



# Explore all World Digital Weeks with one click

2022















# Dear readers,

This is a special edition of the electronic magazine for digital technologies "European Digital Week 2021 Special Edition".

It's been talked and written about digital transformation for years. The COVID-19 pandemic very clearly marked the importance of digital technologies not only for the business but it every part of life.

European Digital Week is a virtual event, dedicated to the digital transformation of modern society. It includes 15 conferences, giving the viewers useful information about the essential trends related to digital technology.

Experts and business leaders from Europe and around the World will come to share personal and professional knowledge, best-case practices and showcase project experiences.

Having that in mind DiTech Media contacted representatives from different companies to gather their opinion on digital transformation matters that concern the business.

# We hope we can be useful!

REGARDS, Yordan Angelov

# IT & DIGITAL MARKETING

TENDRIK



**Publisher:** 

IMG - Internet Media Group



With the support of Digital 4 Foundation



2021 technology advancements in manufacturing

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- Career Fair
- Education Fair
- Expo Zone
- Digital Show
- Conferences
- Poster Hall
- Lounge Hall

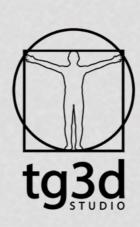


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www.virtualexpocenters.com

# LEADING TAIWANESE COMPANIES















Digital Innovation & Start Up
Summit







Al Clerk
https://ai-clerk.com/





# AI CLERK INTERNATIONAL CO.

#### **COMPANY PROFILE**

Most of the team members of AI Clerk International Co., LTD. came from the Computational Intelligence Technology Center of the Industrial Technology Research Institute. We specialize in natural language processing(NLP), semantic understanding, machine learning, deep learning and big data analysis in the field of artificial intelligence. Our IT team has 20+ years NLP strong technical strength and practical experience, and has been recognized in many domestic and foreign competitions. For example, 2021 National Innovation Award-Enterprise Innovation Award, 2021 City Data Application Competition(Best Data Innovation Award and Brand Partner Award), 2021 AiGO (from 231 Teams), 2021 and 2020 Winner in the AI 50 Campaign of Smart City Summit & Expo, 2018 ITMonth (The Golden Award Winner and 100 I.T Innovative Elite, from about 400 ICT products) and so on. Our technical achievements have successively triggered over 100 reports in Taiwan, Japan, and China media.

#### **COMPANY SOLUTIONS**

We use natural language processing, semantic understanding, machine learning, deep learning, cloud computing and big data in the field of artificial intelligence to help enterprises solve various operational pain points. Following are some of our solutions.

#### AI CLERK PLATFORM

There is a lot of unstructured data in different industries. Take the healthcare ecosystem to illustrate, the medical record records information in various processes including disease observation, diagnosis, and treatment. It can be said that it contains a lot of treasures. This data keeps accumulating and preserves valuable intellectual assets. However, for computers, unstructured medical records are difficult to analyze, count, and apply. Unstructured statements make it difficult for doctors to further observe and analyze statistics. Therefore, the structuring of medical records is the cornerstone of smart hospitals in the future. AI Clerk Platform is a tool that can automatically convert unstructured medical records into semantically structured records. It can help doctors reduce medical learning and research costs, produce more medical research results, and assist hospitals in integrating existing systems to derive various smart hospital services.

#### AI INSURANCE UNDERWRITING AND CLAIM

"Al Insurance Underwriting and Claim" help the insurance industry "three savings a day, saving time, labor, and money". The traditional insurance claims process requires manual collection and classification in thousands of data and insurance underwriting process requires manual searching and reading in thousands of professional data, which is very time-consuming and labor-intensive. In addition, insurance companies also expect accurate actuarial rates to achieve a win-win situation between policyholders. Al Insurance Underwriting and Claim can capture and classify document information and provide an intelligent one-stop process for traditional insurance underwriting and claims. This service greatly saves time and labor and truly reaches "three savings a day, saving time, labor, and money".



#### AI INSURANCE CLERK

The "Al Insurance Clerk" uses natural language processing to share the part of the salesperson's work and lets them not have to bring a lot of documents to help promote insurance sales. Training insurance salespersons is a very time-consuming task, because there are many insurance products that are difficult to remember. For insurance salespersons, how to remember many insurance products is a challenge.

"Al Insurance Clerk" allows insurance salespersons or telephone customer service agents to input the personal conditions and needs described by the customer in natural language and further recommends insurance products that customers are interested in. Even if the original insurance product content doesn't have the keyword, Al Insurance Clerk can memorize many insurance products, lower the threshold caused by many difficult insurance words, and promote matching rate of insurance products and customers. Through websites and APP, the customers can buy insurance as easily as online shopping.



### AI CLERK INTERNATIONAL CO.

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Email : <u>aiclerkmail@gmail.com</u>
Facebook : <u>@ai.clerk</u>
YouTube : <u>AI Clerk</u>





# AI CLERK PLATFORM

- \* Saves Up to About 80% Labors
- \* Without Programming
- \* Customized Semantic Understanding Tools



<sup>14</sup> www.ai-clerk.com



# **CHRIS SHUM**

#### Position:

Co-founder, BD & Chief Financial Officer

### Company:

Asiabots

### Country:

Taiwan



# **ASIABOTS**

# Mr Shum, please introduce yourself and Asiabots to our readers...

Greetings from Hong Kong! I am Chris Shum, Co-founder and Chief Financial Officer of Asiabots Limited based in Hong Kong.

Asiabots is founded in 2017 in Hong Kong. We focus on developing conversational artificial intelligence technologies and solutions. Asiabots has its self-developed A.I. engines, such as Natural Language Processing, Text-to-Speech Engine and 2.5D Virtual Avatar and more, allowing us to develop our customized innovative A.I. solutions, Voicebot, A.I. Ambassador and Chatbot, catering all channels of customer service for every industry.

I am one of the Co-founders of Asiabots, handling business development and finance relative matters. My focus is to help our business and company grow and get a better place in this A.I. competition.

# Why do you think it's good to put A.I. into customer service?

For those customer-facing industry, it is common for customer service agent to handle many repetitive enquiries. It is a time-consuming process to the human agent, and it is a kind of waste of human resources as the staff could have used the time to handle some relatively complicated tasks. The problem, is not only happening in on-site service, but also in phone enquiry and online service. That is the reason why we think artificial intelligence could be a solution to tackle the problem. Implementing A.I. into part of the customer service workflow, could help the staff the handle some relatively simple and repetitive tasks, hence, the staff could focus on catering those complicated tasks, such as complaint etc.

Voicebot is deployed on the phone hotline. Clients could choose to let the bot to handle various tasks, such as reservation, user categorization, broadcast and even more. A.I. Ambassador is an onsite O2O service agaent, providing services like way-finding, directory, enquiries. A.I. Ambassador is a onsite conversational service agent that could provide instant customer service to guests. Chatbot is a common A.I. solutions in business environment. Chatbot powered by Asiabots, is not a commonplace chatbot. Integrated with Asiabots' self-developed natural language processing engine, chatbot built by Asiabots is a lot smarter than those in the market.

# What do you think is the future of Artificial Intelligence?

We expect artificial intelligence will be part of the business in the future. It will be a key player in the future. Take our solutions as an example, we believe the future of customer service will be in a hybrid way: A.I. to take care repetitive enquiries, while human staff could focus on handling complicated tasks. A.I. is not a monster. It is not replacing human staff, but a useful assistance. A.I. will definitely be a new trend soon, so I will say do not hesitate to try new solutions and let's be the leader to digitalization.





Conversational A.I. calling robot



What is it?

Voicebot is an enterprise graded all-in-one system making voice calls to engage clients with personalized, human-like voice conversations.

It is capable of handling voice enquiries and helps to filter customers automatically. It allows automatic service and 24 hours customer service that greatly helps reducing workload and increasing working productivity. Voicebot can automate part of the service that could provide quality-sustained, personalized customer service without human agent interference.

Asiabots © 2021

Email: info@asiabots.com Tel: 3598 3639

Web: www.asiabots.com

# Voicebot





Survey



Call







# **World's first A.I. Staff for rental** A.I. Ambassador

Asiabots A.I. Ambassador is a revolutionary O2O chatbot designed for enhancing digital servicing. Differentiated from the hardware robots in the market, A.I. Ambassador emphasized on the functional communication and human computer interaction with humanoid posture, facial expressions, and movements to provide the customers a user friendly experience. Combining with A.I. and Natural Language Processing (NLP) technology, A.I. Ambassador answers customer inquires like a real human customer service provider.



# Reply Questions and provide guidance

A.I. Ambassador simulates real human voice to answer customer enquiries and questions.



# Integration

A.I. Ambassador can integrate with various kinds of software systems, chatbot or hardware.



A.I. Ambassador is able to connect to various gateways and provides functional services according to the venues.



# **Unmanned Service**

A.I. Ambassador serves clients and visitors 24 hours without assistance from human staff to provide services and brand new experience.



Asiabots © 2021 Email: info@asiabots.com Tel: 3598 3639

Web: www.asiabots.com



# **JERRY HUNG**

Company:

BXB Electronics

Country:

Taiwan



# START DIGITAL TRANSFORMATION FROM YOUR MEETING ROOM

### Tell us a little bit about your company and services

Founded in 1991, BXB Electronics has 30-year experience of A/V integration to offer smart workspace solutions. Due to the COVID-19, face-to-face business communication has been forced to be suspended. Many companies are eager to make digital transformation to get out of this predicament but don't know how to start. Our solution and services are the just right way leading them to make the change. BXB's solution is designed based on "user experiences". We firstly have an insight into customers' using procedures at their present meeting scenarios; and then we list the details of functions; finally, it would go to the selection of product specifications. In this way, the clients' pain points can be completely eliminated and the solution we offer would be satisfactory with clients' using habits and demands.

# Why is the meeting room the most important space in a company?

Where would you go if you need to make proposals or decisions with your team? As customers visit your company, where would you lead them to go? That's the meeting room. Meeting room can be identified as the gateway of a company; it can be the basis for customers' impression and evaluation of your company. Meanwhile, the meeting room is the primary space for creative thinking and strategy-developing, which can lead a company to the right path.

# What are the technologies used in your smart meeting room solution?

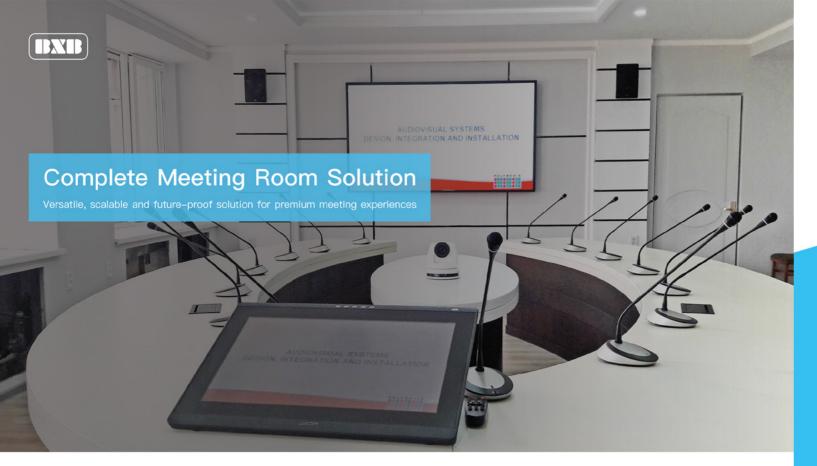
We use AV over network, AI, video streaming, and system integration to our solution. A meeting room can be various scales of integration based on the company's demands. Comprehensively, a smart meeting room includes video conferencing, attendee's image auto-tracking, A/V equipment control, live-streaming & recording, image distribution & split, paperless-conferencing, wireless presentation, etc.

# How do you suggest SMEs to start digital transformation in their current meeting room?

Before you plan to upgrade or digitalize your meeting, the first step is to recollect what are the pain points or inconveniences you've ever experienced during the meeting. And then, select the prior ones that you want to develop the most. After that, search the products that fit your demands based on your budget. It's important that the staff of your company have the recognition of digital transformation so that everyone would actually use these digital equipment rather than just put these products in the room of no help.

