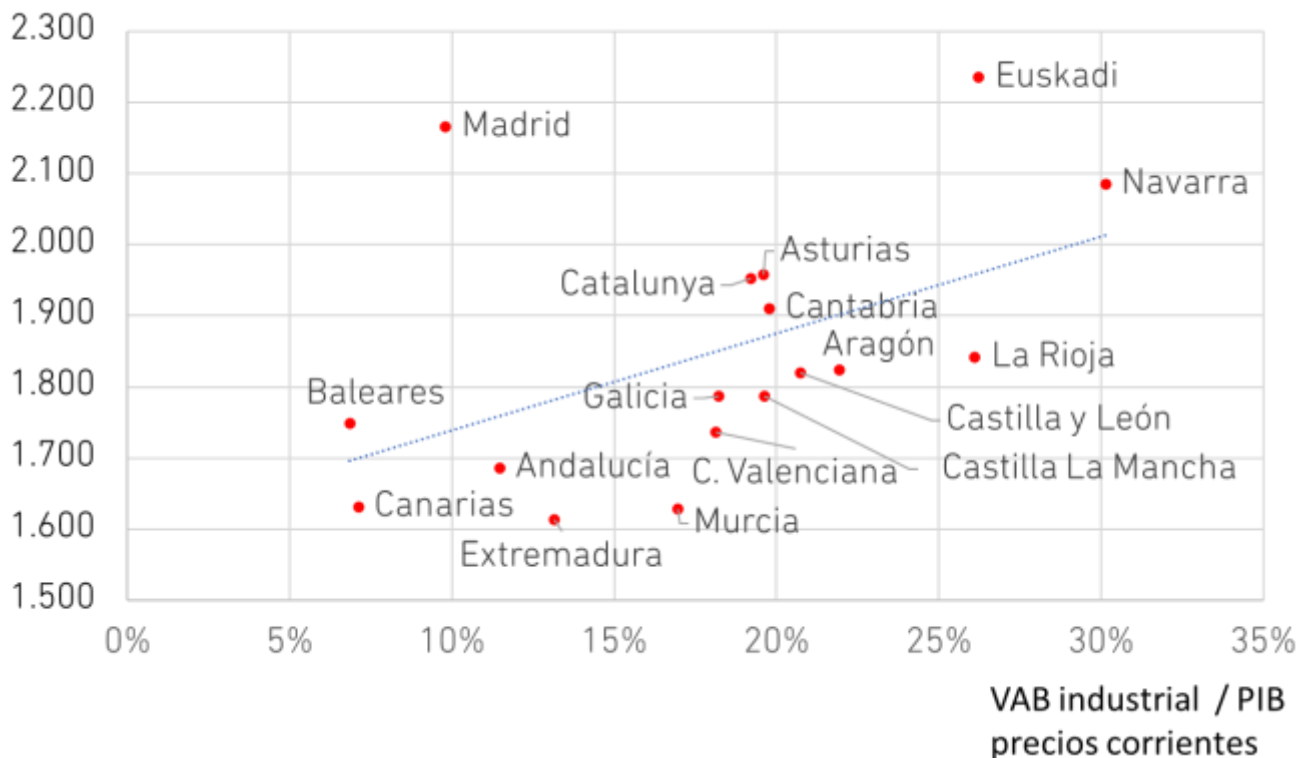
Un pacto intergeneracional que debe además afrontar dos décadas de jubilación de los “baby boomers”