If you have any inquiry about upgrading your meeting room, please visit <u>www.bxb.tw</u> or contact <u>via bxb@bxb.tw</u>







# Core Advantages of BXB Solution



#### Powerful Scalability & Compatibility

BXB's system can work in any sized meeting venue, featuring absolute flexibility when you need to upgrade or add functions to your meeting room. You can change the mic quantity and seamlessly integrate cameras, voting units, video wall, lifting monitors, environmental control devices, and other external components. To build a tailor-made meeting room can be easier than ever!



#### Intuitive Control & IT-friendly

Intuitive control interface eliminates the hassle for non-IT users. It ensures effortless operation and efficient, smooth communication.



#### Optimum Sound Quality

Features natural-sounding audio techniques, including feedback suppressor, noise deletion, EMC, and etc. All the attendees can enjoy crystal-clear sound quality and successful engagement to the meeting.



#### Simple & Reliable

All BXB conference units are connected using the CATSE cable, which minimizes your deployment time and maximizes the system stability. You can apply daisy-chain, ring, tree, or star topology as you need. If you meet a connection failure of a unit, just remove it; other units still continue to function normally. The only thing you need to do is focus on the discussion.

# Speaker's Image Auto-tracking & Close-up

Seamless integration with PTZ cameras. Even in a large meeting hall with hundreds of attendees, everyone can quickly know the present speaker with ease. It also puts remote participants face-to-face.





Break the Boundaries of Communication and Collaboration



- Streamline cross-location team work
- Seamless tech configuration
- Digitalize information & meeting minutes
- Optimize room utilization
- Leave a lasting impression on clients
- Make hybrid work successful



# **ALEX CODE**

Company: DUGAA

Country:

Taiwan



# START DIGITAL TRANSFORMATION FROM YOUR MEETING ROOM

# Can you introduce yourself to our readers?

Hi, I am Alex Code from the United Kingdom, Founder of DUGAA. I am an entrepreneur, also a senior and an innovative software architect and developer. Over a decade, I have been communicating and working with many stock-listed global manufacturers on regular basis, gaining huge domain-specific knowledge and detailed understandings of business processes and information flow. I always look forward to new technologies and see how they can benefit manufacturers and the supply chain.

# Could you explain your services?

DUGAA offers next-generation of enterprise solutions for worldwide manufacturers. Our solutions are big data-driven and powered by machine learning technologies, accelerate digital transformation, enable real-time traceability and achieve supply chain sustainability.

Manufacturers use DUGAA solutions for their after-sales product lifecycle management to drive business growth.

# What are the supply chain problems now?

Not be able to get real-time product status and information of the entire lifecycle.

# What is the next generation of supply chain traceability and why it is important?

We ask manufacturers a simple question: Can you pick up any product and know all the information about it?

Most answers are, it will take a few days, we need to contact different departments, product data is scattered across multiple systems and some data can never be found. If we ask manufacturers, what if the same question comes to you 1000 times a day? The answer will be "It's impossible to handle".

Furthermore, most manufacturers want to shift from a linear economy that only sells hardware to circular business models for sustainable business or new revenue generation, but a lot of manufacturers do not have visibility of the entire product history or a system to manage the aftersales services.

DUGAA's next-generation supply chain traceability help manufacturers to get real-time traceability reports of the entire product lifecycle with 1 click. Also, we are able to provide two-way traceability from product to component and vice versa.





# How can Big Data and Machine Learning solve current supply chain problems?

Having good quality data is the first step for organizations to apply higher-level technology such as Al and Machine Learning. However, data silos and not being equipped with systems to assist the local or worldwide operations are challenges for manufacturers.

With the right Data Structure in DUGAA systems, we solve manufacturers' existing product data silos and bring their product data to life from their ERP, MES, PLM or any internal system - obtaining a single source of truth. From there, we use our proprietary machine learning technologies to generate accurate and time-proof predictions for their after-sales material planning.

We use Big Data technologies and regenerate insightful analytics for manufacturers worldwide repair and return products so all divisions from Product design, QA, Sales and Managerial teams can benefit from the insights, going beyond the after-sales services department.

DUGAA solutions help manufacturers to know the Past + Present + Future of every product, component, sub-component and beyond.

www.dugaa.com



# **Enterprise solution for global manufacturers**

Know the **Past + Present + Future** of any product to the component level

in real-time over the cloud for your entire supply chain

WWW.DUGAA.COM

# **RMAONE®**

# Enterprise SaaS After Sales Management

Manage entire global B2B RMA
Return Material Authorization process.

- Real-world multi-tier warranty management to the device component level.
- Multi repair workflows.
- ► Real-time analytics.

# **XMRP**<sup>®</sup>

# Enterprise SaaS After Sales Management

Predict the unknown after sales material planning

- Proprietary machine learning technology.
- ► Real-time device and component lifespan.
- Fast processing millions to billions of data.
- Manage worldwide repair sites in a glance.



# **CINDY HUANG**

#### **Position**

Project Manager

### Company:

Genejet Biomedical Technology CO., LTD.

### Country:

Taiwan



# GENEJET BIOMEDICAL TECHNOLOGY CO.

# In one line, explain what your company does?

Hi we are GeneJet, we provide total solution to Maternal-Fetal Care.

# What's different/interesting about your company?

We are a medical company established by multiple Obstetrician and Gynecologist and MERIBANK group. Even though we only established for 2 years, we already got approval and entered The Go Incubation Board for Startup and Acceleration Firms (GISA board) and ready to be seen by potential investors.

Moreover, we cooperate with Advantech to build a smart delivery room in Hungchi hospital September 2021, where maternal and fetal's vital sign can be monitored continuously and effortlessly.

### What problem do you think needs solved in your community?

Since we have strong connections with obstetricians and gynecologists, they have dealt with patients who suffered from infertility more than decades. However, the result wasn't promising, due to highly dependent on subjective experience. Also, infertility has become more of a "Modern" Civilized disease, the issue has worsened these days.

# What problem are you solving and why is it important?

The infertility issue is rising each year. According to WHO, there are currently 15% of global prevalence which equals to 48M couples and 186M individuals suffering from infertility. As more and more women seek for assisted reproductive technology (ART), the IVF was being invented, and it did provide an alternative for the patient.

However, the current IVF solution wasn't perfect at all. As innovative as it sounds, the treatment highly relies on obstetrics & gynecologist's experience. With conditions vary from patient to patient, the success rate is often low (30%-50%); costly (10K-30K USD/cycle) x 3-6 times (average times to succeed); and time-consuming (requires ultrasound image support)

Therefore, many women cease to seek further treatment due to the restricted solution.

Describe the product; describe what is different, interesting, new about the product.

Our product is AION, AI-Ovulation Navigator; We developed our own AI model to solve this issue. By simply imputing basic patient info & blood test results, our product can not only predict ovulations but also recommend the medicine dosage to support doctors on making optimal treatment plan for patients within seconds!





# What is your startup's vision?

Our company not only focus on digital health that integrates AI, but also focus on precision testing (POCT), nutrition & supplement to create maximum value for obstetrics and gynecology. We would like to become the biggest Maternal & Fetal Health Biotechnology Industry Chain in Asia-Pacific.

# What does your startup need most besides investment?

- International connections and promotions.
- The bridge toward authoritative medical society, the cooperation with key-opinion-leader doctors.
- The chances to cooperate with well-known pharmaceutical companies.









# **SHAOKANG CHIN**

**Position** CEO

Company:

iMobile Mind

Country:

Taiwan



# **IMOBILE MIND**

ISAI APP is a powerful and innovative Enterprise Mobile Platform. It can mobilize enterprise system easier, faster, and safer. It can assist companies to integrate their various enterprise systems very fast and easily in a low-cost way, and also ISAI enhance mobile security and information protection for enterprise when managers, employees, and vendors to access enterprise system and acquire confidential information on their mobile devices.

We assist enterprises to realize the "5G Mobile Digital Transformation". iMobile Mind not only concerns that users could easy to use and personal privacy but also provide powerful functions of information security and protection function. Our solution is low-coding of integration and implementation for IT Department or MIS to migrate various enterprise systems mobility.

We designed ISAI APP Platform from the view of employees or users and expected that our solution should be easy to use. ISAI could deconstruct the original barriers of various enterprise systems. After Implementing ISAI APP Platform, users could access or operate directly and easily different mobile enterprise applications or web sub- functions of enterprise system in One ISAI APP. ISAI APP is user-friendly and very convenient, and operate fast for all users.

ISAI can quickly integrate various enterprise systems such as ERP, Workflow, BPM, CRM, BI, OA, MES, AIOT.....etc. by using ISAI API of XML format without coding the program of iOS or Android Native APP. Users could operate off-line or on-line many mobile enterprise applications on ISAI APP. After implemented ISAI for many successful cases, enterprise could save over 70% of time, man-power, and cost of migrating and developing Native APP of enterprise applications.

ISAI Security Push Gateway could be installed on Internal or DMZ Network to connect with intranet of enterprise system because the way is more security than sending Push Content to internet coordination platform such as Slack, Line, Email,...etc. ISAI have special retrieve function of push content anytime, although the messages be received and read by users. ISAI Security Push Gateway provided static and record report system to show the received/un-received or read/un-reads of each push message.

ISAI APP provides very unique and powerful mobile security functions to extract from different functions of MAM, MDM, MFA, and DLP. iMobile Mind concern personal privacy in order that ISAI APP only protect the enterprise information but not control personal devices such as MDM. ISAI Web Management System could publish, manager, and authorize mobile applications for each different role very easy. ISAI APP has All-in-One Portal that users could access and operate authorized mobile web system, mobile application, and push content. ISAI APP could Single Sign-On any web system or application and it would verify the machine ID of user's personal iOS or Android devices at the same time. ISAI APP has special mobile DLP(Data Loss Prevention) function including Custom Watermark, Prohibiting Forward, Copying Prohibited, and Remote Wipe Data. MIS did not do any extra development work. ISAI APP cloud Integrate VPN or VDI solution of 3rd party partners to provide high-level mobile security for Government, Military, Banking, Hospital, High-tech industries.



iMobile Mind has devoted to R & D innovative enterprise mobile security platform for over 10 years. We have global sale operation and service team that has few offices in United States, Japan, Taiwan, China, Europe, and South Asia. We acquired many global awards in USA from 2019 CIO Magazine, 2020 VEO VIEWS, and 2021 Enterprise Security Magazine. iMobile Mind acquired the award of 2021 Top 10 Mobile Security Solution by USA Enterprise Security Magazine. Chief Editor said that ISAI are New Age of Digital workforce. Our solution has implemented on 16 countries and served many companies. ISAI could be implemented on different industries including FMCG, Retail, Finance, Manufacture, Medical, Government, Public Service, and High-Tech Industries. ISAI could implement for not only larger or middle company but also small business.

Web: <u>www.isaicloud.com</u> E-mail: <u>cs@imobilemind.com</u>

# **APP of Digital Workforce**



- √SSO+MFA
- ✓ All-in-One Portal
- ✓ Fast API Integration
- ✓ Security Push Gateway
- ✓ Data Loss Prevention
- ✓ Custom Watermark
- ✓ Remote Data Wipe





# APP Security Platform

# **APP Portal & SSO**

All-In-One Portal of Web System, Moble Application and File

# MAM

Application Authorization on iOS and Android

# **Indepedent Push Gateway**

Interactive Push Data, File and XML Format

### **Mobile Middleware**

Integrated with BPM, OA, BI, ERP, CRM..., etc.

# MFA

Integration with Single Sign-On and Device Verification Identity

# **ISAI APP PLATFORM**





# **JAC HSIEH**

Co-Founder at TG3D studio, Taiwan

The magic happens only if you experience, observe and take actions.

The success happens when you truly believe in yourself.



# **TG3D STUDIO**

The adoption of 3D into the design workflow has significantly leapfrog due to the COVID-19 pandemic. However, the challenges of managing all the resources successfully is often a difficult one. TG3D Studio - a fashion technology solution provider that delivers versatile and all-inclusive 3D solutions, offers affordable and flexible solutions to customers ranging from independent fashion professionals to large enterprises with any level of digital readiness. According to interviews with professionals across the fashion industry, people encounter great challenges especially with the integration between different software and platforms when adopting 3D solutions. TG3D Studio's wide array of Scanatic<sup>TM</sup> for fashion digital solutions, such as the Nuno3D Services for fabric scanning, DC Suite for 3D fashion design, and StyleBook for virtual merchandising, are offered in modules and designed to be compliant with industrial standards for easy integration with external software or platforms. When used together, the data flows smoothly creating a seamless process. For fashion professionals experiencing frustrations with limited resources and complicated technologies, TG3D Studio's modular & customizable package allows users to mix and match different 3D solutions to fit their budgets, resources, and needs.

With the COVID-19 pandemic global situation, we have seen a 200% increase of apparel brands searching for digital solutions. However, we understand that not everyone in the industry is resourceful like the big companies. Hopping onto the 3D bandwagon hasn't been exactly an easy and smooth ride for most brands. TG3D Studio is thrilled to be the solution that helps to make this process smoother and faster. For those who already know where to start, we are here to help you fill the missing part. For those who have no idea where to start, we are here to lead your way. By leveraging our extensive experience in the fashion industry, TG3D Studio is also well connected with design studios, manufacturers, and retailers. Hence, TG3D Studio currently offers Technical Consulting Services to ensure users a painless and fast on-boarding 3D workflow process.

#### TG3D Studio's 3D solution is

- Integratable with other software/platform
- Available to accommodate any level of digital readiness
- Customizable and affordable with subscription packages

More about TG3D Studio Please visit <a href="https://www.tg3ds.com">www.tg3ds.com</a>

Additional Information:

<u>Press Kit download</u>

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Media contact: Email: sales@tg3ds.com Phone: +886-2-2506-2828





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February 21, 2022

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April 04, 2022

AUSTRALIAN DIGITAL WEEK

March 14, 2022

AMERICAN DIGITAL WEEK

October 24, 2022

**EUROPEAN DIGITAL WEEK** 

November 21, 2022

Digital Innovation & Start Up
Summit



# **MARY OVWIGHOSE**

#### Position:

Digital Marketing Consultant

# Company:

OM Digital Agency

# Country:

Nigeria





# DIGITAL MARKETING FOR STARTUP

### Dear Ms. Ovwighose, please introduce yourself to our readers:

Hello, my name is Kate Ovwighose. I am a Growth Marketer, I work with startups to develop growth strategies and experiments to achieve sustainable growth. I have a bachelor's degree in Marketing, majoring in digital and growth marketing. I also have a degree in Digital Analytics. I currently worked in Founders Factory Africa (FFA).

Before joining FFA, I worked as a growth and marketing lead helping to create growth and marketing experiments that achieve 10x acquisition and retention growth.

I have a passion for helping African startups achieve unicorn status and training young marketers to do the same.

# How would you best define the role of social media nowadays? Do people have the right concept of who they really are in this online/offline world?

A lot of companies have got it wrong with social media marketing. We have run with a perception of we need to be on social media so that we can sell. While that is true in itself, I dare to say it's not the total truth.

Companies have entered with the perception of sell, so they start selling from day 1. Social media is much more than a channel for selling but building a tribe.

Companies should go beyond selling and focus on building tribe and brand advocates from social media by interacting and listening to their potential and current customers and creating valuable content/products that will meet their needs.

# How do you define the success of a brand today?

A lot of metrics can be used to define a brand success. But for me, the most important is the perceived value that the potential and actual customers give to the brand. This is most times attributed to a brand's Net Promoter Score.

A high NPS show a positive signal of Product-Market Fit which translate to good standing with your customers. The success of a brand is always centred on its target market.

# Do you consider developing communities as one of the most important aspects of marketing in the digital age? Why?

Yes

Building a community is paramount for growth in any company. A company growth lies in the hand of the market. No matter how good your product is, without customers that use your product, believe in your product enough to tell others about it, your product will crash.





Community building is a way of securing your customers and turning them to brand advocates. As you can tell, I am a big fan of turning customers to brand advocates

# Do you think that TikTok has potential when it builds a digital marketing strategy? In your opinion, how will TikTok evolve in the next few years?

I believe the video content creation platform is still in its early stage and can still develop for better user engagement.

Adding more personalization in video creation, better interaction between the content creator and their audience.

Tiktok is still an underused channel for marketing. Just like content creation (SEO) was an underused channel 10-15 years back. So I believe more brands will begin to look into utilizing micro-influencers on TikTok for their marketing campaign.

# What lessons have you learned from the pandemic? (in terms of digital marketing and startups)?

Be flexible and ready to pivot on your strategy. When the pandemic hit, a lot of businesses were cut unawares and most took time before pivoting to meet the current demand of their target market. The businesses that adapted early on and modified their marketing strategy to meet the current situation thrived. If I have learned anything is not to be too rigid on marketing strategies.

A major pandemic might come once in a while but customer needs change almost every season. So the ability to know and understand what your customers want per time and tailor your product and marketing to meet those needs is crucial for success.

#### > MARY OVWIGHOSE <



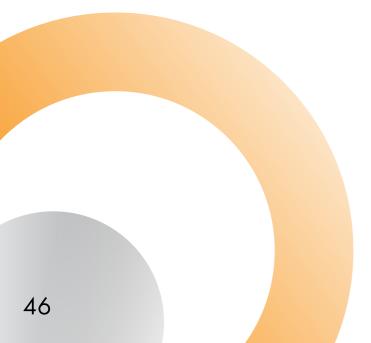
# IN THE BEGINNING, IT WAS ... JUST A DREAM!



Digital4 is a foundation promoting digital technologies and the development of the digital industry around the world. We organize different initiatives in support of business and education in 5 continents.

In the network of events, Digital4 are getting together leading specialists, entrepreneurs, and digital enthusiasts who are creating new business opportunities and appropriate environment for exchanging valuable knowledge, experience, and ideas.

Digital 4 Foundation connects businesses and drives entrepreneurial innovation by exploring the latest trends and innovations in the digital transition of our economies.





# **PAMELA MORISSE**

#### Position:

Marketing Manager

# Country:

United States





# NEW PRODUCT LAUNCHES - DIGITAL & ECOMMERCE EMPHASIS

### Dear Ms. Morisse, please introduce yourself to our readers:

Hello! I'm Pam and I've been working in various Marketing roles for several years. It's exciting to watch as the world of Marketing continues to progress on new platforms, seeing execution with new and updated processes, and seeing creativity unfold in innovative ways. I especially enjoy watching startup companies bring brand new product and service ideas that potentially disrupt the marketplace.

# How would you determine the impact of today's economic and political climate on the global e-Commerce?

Ecommerce has continued to grow to be the consumer's preferred place to shop and turn millionaire owners into billionaires. These powerhouse retailers are the gold standard, yet best practices can be learned and much information is readily available knowing where consumers go to purchase. Just as Red Box DVDs or Facebook were once the only players in their industries — there's always opportunity for competition to swoop in and take share.

# Do you think that creating a safe environment where all voices are welcome, heard and respected is essential for e-Commerce success?

I certainly recommend that any business, ecommerce or otherwise, maximizes both their consumer reach and ability to obtain the best talent by following these types of policies. I think in reality much of this does not occur in both small and large businesses. Often leadership shows preference to hiring "yes" people and demonstrates less interest in welcoming all points-of-view taken as equal value. I've also experienced (from top level to entry level) once feedback is given it's assumed by each individual that their idea is the "right one" and will be applied, if not they feel they weren't heard (and vice versa where it seems there was no action taken by companies after asking for employee feedback, so why should they speak up?). Investing in a strong HR team that wholeheartedly has buy-in at the top level can guide leadership on these principles by making them part of the company culture on an on-going basis.

# In your opinion, which are the best ways to humanize your brand in the age of social media and artificial intelligence?

Video! Video is a way to show actual use of a product or demonstration of a service. Just like most of us had more video calls in 2020 than ever before in our lives, it really is the next best thing there is to real life. But also, videos showing real experiences not just self-promoting commercials.

Also, customization! We now live in a world where we're not all accepting of the one size fits all cookie-cutter anymore. If customizing an experience to individual preferences is a viable option, do it.



# In your opinion, how can you maximize the efficiency of your marketing campaigns?

Plan things out and have the people and the tools to execute. Always create new ideas to test and continually optimize.

# What is your advice to all the people, who want to pursue career in the marketing industry?

One of the hardest things to do is explain "marketing" to "non-marketing" people. Know that the Marketing discipline is vast. There's a lot that gets shoved in to the "marketing" bucket depending on the company and the job description they decide to push out (which is often a copy/paste from other job descriptions). Figure out which specific pillars or subcategories of marketing you are most interested in. They may change over time, that's fine! Get experiences in as many as you can!

Find a mentor. And by that I don't mean reach out to 25 people at one time with a question and get their responses and call the task completed. Find ONE mentor who you meet with regularly (regardless if it's once a week, every other, month, or quarter - whatever) and stick to it for a long period of time. Ask questions, listen, take notes, re-read your notes, take action on what was discussed. And be the one to own setting it up on the calendar. You're getting something for nothing, you do the grunt work. Say "Thank You" and express your gratitude regularly, someone's time is rarely going to be this cheap. With a mentor, you're also networking. This established person could provide some leads or even land you an internship or actual position. Take this seriously as I think many entry level people do not - at least I'm not seeing it. The times I have experienced people wanting a mentor it's been the one and done, no follow-through or continuation - that's not gonna cut it or be very valuable to yourself going forward.

> PAMELA MORISSE <



The Digital Marketing Agency Directors'
Forum



# **JOLIEN DEMEYER**

# Position:

Founder

# Company:

Jelloow & Marketing Scaleurs

# Country:

Belgium



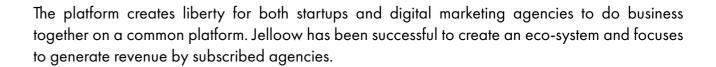


# MY SECRET WEAPON IN SCALING UP YOUR MARKETING GAME

# Ms. Demeyer, can you tell our readers more about yourself and your current professional role?

My name is Jolien, a true scaleur (= Scaler + Entrepreneur) and am the founder of several startups:

- » <u>Marketingscaleurs.com</u> a company focussing on scaling up companies. We often see that only 6% of the companies scale, and we want to work on the 4 Ss (just like Porter had his 4 Ps)
  - STRATEGY where do you want to go and are you capable to grow your business
  - SYSTEMS having the capabilities to handle the growth so do you have the right systems in place
  - SCALEUR MINDSET having the desire to grow your business. Its about being a scaler & entrepreneur, and understand what scaling is
  - SUCCESS PANNEL the dashboard where to track your main KPIS and understand your ROMI
- » <u>Jelloow.com</u>, a web base cloud-based web application where startups or any growing company can match with qualified marketing agencies to get support for their digital marketing/growth needs.



- » Original from Belgium, and now working between the US & EU.
- » Author of the book 'Think Big Scale fast'
- » And being a nerd with 3 masters

# How do you balance between your business life and your personal one?

- » Its always a combination of enjoying and working.
- » Love to do the things that give me energy:
  - Set time aside to visit family & friends
  - Reading books
  - Doing sports
  - Learning about the wine, as passioned about wine



# Tell us more about your success in the digital marketing and how did you decide to become a professional marketer?

- » Having a growth mindset / a scaleur mindset -> open to new things / learn new things
- » Putting kpis and goals to things you want to achieve and following up on these
- » Rolling up your sleeves, and doing it. Learning first hand. Understanding the obstacles, the challenges. ..
- » Speaking about the topics you like, writing about it (blogs / book), listening (podcasts, conferences, books ...)