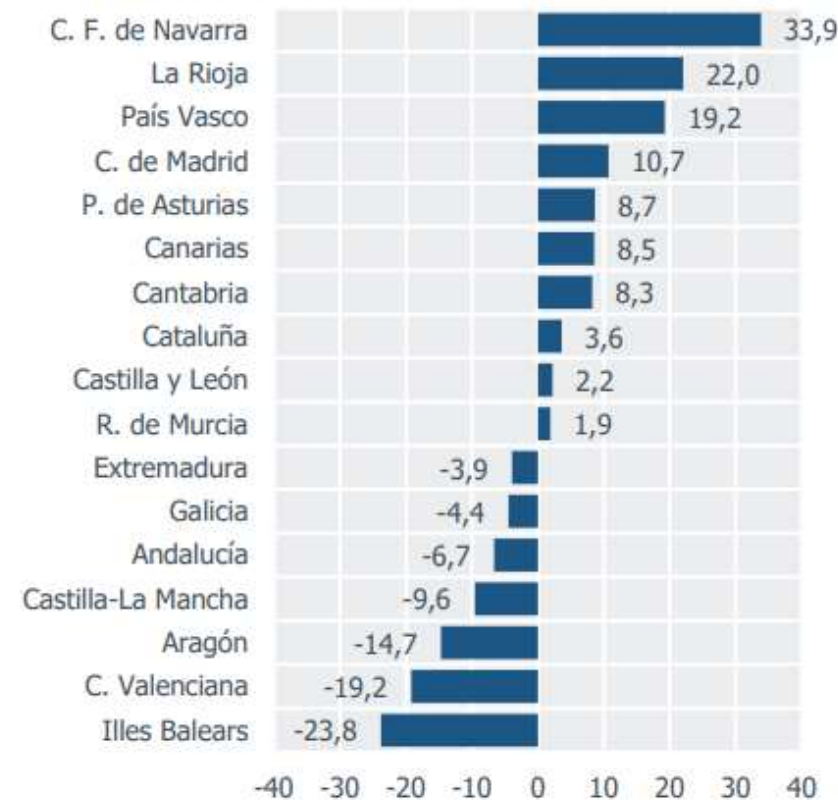
- 1 La máquina de la prosperidad
- 2 Un error histórico que ha pasado factura
- 3 ¿ Funciona todavía la máquina ?**

La industria crea empleos con salario medio más elevados y más resiliencia

Salario Medio Mensual



ÍNDICE DE RESISTENCIA. 3er trim. 2007-1er trim. 2014 (diferencias con la media nacional, España = 100)



También mejora la balanza de pagos y promueve la innovación



Why Does Manufacturing Matter? Which Manufacturing Matters?

D. Conclusion

Manufacturing provides four important benefits

- Manufacturing pays above-average wages to workers from virtually all demographic groups and all occupational categories.
- Manufacturing promotes innovation: it accounts for the lion's share of R&D spending.
- Manufacturing is a key part of reducing the trade deficit.
- Manufacturing makes a large contribution to environmental sustainability.

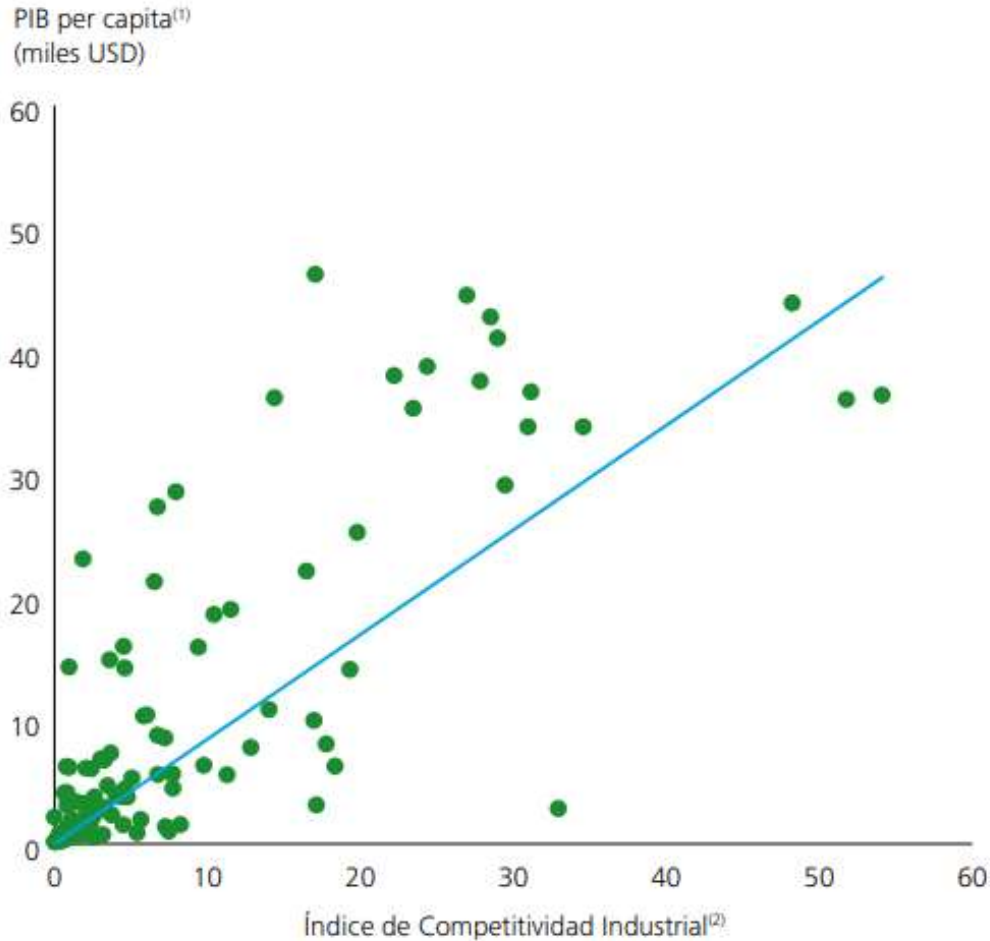
Hay una correlación directa entre industria y prosperidad