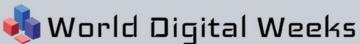
# In your opinion, why are the brand's transparency, accessibility and authenticity so important to the customers? How to balance them?

- o In todays world the consumer control the conversation
- Brand transparency is about building consumers trust
- Consumers can block out companies that they don't trust or appreciate.
- o So by focussing on brands transparency, you show your audience that you are worth their time.
- Tell them who you are, why they should stick with you, show the human side, the emotions, demonstrate your values
- o Its all about the right tone of voice, adapt your messages to the right audience
- When consumers trust & loyalty is strong, the business will grow
- You will get a positive review
- Honesty & authenticity is the best to balance it all

# In your opinion, what will be the future major industry changes, related to digital marketing?

- Content marketing is key, tone of voice & personalization -> right message to the right audience
- More technology, eg. Advanced chatbots. Chatbots are growing and offering better & helpful solutions to users individual needs
- O Augmented reality becomes the standard -> this toward fitness, where you can put furniture
- Voice search -> Smart speakers, personal assistants.
- So much more

> JOLIEN DEMEYER <



# THE DIGITAL MARKETING AGENCY DIRECTORS' FORUM

www.worlddigitalweeks.com





# The forum is included in the schedule of:

- African Digital Week February 22, 2022
- Asian Digital Week
  April 05, 2022
- Australian Digital Week March 15, 2022
- American Digital Week October 25, 2022
- European Digital Week November 22, 2022

Fintech & Digital Banking Innovation Conference



# **ROBERTO CAPODIECI**

**Position:** 

CEO

Company:

Blockchain Zoo Pte Ltd

Country:

Singapore





# DECOUPLING BLOCKCHAIN FROM CRYPTOCURRENCIES

# Mr. Capodieci, please introduce yourself to our readers...

I am a blockchain architect. My love affair with computers started when he was a little kid. I coded and sold my first video game at age 10, opened my first consulting firm at 14, later I specialized in big data analysis as a law enforcement consultant. I have studied decentralized systems and peer to peer networks since the times of the Torrent protocol. Now I teach consensus logic, and I design custom blockchain solutions. I am specialised in all the technical aspects of blockchain and crypto, smart contracts and smart transactions, consensus layer customisations, customized transaction types, very specific blockchain use cases, application of blockchain technology to particular business models, etc. Yet I am not an expert on cryptocurrency trading, finance, and all the non-technical aspects of cryptocurrencies and related legal aspects and regulations. I have a particular experience in blockchain solutions where cryptocurrencies are not involved, for example document management, digital identities, RegTech, GovTech, and the use of cryptography in IoT devices and software applications (parsers and middleware) for integrators. To sum it up I am an advocate of decentralization, and architect of decentralized systems and solutions. I have given hundreds of public speeches, and published tech books (the last book, "New strategies in Blockchain", is available in PDF for free here <a href="https://bcz.bz/vol1">https://www.</a> amazon.com/dp/1734917903)

# In your opinion, what is the biggest challenge in the fintech industry at the moment?

Most developers nowadays lack the knowledge of low level coding, and most FinTech applications and services are implemented leaving security issues exposed. This causes uncertainty for some users. Other reasons for lack of trust on FinTech products is due to custom habits. Those used to deal in person with an agent or consultant are diffident to operate the same services through a mobile phone or a website. Low transparency on terms and conditions and small prints cannot be questioned without human interaction, and being on a website may not guarantee the user is actually interacting with the service they believe they are. Phishing and clone websites steal users credentials and expose users to risks that they don't have when dealing in person at a financial institution. Overall it is a matter of culture shift and maturity of the industry.

# How has the pandemic accelerated developments in payment technology?

The need to maintain distance from other people, limitation in travels and access to locations and a large number of companies having resorted to remote work, has created a large push for online shopping.



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Even those businesses that had not provided an online platform to purchase their products, have found themselves forced to have an alternative to just serving clients at their shops. The increased request of online payments has pushed financial institutions, and FinTech companies to provide better means for online remittance. The more effective, fast and cheap services had a fertile ground to emerge and be adopted. The use of cryptocurrencies has increased as well, as it has gained more adoption due to an increased demand.

# In your opinion, what does the future of crypto banking look like?

Central Bank Digital Currencies (CBDCs) will push banks to update themselves and start dealing with government cryptos first, and eventually (if, when, and where regulators allow) also with the classic cryptocurrencies. On the other hand in the FinTech arena several companies focused initially on cryptocurrency custody and eventually on other services around crypto (tokenization, defi, etc) have resorted into getting a banking license to serve their client fully and offer a bridge between the two worlds.

# What advice would you give to your younger self at the start of your career?

To myself in early 2010: "Don't format that hard drive with the private keys of 300 bitcoin just because they have no value."

To myself in 2013: "Don't pay for your breakfast, lunch, and dinners in bitcoin so often when they are worth a few hundred dollars each, those will be very expensive meals when you look at them in 2021."

> ROBERTO CAPODIECI <

# FINTECH & DIGITAL BANKING INNOVATION

AFRICAN DIGITAL WEEK

February 22, 2022

ASIAN DIGITAL WEEK April 05, 2022

**AUSTRALIAN DIGITAL WEEK** 

March 15, 2022

AMERICAN DIGITAL WEEK

October 25, 2022

**EUROPEAN DIGITAL WEEK** 

November 22, 2022







# **VITALIY DYACHENKO**

#### **Position:**

CEO & Founder

# Company

UppLabs LLC

# Country:

United States





# AUTOMATING KYC AND ONBOARDING TO ENHANCE THE CUSTOMER EXPERIENCE

# Dear Mr. Dyachenko, could you tell our readers more about yourself and your professional background?

My name is Vitaly, I am the CEO and founder of UppLabs, the company which develops secure and compliant software for fintech, healthcare, and real estate businesses eager to be #1 in their niche.

At the beginning of my business journey, I graduated from Google Product School and even coowned several startups.

I also have a solid technical background. During my professional career, I gained experience working on building financial products for large companies including Citibank, Deloitte, and SimilarWeb.

Also, I'm honored to be a mentor at Facebook Developer Circle and Maya Startup Hub. I was very excited when back in 2018 I was invited to join the Global CTO forum.

# What are your business goals for the next three years?

I want UppLabs to grow its revenue 10x times in the next 3-5 years.

We want to become a leader in providing fintech services and help new or already existing businesses to implement their ideas and products. With our experience, fintech companies can reach better results with fewer efforts. Because we had already set up lots of compliant fintech software including mobile banking, lending platforms, KYC based on AI, trading platforms, etc. I want UppLabs to be seen among large fintech providers and gain some more famous clients who can promote our brand worldwide.

# Tell us about an obstacle in your career? How did you overcome it?

There were a few problems with the company's growth at the start. UppLabs started from one client and a small team with great delivery skills. We grew smoothly. Since I had a solid technical background, I could control the quality of the company's work, but the business side and growth were beyond my experience at first. So the growth was slower than we wanted.

For example, we were building a business development system on our own, but later reached the conclusion that some assistance would be needed. So we invited experts and mentors from outside to build a business development unit more efficiently.

After auditing and analyzing the business, we turned to a compact business structure that could ensure the flow of projects. We implemented a structure with lead generation specialists, SDR (sales development representatives), closer roles, and combined sales and marketing into a single team to fully track each activity's effectiveness. A KPI system was introduced for each marketing activity.

And, of course, now UppLabs grows at a pace, and I am happy about it.



# In your opinion, which are the most important innovations, related to fintech and digital banking?

Fintech is developing at incredible speed. And with the COVID situation, businesses got even more creative, and the users got more enhanced and smart solutions. Among the most significant innovations in Fintech and digital banking, I would like to name:

### 1. DeFi (Decentralized Finance, including blockchain)

DeFi applications is a blockchain-based form of finance that does not rely on central financial intermediaries (brokerages, banks with traditional financial instruments, exchanges). Instead, they utilize smart contracts on blockchains, cryptocurrency. Most of them run on the Ethereum blockchain. This technology enables the markets to be always open – no centralized authorities who can block payments or deny you access to anything. Despite apparent benefits like faster pace of innovation, higher transparency, more efficiency, and lower cost cross-border payments, DeFi is still a nascent space with various risks, particularly around sudden volume shifts and market manipulation with the steady influx of liquidity.

# 2. Mobile-first & solutions that do not require any download

That is a matter of expanding the network and enhancing user's accessibility. If we take into account emerging countries or devices with a limited capacity, the users there could still be able to access fintech products online, in-browser, not loosing their time and device memory for downloading heavy applications.

Also, this means users don't have to install additional extensions that might compromise their privacy. In-browser and mobile-first solutions will perform as an extra layer of privacy and security as a result of disabling third-party extensions.

### 3. Biometric Security Systems

By identifying a customer's face, voice, and mobile device, biometric authentication makes it extremely difficult to spoof the true user. In recent years, banks started to collaborate with tech firms, devs and startups to create foolproof authentication systems. Digital ID, if implemented in a tokenized form, makes the interaction secure by eliminating the need for members to exchange personal information during each transaction.

# Types of biometrics:

• Face recognition is the most widely known and most natural form of biometric identification. It ranks second in terms of market share. Advanced technologies can enable face recognition that mixes the 2D & 3D modes.

- Fingerprint recognition, undoubtedly, the most pioneering biometric technology that is embedded in mobile devices. However, the false acceptance rate of fingerprint recognition is high, so it is easy to hack.
- Iris recognition has the highest individual uniqueness, as even twins do not have the same irises. It has previously been applied in access control systems. With the growth of camera pixels in mobile devices and the enhancement of light-emitting diode (LED) light assistance, iris recognition has gradually been embedded in mobile devices.
- Voice recognition is based mainly on the tone and audio quality of an individual's voice. A voiceprint may differ due to the shape and pronunciation habits of an individual. Recognition errors may also occur due to field noise.

In FinTech, biometric technology is not only being used to authenticate individuals, but also to expedite payments and transactions. Biometric data links users directly to their financial identities. This means that instead of using a credit card or cash, people can authorize payments with a simple fingerprint scan.

### How do you think will these industries evolve in the future?

I am convinced of that. Because even when the pandemic will end, people will not want massively to go back to offline shops and banks. Once they tried a more convenient way, they will not go back. So far, all financial technologies around DeFi, Biometrics and mobile-first apps will develop and become more complex and automated.

# What advice would you give to all the young specialists who would like to pursue a career in the field of fintech or digital banking?

I want to advise them not to be too confident of their ideas before providing proper research on the market. Another piece of advice concerns the user – as the fintech specialist, you should always put yourself in the users' shoes. Only this way, you'll understand what they want and how to provide them with this technology or service.

#### > VITALIY DYACHENKO <



6

International Conference on Crypto Finance & Blockchain Technologies



# **IBRAHIM INUSA**

#### Position:

Blockchain Developer

# Company:

Marwadi University

# Country:

Nigeria





# DISTINGUISHING CRYPTO-CURRENCY FROM BLOCK-CHAIN FOR DECENTRALIZED INNOVATIONS

### Mr. Inusa, please introduce yourself to our readers:

My name is Ibrahim inusa, Blockchain developer, software developer, and Researcher from Nigeria who appears in many international conferences presenting research papers and dialogues on technologist and innovations, with in-depth knowledge of Deep learning, also a diploma graduate in information technology branch in Moddibo Adama university (MAUTECH) of technology yola and currently studying bachelor degree in information technology at marwadi university Rajkot Gujarat India 2019-2023

# In your opinion, how can blockchain technologies help us in our everyday life?

A block chain technology being one of the emerging technologies of 21 century has impacted the advancement of mankind and since the inception of this technology it has enhance the financial and security tech ecosystem that apply to our daily life and it still have a horizon of sustainability and advancement to offer, for bettering our daily life specially at this age of science and technology. And In my opinion blockchain can helps in the following areas in our daily life more than any other technology presence so far. And these areas are Eliminating Fraud Risk, Transaction Anonymity, Lower Operational Costs, and Immediate Transactions and in other hand it does have potentials usability on large scale that our governments and businesses can able to relied upon. This powerful potential usability of blockchain includes national identity management, healthcare,

internal revenue monitoring, voting, secure financial services, and registries.

# Can you give us an example from your practice for a time when you had difficulties and how did blockchain technology help you overcome them?

I feel of needing blockchain technology in my current activities as a student and research at times when I need some digital tools, platforms and applications that require my Identity cards and personal data but being in the world of surveillance capitalisms, a times I'm not comfortable in putting my data on some platform which restrict me form the accessing to what I'm looking for. But with the help of blockchain identity management system I think the door for wrong used of data will be control.

# In your opinion, can cryptocurrencies be developed and used in more economically unstable countries?

Developing and using crypto currencies in countries which economic aren't unstable can solve some problems personally for others within such countries, example it will open a Access To New Customer base and involves the bankless community to access the digital transaction and many more but it do have it backlash to economy of such countries for being unregulated currencies that will result to promise unrealistic returns causing financial losses to the public.

And among the priories of such countries is to make their economic stable. And I think for this they most involve in adoption of this advancement and chest it future by applying the regulations policies and strategies to it in other to strengthening the economy of their countries.



### Can you tell us more about the blockchain sector in Nigeria?

When it comes to blockchain technology sector in my country Nigeria, there is National Digital Economy Strategy and Policy 2020-2030 which aligns with the 8 pillars of the 'DIGITAL NIGERIA' Roadmap of the Federal Ministry of Communications and Digital Economy (FMoCDE). It is also a key enabler and driving force for adoption of the current digital age emerging technologies to drive a digital economy of the country.

And By exploring the potentials of blockchain technology, identifying it as a development tool beyond crypto currencies the Federal Ministry of Communications and Digital Economy have mention on its National Adoption Blockchain Strategy draft that "Nigerian government cannot ignore this global development if the nation must accomplish her dream of becoming one of the top 20 economies in the world."

And it further highlight A survey was conducted in 2019 on over 70 blockchain start-ups in Nigeria by Blockchain Nigeria User Group, an active community of blockchain developers, investors, entrepreneurs, crypto traders, and enthusiasts.

The survey conducted among the start-ups revealed that these Blockchain journeys were clearly riddled with challenges skewed towards adoption than implementation. It shows that companies had ventured into blockchain in different operational landscapes with more emphasis on finance, trading exchanges, wallet services and blockchain education, amongst others."

For this Nigerian financial sector witnessed a significant spike rise in blockchain adoption since early 2016 with people venturing into virtual currency trading. This took financial regulators unawares and caused panic amongst them with several Investment Schemes surging into the market. These schemes took advantage of Bitcoin's wide adoption to promise unrealistic returns causing financial losses to the public.

The events had caused a cautionary note being issued to the public by Nigerian government agencies like CBN, SEC, NDIC and EFCC to be careful about getting involved with Virtual currencies.

Thereby Nigerian government had constituted "The National Forum on Virtual Currency" in June 2017, with National Adoption Blockchain Strategy (Proposed draft) and the primary objective of the Nigerian Blockchain Adoption Strategy is to identify and utilize the opportunities provided by Blockchain technologies to strengthen the country's security on cyberspace and stimulate the growth of the economy.

This blockchain adoption strategy also aims to promote Blockchain technology in Nigeria and help in mitigating the risks regarding its implementation by government agencies, and corporate organizations.

And the strategy support the government to unleash the potential of blockchain and distributed ledger technologies (DLT) in the country, by supporting the digital transformation in several sectors and preventing risks related to their use.

Now the progression of blockchain adoption is beyond the anticipation and for the government, the concern has been on how the technology can be used to foster healthy growth of the nation's digital economy and safety which is amazing move.

### What do you think is the future of money?

While as for the future of money I like us to revisit what the Soulaima Gourani, Public Speaker, Author, Board Member and Adviser, says about the future of money in which he said "Money as we know it has only existed for a relatively few years – the first banknote was printed in France in the 17th Century. More, recently, however, currencies have started to disappear; more than 600 in the last 30 years, and the trend continues "

And they must be a replacement of those currencies which simplifies the mobility and accessing the currencies to such the use of credit cards has dramatically increased in recent years. VISA and MasterCard have a share of more than 80% of the global credit card market, and this situation can be viewed as a regular oligopoly (feel free to disagree).

However, a new and more comprehensive system is rapidly developing: mobile payment solutions. New technologies are providing new ways to make payments and transfer money via mobile phones, apps, Bluetooth solutions, and so on.

Also the crypto currencies are flourishing in our markets rapidly and the adoption are progressing in some countries and if the crypto currencies remains conventional among people it will make a radical shift in the future of money.

#### > IBRAHIM INUSA <



7:

#### **EUROPEAN DIGITAL WEEK 2021 Special Edition**



### **YAEL TAMAR**

**Position:** 

CO-CEO & Co-founder

Company:

SolidBlock

Country:

Israel





# HOW TO TRANSFORM AN ASSET INTO A FINANCIAL PRODUCT ANYONE CAN BUY

#### With a few words, please introduce yourself.

Yael Tamar is CEO and Co-Founder of SolidBlock, an issuance platform and a marketplace for property-backed digital securities.

Yael co-founded several fintech startups, a successful marketing company in the blockchain space and an import/export company that was acquired.

She is also a regional co-chair at FIBREE, the Foundation for International Blockchain and Real Estate Expertise, the leading international network for exchanging knowledge within the real estate industry.

She is regularly invited to speak worldwide as an expert in Blockchain, Real Estate and Fintech. Hackernoon.com has named Yael as one of the recommended Blockchain Influencers to follow in 2021.

Brad Anderson, Editor in Chief at ReadWrite also ranked Yael among the Top 25 Blockchain and Cryptocurrency speakers.

### Can you tell us about an obstacle in your career? How did you overcome it?

The COVID-19 pandemic turned everything upside down. As a mother of two young children, I found myself spinning in place. Plus SolidBlock is a global company that relies on travel to do business. Within weeks of the outbreak, we were working 100% from home and trying to figure out how to move forward in our company's goals. Luckily, we realized pretty quickly that everyone was stuck like we were but there were ways around these obstacles. We could work together online, not only among our employees but also globally. This shift in thinking helped us transition to attending online conferences with a broader global reach, improved our communications with our partners and strengthened our determination to onboard new real estate projects. If 2021 is any indication, SolidBlock is thriving.

### What are the main Crypto Finance & Blockchain Technologies trends that shape the industry nowadays?

There are many, many things that excite me about the industry but if I have to pick the top trends, I'd highlight three: the lightening speed with which technology is developing—which in turn funds so many tech companies as the value of crypto increases; the fact that crypto doesn't follow any political agenda and it is for the People; and the fact that the playing field is levelled for all races, genders, etc. and the industry is very diverse. We're heading towards a decentralized financial system that will change the way we transact business. DeFi is changing the way people store their assets, invest, save, do business and much more.



### Why is Blockchain a trusted approach?

Blockchain is a type of distributed ledger technology (DLT) that organizes transactions in a shared, distributed database. DLT is an umbrella term for blockchain and other similar tech. Blockchain, however, did not allow for additional information to be added to the minimum details of a Bitcoin transaction. That changed in 2013, with the appearance of smart contracts on the Ethereum platform. Smart contracts are code that allow parties involved in a transaction to add significant obligations in an if-then form. These contracts are trustless—meaning as long as the parties

 $\Rightarrow$ 

have agreed to the logic in the contract, there is no need for a third party intermediary and the settlement executes the transaction independently once terms are met. These contracts can exist between more than one person, either as individuals or as organizations.

Almost anything can be exchanged using a smart contract, from money, real estate, securities, and even data. Smart contracts are stored and replicated in a DLT. There can be no falsifications or deletions to information once a contract is set. And, the anonymity of the parties is ensured through the encryption of data.

The advantages of using blockchain in a transaction includes the speed at which a transaction can occur as it sidesteps preparing documents by hand and is self-executing; the savings due to cutting out a middleman and instead communicating peer-to-peer; the reliability of data based on the fact that data entered into a smart contract cannot be changed or tampered with; and the accuracy of information and the execution of the stated contract. Blockchain and smart contracts decentralize the centralized financial system. In terms of data liquidity, blockchain creates network-centric alliances rather than data being concentrated in one main server.

### In your opinion, can cryptocurrencies be developed and used in more economically unstable countries? Why is that?

When I interviewed Meirav Harel, COO at IQONIQ recently on my podcast, BlockSolid, she suggested that El Salvador's jump into accepting Bitcoin on a national level could actually work against the advancement of crypto as an acceptable currency. If the United States, England or France accepted Bitcoin as legal tender, then I think that we could predict that we were seeing the entrance of cryptocurrencies into the financial ecosystem in a more dramatic way. But if countries with weaker economies are the first to accept it, it may strengthen the bodies that are against Bitcoin.

That's one side of the Bitcoin. The other is that these countries with weaker economies may be able to use cryptocurrencies to further their economic development.

# What advice can you give to people who are now entering the Crypto Finance & Blockchain Technologies field?

Blockchain is changing the world in terms of social, corporate and individual governance. It is these grand ideas that people and companies should focus on when they enter the crypto finance and blockchain space. For example, SolidBlock is one company that is becoming a vehicle for change. By tokenizing real estate using blockchain technology, our goals to democratize and empower individuals' financial wellbeing are coming to fruition. It's time to create the tools for a liquid property market, change the way families create a safety net and encourage value creation based on the real estate sector. Tokenized real estate is a bridge to DeFi. Peer-to-peer transactions mean bypassing the opaque banking system, lowering transaction costs, and championing transparency above all.

My advice is to act big and do big. A startup is an experiment and if you fail early on it will help you find success. The reason that some startups are successful is that they know how to acknowledge their own failures, learn from them and turn them around.

> YAEL TAMAR <



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#### **EUROPEAN DIGITAL WEEK 2021 Special Edition**



### **PRAVASH DEY**

#### **Position:**

Disruptor-in-Chief

#### Company:

US India Blockchain Council

### Country:

India





# THE FUTURE OF MONEY AND BLOKCHAIN

### Mr. Dey, please tell us more about yourself and your professional background?

Ans: Hi, first of all thank you for giving me the opportunity to speak at the European Digital Week 2021.

I'm an entrepreneur, NFT Investor, Collector and TEDxSpeaker. I've been part of the UK and India Tech-Startup ecosystem since 2007.

I moved to London in 2005 to pursue my higher education and also started my entrepreneurial journey when I was pursuing Master of Business Administration (MBA) in Brunel University, London. As a founding member of Brunel Entrepreneurs Society, I started Global Entrepreneurship Partnership (GEP) to bring aspiring entrepreneurs, technology enthusiasts and corporate partners and also strategic investors together to build the next-gen digital innovation in the UK and Going Global.

Being part of NACUE, UK during my university days helped me to meet and network with thousands of young and also very successful entrepreneurs including my childhood hero Sir Richard Branson, to build the social capital. Since then I've been working on Global Silicon Triangle, a decentralized global blockchain technology consortium, an initiative responsible for the exchange of open source software development, sharing and exchange of technical expertise among three most famous hubs for technology companies in America, Europe and Asia i.e. Silicon Valley of California, Silicon Roundabout of London and Silicon Plateau of Bangalore. It aims to create a tech entrepreneurial hub inter-connecting the 3 main technology clusters and assists companies and individuals considering to locate or do business in the Silicon triangle by providing infrastructure support, human resource support and by facilitating introductions to the government and business community.

Digital India Hack-a-thon (www.digitalindiahack.com), 'Ideation to MVP' in 36hours, is an initiative to inspire young developers & designers and bring together entrepreneurs and investors to empower Hon'ble Prime Minister of India, Narendra Modi's Digital India campaign.

### In your opinion, can crypto currency help the country's economic growth and how?

Ans: Yes, definitely! Now, we are part of "Web 3.0 and 5G revolution", the world is moving towards Open Innovation, Going Digital, new technology adoptions and also promoting entrepreneurship beyond borders.