Deloitte.

Propuestas para la
reindustrialización en España
Una hoja de ruta para el sector
empresarial

 IESE
Business School
University of Navarra

 apd
Asociación para el
PROGRESO
de la DIRECCIÓN



El problema es que todos los países avanzados se han dado cuenta ya

McKinsey & Company

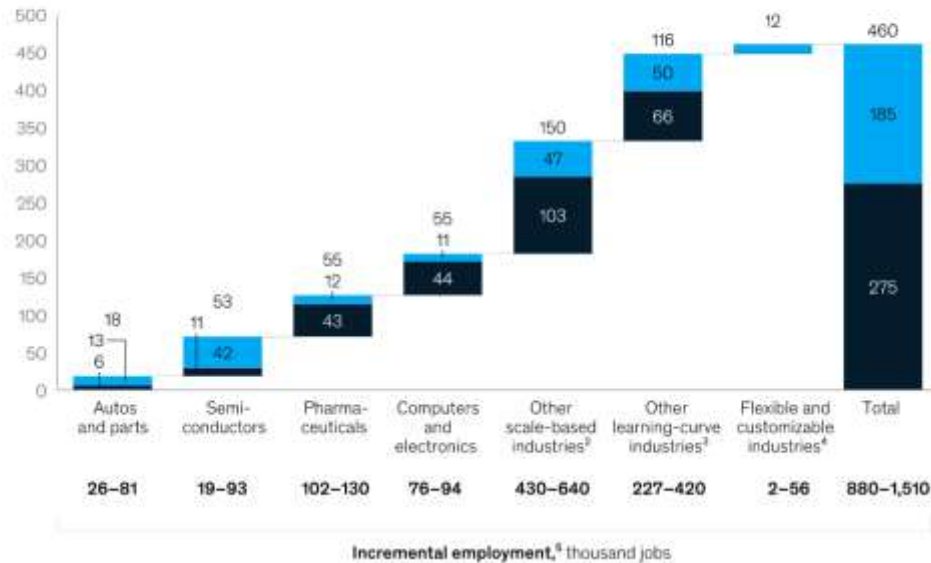
Delivering the US manufacturing renaissance

An effective transformation of the US manufacturing sector could boost GDP by \$275 billion to \$460 billion while adding up to 1.5 million jobs.