This creates an opportunity among various nations to collaborate with each other and exchange technology, innovation and financial trade agreements (FTA).



Digital Money and Digital Assets are part of the new economy. Many counties are building land records on blockchain so they can have digital assets available for global investors to invest in the ecosystem. decentralized finance (DeFi) and Central Bank Digital Currency (CBDC) are opening new business opportunities every day. Few countries have already started their own digital currencies and also eResidency and eCitizenship programs. This will attract technology enthusiasts, innovators to participate and bring global investors to be part of this economy.

### What do you think is the future of money?

Ans: The future of money is going to be digital and eventually getting tokenism economy. Countries have to build digital banks and bring regulatory changes to adopt this new format. Entrepreneurs are going to be part of the decentralised ecosystem and this is bring decentralised autonomous organisations to collaborate with each other to sustain and grow.

### How can governments support blockchain innovation and adoption?

Ans: Very interesting question! Government can start their own incubation, accelerator programs, launch industry specific CoHorts and also Financial Technology Strategy Board (Sandbox Programs) to allow global innovators and local entrepreneurs to collaborate and be part of such innovative ecosystem. They can also make regulatory changes and facilitate local enterprise zones to allow foreign investors to be part of cluster based projects and also to invest in hyper-local economy and solve real world challenges via blockchain technology.

The Smart Contract is pretty much acceptable globally. It brings trust, transparency, cross-border transactions and also improves efficiency in the system. Government can use Public-Private Partnership or Peer to Peer (P2P) networks to build land records via smart contracts, put their healthcare, local development programs, voting rights, defence purchase system, skills development and training and recruitment, etc in to the single-window ecosystem via blockchain. This will help the Government to take quick decisions on Smart City Projects, Smart Airports, Land-Sea-Railway, Telecom, Transportation, IT and Communication Infrastructure, etc.

> PRAVASH DEY <





### **SHUBHASISH DAS**

#### **Position:**

Finance Manager

### **Company:**

Cargill

### Country:

India





# **BLOCKCHAIN REVOLUTION**

# Mr. Das, can you please introduce yourself to our readers?

I belong to the species of homosapiens who are curious by nature and possess a deep desire to understand 'what' and 'why' of their surroundings. I have inherited these traits which drove me to delve into whatever fields I can get my hands into, though I have specialised in finance & blockchain.

I am a member of Institute of cost accountants of India, a certified bitcoin professional, a certified blockchain expert, a student of two of the most innovative institutes of India- IIT & IIM. I am also an innovator. I have invented world's first journal entry app called SIMPLEJE, also converted the accounting equation into a space shooter game that students find entertaining and educational.

I have written two finance books. The book titled as 'Think like an accountant' is an amazon India bestseller and loved by the student community.

I have worked with some of the top companies in the world- IBM, Maersk, Philips, Petrofac. Presently, I am working in a senior role in Cargill.

# How do you think companies can fill the blockchain talent gap?

First of all let's define the term gap'. Gap is nothing but the distance between present conditions and expected conditions. If we are not irrational, it is natural for us to expect better conditions than present.

Companies are just collection of individuals striving towards a common goal of better conditions for all. The specific vision, mission and goals of companies may differ, but the underlying structure to accomplish these goals relies on a common ground of 'trust' and 'integrity' which glues the stakeholders, enabling them to achieve better conditions for all

Blockchain has been called the trust protocol. It ensures trust and integrity of information by design. Before blockchain, there was no way to achieve trust without involving a trusted third party. These third parties, irrespective of their high trustworthiness, are vulnerable as single point failure. These vulnerabilities are exploited by malicious agents to cause significant exposure for corporates. Historically, the cost of trust has been huge. These costs comes in various forms like cyber attacks, ransomwares, private data breaches, management frauds, insolvencies etc. Blockchain eliminates substantial portion of cost of trust which in turn translates into increased value for stakeholders. We can say it is a system to achieve trust with 'less cost'.

Every company must invest their time and resources to establish a dedicated blockchain research committee which will be responsible for drafting the blockchain policy for the company. It will also design the framework for hiring, educating, training and developing the best possible talents available in-house or out there. This will help companies to fill up the 'gap' which we have discussed before.





### How by your opinion has the pandemic Who knows they may accrue a completely new accelerated developments in payment functionality in future. technology?

Cash doesn't work in distance. The payer and payee must be present at same place and time to carry out cash to cash transactions.

people and transactions mandatory, which in turn resulted in a spike in non-cash or digital transactions. Digital space doesn't have the limitations of physical space and time as far as What advice can you give to the people monetarily value transfer is concerned. So, yes the pandemic has accelerated the adoption and field? innovation in digital payments mechanisms.

### In your opinion what is the future of crypto currencies?

I believe in Darwin's law-survival of the fittest. centuries, these points can be counted with three We have around ten thousand cryptocurrencies floating around the world now. For the first time PC revolution and three, the internet revolution. in history, anyone can create their own currency and propose to the society for its adoption. This the blockchain revolution. Those who wants to provides huge opportunities for value innovation but simultaneously creates substantial downside now. This is a multidisciplinary complex field that risk of fraud and manipulation. There have been ICO scams, crypto exchange hacks, token scams which have successfully exploited the greed and ignorance general population to cause millions of dollars of investment loss.

Currencies with strong fundamentals will survive. As society will become more and more educated about cryptocurrencies, people will make informed and rational decisions on adopting certain currencies out of the thousands that are available. These currencies will win the race and will be used either as a medium of exchange or store of value or unit of account or, some of them might be used for all of these purposes.

Further, governments will come up with their own cryptocurrencies which may have a radical impact on commercial and private banks. Transactions may happen though a consortium blockchain operated by the central bank and The pandemic has made the distance between few public sector banks. The role of private banks as intermediaries between people and central bank might be eliminated.

# who are now entering this professional

We are fortunate to be alive in one of the pivotal points in history. Pivot points are critical turning points in time, that create a completely new class of opportunities. Over the last two fingers, one, the industrial revolution, two, the Now, you can use your fourth finger to count enter this field can understand it's significance requires mastery over a diverse range of topics. This is what makes this field challenging as well as interesting for high intellect individuals, but at the same time, repulsing for most of the people who are not intellectually capable to handle complexity. This creates resource scarcity by design. When the demand is high, and resources are less, value of resources tend to increase. People who 'should' be getting my advice have already got it.

> SHUBHASISH DAS <



### INTERNATIONAL DIGITAL HEALHTECH, **HEALTHCARE & PHARMACY CONFERENCE**

### THE CONFERENCE IS INCLUDED IN THE SCHEDULE OF:

African Digital Week

April 07, 2022

Asian Digital Week

March 17, 2022

Australian Digital Week American Digital Week

October 27, 2022

February 24, 2022

European Digital Week

November 24, 2022



### **TANJA BIVIC PLANKAR**

**Position:** 

President

Company:

Blockchain Alliance Europe

Country:

Slovenia





# BLOCKCHAIN TECHNOLOGY ADOPTION

### Can you describe yourself as a person in a few words?

I advocate for blockchain technology and believe that education is the only way to mass adoption. I have been a part of the European blockchain community since 2017, participating in several successful blockchain projects, and the president of the initiative called Blockchain Alliance Europe since 2018.

### What are some potential problems/ challenges with blockchain as it stands now?

The main challenges are the lack of a regulative framework and standardization for blockchain technology. We are dealing with distributed systems with no central authority, which is why we'll also have to rethink the conventional ways of regulation. At the same time, we'll have to be careful not to kill new, innovative blockchain technology-based products. Our motto should be not to over-regulate and over-standardize but to establish "smart regulation and standardization". That means we should not act from fear but knowledge and professionalism.

# Can you give an example of how can governments support blockchain innovation and adoption?

Governments that are proactive and see the added value for their citizens in innovative technologies will decide on pilot projects that incorporate blockchain technology. For example, Slovenia executed a tender worth 72 million euros in 2018, partially dedicated to blockchain technology projects. Georgia is working on a blockchain-based land registry; the Netherlands has been involved in blockchain-based projects since 2018.

Governments need to support blockchaintechnology innovation with sufficient funding, evoking interest and professionals in the field.

### What impact can blockchain technology have on society?

I sincerely believe that blockchain technology can lead us to a fairer, more transparent society since it shifts the trust from central authorities to the technology itself. If I simplify with the example: If we all paid taxes through blockchain technology-based payment infrastructure, the possibility of committing fraud would be close to zero. That fact enhances equality in society, renews trust towards governments and amplifies positive ethical standards.

# Can cryptocurrency help the country's economic growth, and how?

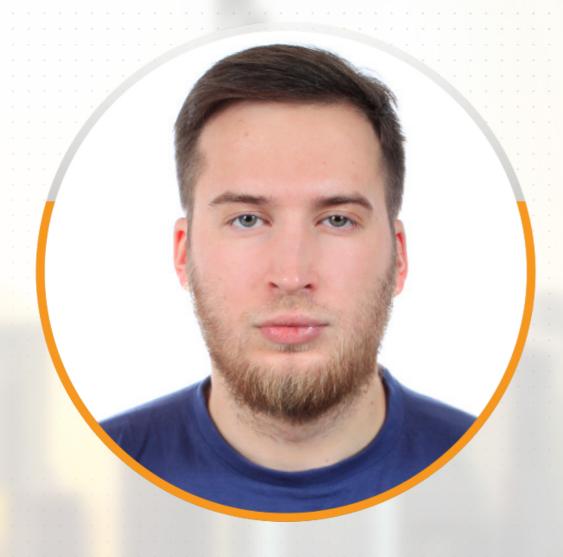
We all read about the case of El Salvador, a country that declared Bitcoin as its official ledger and is also publicly announcing its investments in Bitcoin. It remains to be seen how the story unfolds and how it will impact their economic growth. We have a pilot project in this field, and we'll have to wait for the results.

# What advice would you like to give to people entering this professional field?

Most people are getting acquainted with blockchain technology through various crypto assets. My advice here is to invest in what you understand, do your research about the projects and invest only as much you can lose. People that gained substantial wealth through crypto assets, Defi or NFTs previously dedicated their lives to researching these use-cases. They are professionals that worked hard, and their hard work paid off. Luck never or rarely had any part of it.



Smart City Digital Transformation & Innovation Forum



### **MYKYTA IVANENKO**

#### Position:

Chief Executive Officer & Founder

### **Company:**

NimaN

### Country:

United States





# THE PATH TO THE SUSTAINABLE CONSUMPTION & PRODUCTION PATTERNS

# Mr. Ivanenko, tell us more about an obstacle in your career and how did you overcome it? What did you learn from it?

In my teenage, I was already curious about process improvements and automation to make life easier.

For instance, at my secondary school, I helped the head of the parents' council to collect the meeting notes and the feedback from the parents and group them per category and prioritize them using Excel. Also with the help of Excel, I helped him to do some calculations of the costs for the events at my secondary school so that the calculations were done fast and in case of any changes re-calculations were completed easily as well.

When I started my professional career with internships and full-time jobs I've also started suggesting the process improvements in combination with the automation of some manual tasks. And I didn't just share the problems to be solved and the processes to be improved, but the complete solutions to them as well as the steps on how to implement them. Thus, during my internship at the bank in order to do data analysis faster and get more accurate results I've automated the calculations and data quality checks.

And my initiatives aimed at improvements were always supported by my supervisors or the managers at the higher levels. I was even the leader of the process improvement and automation initiative, and my colleagues and I have implemented the changes successfully.

However, during my recent job, all my improvements' suggestions were rejected with

the justification that everything works fine, even though there were plenty of inefficiencies in the value creation chain. Moreover, I've offered the solutions, that will benefit employees, the business itself as well as their customers. But that was not taken into consideration at all.

So ultimately I've decided to create my own tool for business process improvements and their automation. And I'm already a certified Lean Six Sigma Black Belt, so I am officially accredited to run the initiatives of business process improvements at various organizations.

### In your opinion, what is the most interesting technology trend for 2021?

In my opinion, the most interesting and promising technology trends for 2021 and the years to come are the High-speed Internet, Artificial Intelligence and Smart Devices.

Year by year these technologies are extending the capabilities of humans in life and at work. Moreover, with the combination of these technologies, people will be able to resolve plenty of existing problems, that they wouldn't have been able to solve say 10 years ago, for instance, the ongoing supply chain crisis.

As soon as the vast majority of supply chain organizations leverage the High-speed Internet, Artificial Intelligence, and Smart Devices into their operations and other activities, the supply chain crisis should be resolved, because they will have efficient and transparent value creation processes, their customers will always get the products of the right quality in the right quantity at the right time,



the times of uncertainties such as lockdowns, natural disasters, emergencies, etc.

### How does technology affect the way We shouldn't forget about the word of mouth customers collect information and as well especially in the era of the internet and communicate?

younger generations get information about resources.

For instance, Forbes suggests that 81% of consumers research online before making a purchase decision, and according to Consumer Goods Technology 33% of online shoppers abandoned their shopping carts due to a lack It works in a contrary way too. Some existing of detailed and complete information on the users of the product may write a very positive post products there were about to buy.

Social media such as Facebook, LinkedIn, and Twitter have become a primary source of information for consumers across all segments. 88% of millennials get their information from Fortunately, with the help of modern Facebook, and 47% say social media influences their purchase decision.

As to the local businesses their consumers usually with already bought products. check Google Maps for the overall ratings and reviews left by other consumers and only in case if they are satisfied with the collected information, they decide to go to that place. On information on the business like the opening hours, address, etc. And the stats suggest that their online listings.

and their workspace will be adjusted as well If customers want to do some expensive and as their workforce trained for the continuous not urgent purchase they usually go to Google production and distribution flows, even during Search or YouTube to learn more about the product they plan to buy and what others say about it.

various social media platforms. Some people with a lot of followers can share a negative In the internet century customers especially review on some product or some negative experience when interacting with a brand, so products and services mostly from online as the consequence many of their followers will never purchase any product from that company. That's because people will trust their network over almost any other source of information. Trust developed between individuals is stronger than anything a brand can build.

> and review online or simply share their opinion on the product during face-to-face interactions, so plenty of people will want to purchase a product from that particular company.

> technologies, customers can always reach out to the brands and ask for help to either make their purchase decisions or resolve some issues

For example, one can go to the website of a shoe store and ask the chatbot with a built-in recommendation engine to find the shoes for a Google Maps they can also find some basic wedding that match with a blue suit and white shirt perfectly.

77% are very unlikely to give a locally based Or if there are some issues with the phone business a second chance after encountering charger one can go to the website of the store, wrong or missing information. So businesses where it was bought, and get help on the issue usually pay a lot of attention to the accuracy of through a self-help portal or speak with the assistant in the chat.

Nowadays, brands can also monitor all the result traffic speed in the district was increased online reviews and react to them immediately by getting more details on the causes of the negative feedback and resolving the issues.

### In your opinion, how has the smart city industry changed in the past 5 years?

The smart city industry has drastically been changed in recent years, especially once a pandemic has been started.

Now the vast majority of the admin services in the cities are provided online and via dedicated mobile apps. For example, I can change my registration address with a matter of a few clicks investigate and deter crime. in the mobile app from everywhere at any time. These days just with the smartphone in hand, it is also possible to order food and a taxi, buy train tickets, get the schedule of public transport, etc. When we share our locations with Google Maps, for example, the application uses that data in real-time to monitor the traffic flow, which it then feeds back to its users about the best route to take.

Besides that, after the widespread adoption of sensors, the solutions like City Brain by Alibaba appeared. This solution primarily targets Asia as of now.

City Brain works by letting artificial intelligence (AI) control a city. Large amounts of data are gathered, processed by algorithms in supercomputers, then feed it back into systems around the city.

In Hangzhou it began by monitoring traffic, using data from the transportation bureau, public transportation systems, a mapping app, and hundreds of thousands of cameras.

Alibaba was given control of 104 traffic light junctions in the city's Xiaoshan district, and as a

by 15% during the first year of operation.

Not only this, but road accidents are now automatically detected so can be responded to faster, and illegal parking is tracked live. The system also constantly monitors video footage of traffic, looking out for signs of collisions or accidents in order to alert the police.

By the way, did you know that 88% of gunfire incidents were not called into 911 in the USA? To resolve this really big issue there is ShotSpotter - a precision policing platform that helps local, state, and federal law enforcement respond to,

The technology suite embodies the renowned "precision policing" philosophy so now agencies have access to timely and accurate intelligence, can more rapidly and precisely deploy resources to respond to crime, as well as proactively prevent it.

The platform is highly data-driven and includes community protections and engagement opportunities to help improve police-community relations.

Thanks to this solution, there is a 33% decrease in Gunfire in 2020 in Fort Myers, FL, 4 min reduction in GSW victims' transport time in Camden, NJ. Other American cities significantly benefit from this system as well.

So as you can see the solutions for some basic admin tasks and more complex systems for instance to ensure the physical safety of city inhabitants are appearing and expanding to a larger scale, and I strongly believe this tendency will keep growing in the years to come.





# How would you define the future of work in an era of smart machines and robots?

A recent study from Pew Research shows that 71% of people are currently working from home, and 50% of employees say they want to continue working from home at least three days a week. That's more than half of people wanting to be remote over half the time!

And according to a Forrester Consulting study commissioned by Google in January 2020, organizations that reported investing in cloud-based end-user computing initiatives ahead of Covid-19 experienced better preparedness for times of uncertainty compared to businesses that were behind in this area.

For instance, these organizations were better equipped to handle the rapid change in their working conditions, including working remotely securely, collaborating digitally with their peers, and relying on video conferencing instead of inperson meetings.

So taking into account the factors that the workforce strives to conduct its job from anywhere as well as business becomes resilient and can keep operating even during disruptions, moreover, it's absolutely uncertain how often and for how long they can happen again and again I strongly believe that the vast majority of the people will become cloud workers in the near future.

Thanks to this transition workers will be able to use their applications on various devices, not only on computers. But to do it efficiently and use as many devices as they have for example smart wearables or smart displays the enterprise software will be transformed into smart assistants, that proactively & intelligently utilize the tools to complete various tasks with the help of the conversational interfaces just like we can ask Siri or Google Assistant to set the alarm for

7 o'clock in the following morning.

For instance, in the nearest future, the leaders of the supply chain organizations will be able to utilize Smart Assistants to order missing supplies, generate financial reports, communicate with customers, etc.

Moreover, in supply chain organizations, the workspace transformation will go further. With the help of artificial intelligence, smart devices, and robotics manual and laborious tasks will be taken over by smart machines powered with specific intelligence, required to complete the jobs fast, 24/7 365 days a year, and human-error-free.

According to a recent study from IndustryWeek before the pandemic, 38% of manufacturers had trouble finding candidates with the right skills, and today that number is 54%, so this transition might be implemented painless and at a quite fast pace, because there is a lot of work to be done.

Both companies and their employees will benefit from this transformation companies will get their things done and employees will have much more interesting tasks to work on in the innovative environment with a strong focus on utilizing their strengths and developing other skills, especially soft ones. That way the majority of manual laborers will rather become knowledge workers, that control how things are being done.

With this workspace model, employees will even be able to work remotely and visit their companies from time to time for some specific tasks, that require physical presence. And companies will significantly benefit from that because their operations will keep running smoothly even during times of disruptions, such as lockdowns, natural disasters, emergencies, etc.

> MYKYTA IVANENKO <



THE FORUM IS INCLUDED IN THE SCHEDULE OF:

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November 24, 2022

# International Cybersecurity & Digital Services Protection Conference

#### **EUROPEAN DIGITAL WEEK 2021 Special Edition**



### **MALCOLM PORTELLI**

#### Position:

Information Security Officer

#### Company:

Phoenix GSB

### Country:

Malta





# SECURITY AWARENESS EDUCATION AS A FIRST LINE OF DEFENSE

# Dear Mr. Portelli, please tell our readers more about your self and your professional background?

I've been involved professionally in the IT world, based in my home country of Malta and working with international oganisations, for just over 15 years now. I've worked in almost all tiers of the IT sector, from support all the way up to management, meaning that I have experience with both the technical and strategic side of the IT world. I've been specialising in Information Security for almost 5 years now and am excited to be part of an industry that is both interesting and constantly evolving. When I'm not at my full-time job in Information Security, I work on web design and eCommerce solutions with my business partner as part of our Malta Virtual Mall project, and also love spending time with my family, travelling when possible, hiking and being in nature, as well as working with a couple of mental health focused charities here in the Maltese Islands.

# What was your first "win" that made you confident that you were doing the right thing?

Most people in the Information Security world will know that wins are hard to come by, for the simple fact that we are our own worst critics. There is even a term for what I'm talking about – "imposter syndrome". Nevertheless, I try to find those moments that motivate me to push harder and aim higher in my professional and personal life. With this in mind, I would say that a general "win" for me is coming up with a solution to a security problem that has plagued a company for years and then seeing the solution through to its implementation. My first "win" would be debatable but from an information security perspective, it most probably has to be receiving phishing email notifications from employees who identified that they were being phished. This came after spending time teaching and training everyone in the global organisation about what phishing is, how to spot it and what to do if you are a victim. This was great, as it showed I was slowly but surely changing the culture of the organization in a positive way when it came to security.

### In your opinion, what is the biggest challenge in the cybersecurity industry at the moment?

Most people would probably mention ransomware as a huge challenge in our industry, but I believe that awareness is the number one challenge when it comes to information and cyber security. Most studies and reports on breaches and attacks consistently have shown that the majority of these take place via phishing, business email compromise or some form of social engineering, as opposed to via direct hacking or exploitation of vulnerabilities. Therefore, the majority of breaches and attacks can be stopped by ensuring that employees are more aware of what threats and risks are out there and how they can play a part in keeping the organization safe. This awareness and education has a double effect of keeping the organization safe, as well as empowering employees to feel that they are playing a part in the protection of the organization.







### the industry nowadays?

attack and defend perspective seem to revolve around hacking-as-a-service organisations. These allow everyday users with almost no technical knowledge to carry out ransomware, DDOS or other malicious attacks aimed at anyone they choose. This is dangerous, as it opens up the world of malicious hacking and malware to the masses, some of whom may not even fully understand what they are doing or the level of damage they may be causing.

A secondary trend that is more focused on the side of security administration and architecture, is zero-trust. This ensures a level playing field for the set-up of authentication systems where it doesn't matter where you're authenticating from or to, you are treated in the same manner. This I've made throughout the years. However, if I type of architecture, in my opinion, is a great way to add extra levels of protection to any environment and makes organisations more in your team and those above you. All teams secure as well as easier to manage.

### steps that organisations should take in other person's perspective when analysing a order to protect their data?

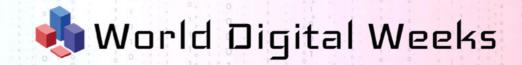
Know what data you have, where it is and what the classification of your data is. These are definitely the first steps to take when dealing with any form of data. Before you have this information, you will not be able to protect your data. The next step is to ensure that this data is both protected and backed up appropriately. When dealing with backups, the 3-2-1 rule is always a great place to start. Ensure that you have at least 3 different copies of your data (including the production data), on 2 different types of media, with 1 stored off-site.

Which are the main trends that shape The above is probably standard, but what I would suggest over and above all this is ensuring that your people are also aware of all of the Some of the main trends these days from an above (ensuring the principle of least privilege obviously, whereby only people who need to know are made aware of the information). It's also important to ensure that training on disaster recovery is carried out and a plan is created, tested and implemented. Like security awareness, this helps protect your data while also making your employees wardens of your

### What advice would you give to your younger self at the start of your career?

This is a hard one. I try to live by a "no regrets" mantra since we are not in a position to change the past but can only learn and move on, so I don't hold on to too many of the mistakes that was pressed to think of a single piece of advice, it would be to listen more attentively to those disagree at some point and all managers will have a disagreement with a team member from In your opinion, what are the main time to time, but it is important to understand the problem as they may see things that you don't. This is why working in a team is so beneficial different perspectives assembled together, more often than not, create innovative solutions.