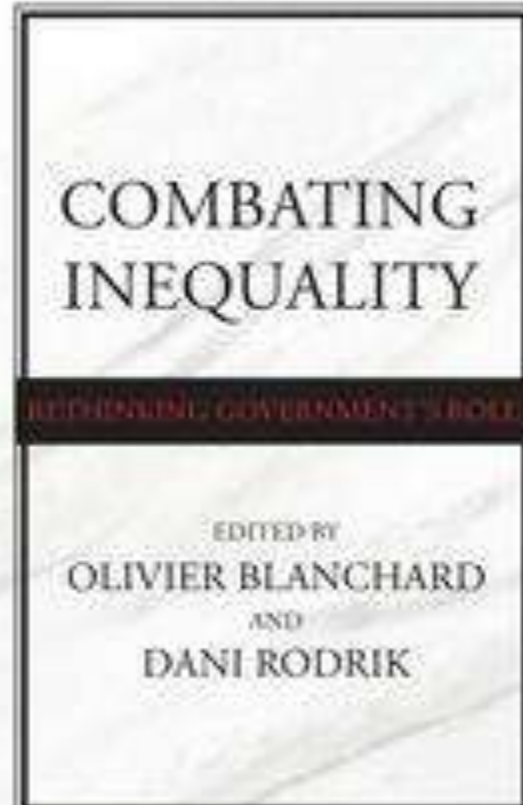
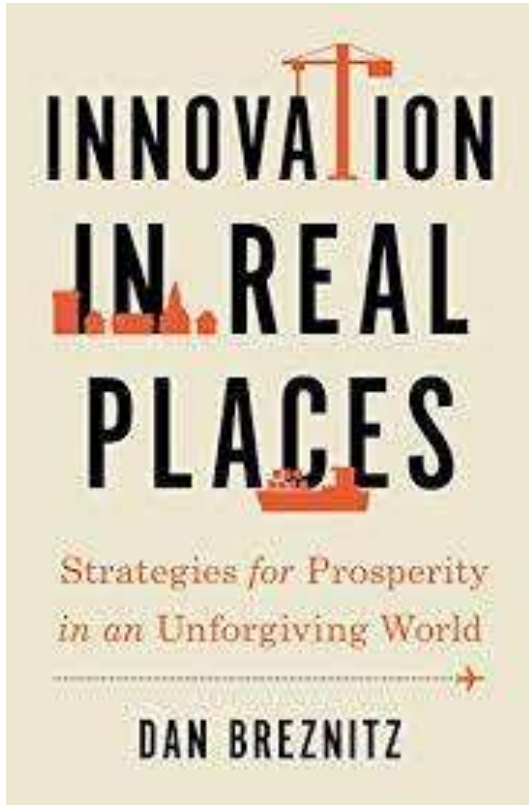
Agosto 2022

Incremental 2030 GDP opportunity,¹ \$ billion (index 0 = 2020)

■ Low-end opportunity ■ Additional optimistic opportunity



Política industrial y de innovación: un nuevo enfoque, que supera la división entre políticas de “creación” (industrial) y “redistribución” (social)



- 1 La máquina de la prosperidad
- 2 Un error histórico que ha pasado factura
- 3 ¿ Funciona todavía la máquina ?
- 4 2025 - 2010: Una oportunidad histórica**

“Informe Letta” (Abril 2024), “Informe Draghi” (Septiembre 2024) y nueva legislatura en la Unión Europea (Diciembre 2024)



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- 4 2025 - 2010: Una oportunidad histórica
- 5 ¿Cómo la aprovechamos?**

1. **PERSPECTIVA**

Es el trabajo de nuestra generación, es nuestra herencia

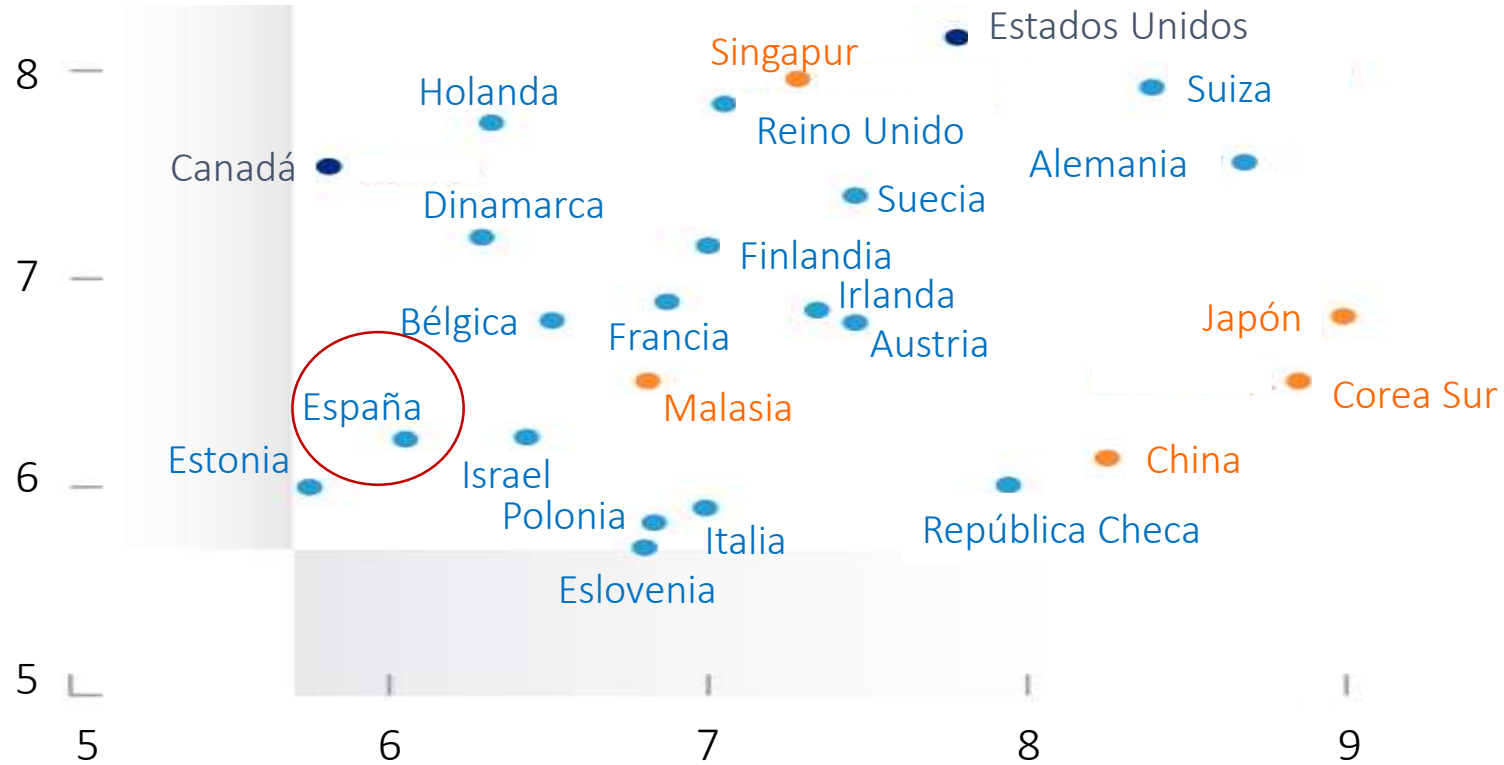
1. PERSPECTIVA

2. URGENCIA

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No salimos de la “pole position”. Hay que esforzarse.

Ranking por “Factores Críticos de Producción”



Ranking por “Estructura de Producción”

Fuente: World Economic Forum, A.T. Kearney, elaboración propia

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2. **URGENCIA**
3. **PRIORIDAD**

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Dar absoluta prioridad a la política industrial hasta 2030



The screenshot shows the top of a news article on the CincoDías website. The header includes the site name 'CincoDías' and the section 'EL PAÍS ECONOMÍA'. Below the header is a navigation menu with links for 'Compañías', 'Mercados', 'Economía', 'Mi Dinero', and 'Fortuna / Cotizaciones', along with social media icons for Facebook, Twitter, and LinkedIn. The main content area is titled 'Opinión' and features an article by Pedro Mier Albert. The article title is '¿Hace falta una vicepresidencia de reindustrialización e innovación?' and is accompanied by a blue square icon with the letters '5D'.

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Aprovechar la oportunidad histórica de Next Generation

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El papel clave de la Sociedad Civil



ZEDARRIA

9. COMUNICACIÓN

El papel clave de la Sociedad Civil

10. “PILE DRIVER”



Recordar lo que decía Sir. Winston Churchill

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un punto importante,
no intentes ser sutil o ingenioso.**

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Coge un **martillo pilón**.

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Y después, **dale una tercera vez.**

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un tremendo estacazo.



Muchas gracias!

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INNOVATION

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