#### > MALCOLM PORTELLI <





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**AFRICAN DIGITAL WEEK ASIAN DIGITAL WEEK AUSTRALIAN DIGITAL WEEK AMERICAN DIGITAL WEEK EUROPEAN DIGITAL WEEK** 

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#### **EUROPEAN DIGITAL WEEK 2021 Special Edition**



### **TAPENDRA DEV**

#### **Position:**

Founder & CEO

#### **Company:**

Secure Blink

### Country:

India





# THE FUTURE OF APPLICATION SECURITY

### Mr. Dev, please tell our reader more about yourself, your future goals, and your professional background.

I'm a Serial Entrepreneur and Cybersecurity Researcher recognized by many prominent institutions. I have always been driven towards nurturing concepts into evolving solutions from scratch, harnessing the power of tech & innovation.

I have a constructive experience of 7+ years in multiple verticals of IT security & Threat Intelligence, working through various startups, Fortune 500 companies, Government & Law Enforcement agencies as a Security Advisor. Besides, my expertise lies in conceptualizing the Cloud & Security architecture across different unicorns as a Security Researcher & Sr. IT Consultant, along with spearheading the Product Development team for the past 5 years.

As a security professional, I have been certified as OSCP, followed by several other certifications, which gives me an edge over my professional endeavors with a team-leading effort by leveraging the proliferation of industry expertise in leading technology stacks & toolsets. I am a curative thinker with remarkable organizing & management skills and firmly believe in the First Principle of Thinking: "Always Think Out of the Box."

In terms of my future goals, I'm currently positioning my venture globally by becoming the leader in the application security domain.

### Would you describe some new trends in cybersecurity and the protection of data online?

Cybersecurity is indeed a rapidly advancing sector every passing year. The newly evolved concepts are getting adopted from data breaches to incapacitating cyber attacks.

While remote working culture has become a prominent trend during the pandemic, so does the underlying risk. However, cloud infrastructure has often been a viable target of ransomware attacks rising exponentially since last year, with additional advances continuing at peak.

This also brings data security concerns without any strict data privacy discipline, especially when perimeter—based network security is almost obsolete, policies like BYOD & accessing the workspace through off—premise networks becoming the reason for compromise. On top of everything, social engineering is known to be the first point of defining the potential attack victims getting smarter in its techniques with the incorporation of artificial intelligence. And same goes for phishing attacks, supply chain attacks going as a renewed trend across cyberspace. However, adopting the zero-trust model is no longer optional; likewise, multi–factor authentication with upgraded features, effective military—grade encryption cross—board, cloud security infrastructure, familiarizing with cybersecurity awareness & best practices should always remain imperative at any means.



As the world constantly evolves, so does the threat landscape getting more sophisticated, raising the insatiable demand for the resilience of security initiatives. Building the security culture with the right tools and making security a part of an organization's DNA is a clear way ahead.

### How do you think cybersecurity will develop in the next few years?

Cybersecurity is meant to be developed dramatically in the upcoming years; at least, we can observe the dynamic trends. The trajectory of cybersecurity has been subject to steady advancements, becoming the reason for evolving threat landscape and improved attacking techniques. However, it has been strategically pushing to redevelop the existing cyber technologies in order to be more proactive, resilient, robust, and adaptive in any given security incidents.

#### How do you see yourself in 5 years?

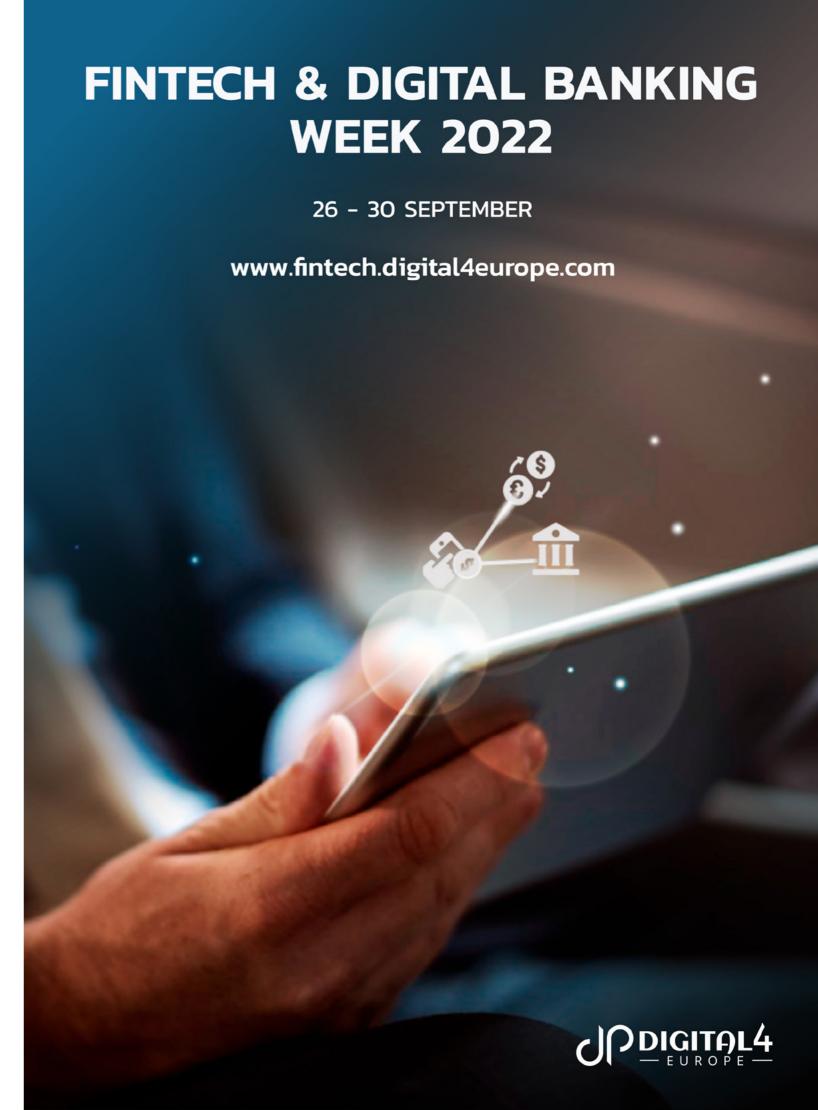
In the next 5 years, I visualize myself being the top cyberpreneur from India, positioning our product across the global market, and becoming leaders in the application security domain.

### What is a piece of advice you would give to our readers who want to pursue a career in the field?

Technology has always been an overwhelming paradigm to many of us, and Cybersecurity has arguably become the backbone of it. The domain has been actively expanding in recent years with newer discoveries and evolution at par, including so many verticals to work on. However, on the surface, it may appear to be a lucrative career option for tomorrow though one can hardly assess the actual depth from inside. I may or may not say it's pretty complicated or challenging to get into as that solely depends upon your perspective, imagination, motive, and background from where you belong, along with the acquired skill sets and technical understanding you possess at your disposal.

So, career advice in that term can indeed vary in nature depending upon your requirements. However, it is also significant to be aware that presently, with increasing severity and frequency of ongoing cyberattacks has also increased the overall demands with an abundance of opportunities and options to choose from for bridging the skill gaps has become imperative through pursuing it as a career option, unlike any other field.

> TAPENDRA DEV <





### **LOUIS TRUONG**

**Position:** CEO

Company: VSEC

Country:

Vietnam





# KEEPING UP-TO-DATE WITH THREAT INTELLIGENCE SERVICES

# Dear Mr. Truong, please tell our readers more about your professional background?

I started the cybersecurity journey in 2004 when I was student. I and team researched and delivered cybersecurity professional training class in my home country. Later, I was penetration tester and provided the warning reports to Amazon Marketplace, Viettel, ... Now, I am leading the team to deliver cybersecurity services (penetration testing, security monitoring,).

### What are your future career goals?

I and my team are going to build a world-class cybersecurity service company.

In your opinion, how has the cybersecurity industry changed in the past 5 years?

The cybersecurity industry aligns to technology industry. It is changing so fast. IMO, two most significant changes was Cloud security and Zero trust. The people and company are moving their activities to cloud. You can feel it in every corner from personal use to enterprise works. The Global Cloud Security Market is estimated to be USD 34.8 Bn in 2021 and is expected to reach USD 67.6 Bn by 2026, growing at a CAGR of 14.2% (ResearchAndMarkets.com). This is big market for any startup to join.

Zero-trust is a principle and it impacted the industry broadly. All big name company (Cisco, IBM, Palo Alto,...) applied Zero-trust into their products and this progress is still ongoing. This philosophy is not new but the increasing of sophisticated attacks requires us have to change our approach on protecting our digital assets. Adapting to Zero-trust means we trust no one in digital space, every connection need to be verified before. 72% of organizations plan

to implement Zero Trust capabilities in 2020 to mitigate growing cyber risk (Pulse Secure)

# What is the most interesting trend for 2021? (related to cybersecurity & digital services protection)

Many trends will come unexpectedly. The most interested thing I love to watch in next several years is metaverse. With the support from Facebook, blockchain technology and other KOLs, metaverse is attracting many tech guys over the world. Besides cloud and zero-trust trends, cybersecurity in/for metaverse also the trend that most of us should follow. What threat for/in metaverse and how we react to them will create new things to cybersecurity industry.

# How do you think did Covid-19 influence the way people preserve their data?

Covid-19 force us to move online and our data too. The threat is going after. "The average cost of a data breach has now reached over \$4 million, hitting a record high during the COVID-19 pandemic-IBM". The cybersecurity industry provides many solutions to protect the data for people and the Covid-19 makes it more powerful. It also helps people aware better than before on their rights with data. Pew Research Center conducted a survey in 2020 and found out "about half of Americans say they think twice about using products they see as having privacy issues"



# International Conference on Robotics, Automation & Artificial intelligence Systems

#### **EUROPEAN DIGITAL WEEK 2021 Special Edition**



### **ELPIDA BANTRA**

#### Position:

Business Analyst / Consultant

#### **Company:**

Erste Digital

### Country:

Austria





# TEACHING COMPUTERS HOW TO READ

# Dear Ms. Bantra, please tell us more about yourself and your professional background?

I am a data-driven professional who has led complex projects that incorporate artificial intelligence, machine learning & analytics tools. I lived and worked in Greece, Ireland, and Austria, so I would say that I gained international experience and I had the opportunity to meet many interesting people.

Through my 8 years of studies in applied mathematics, physics, and computer science, I learned how to approach business problems and became familiar with many different methods and technologies. I worked for a few small, medium, and large IT companies, where I saw how to build end-to-end solutions, lead customer projects to success, and add value to a business.

Additionally, I am passionate about helping others enter the IT world. This is why I retain a data science educational YouTube channel named ElpiTelly, where Telly means TV in Irish. I created an online course on Udemy called IT interview training, and I self-published two books on Amazon with titles:

- 1. Interview Training: Answer, behave and negotiate like a pro
- 2. BECOME A JUNIOR PYTHON DEVELOPER IN A FEW DAYS: Algorithms & Data Structures The GIST of Computer Science Training for Interviews & Coding Exams

Lastly, I enjoy taking part in technological conferences like the Digital European Week and being informed about news and developments in this domain in order to stay relevant.

# How has the robotics and artificial intelligence industry changed in the past 5 years?

We have started to see relevant applications like chatbots everywhere today, so I would say that there is considerable progress, and many companies have already been digitalized. I am looking forward to seeing even more significant innovations like 3D printed meat, which can help create a more kind world and help against environmental destruction.

### What are the main challenges when building AI software?

Many, as software is the most complex product on Earth in my opinion. Luck of talent, the fast pace of the market, the enormous volume of data, the customization of existing solutions to achieve better performance, and the challenge to design well scalable and robust systems are some of the main challenges.



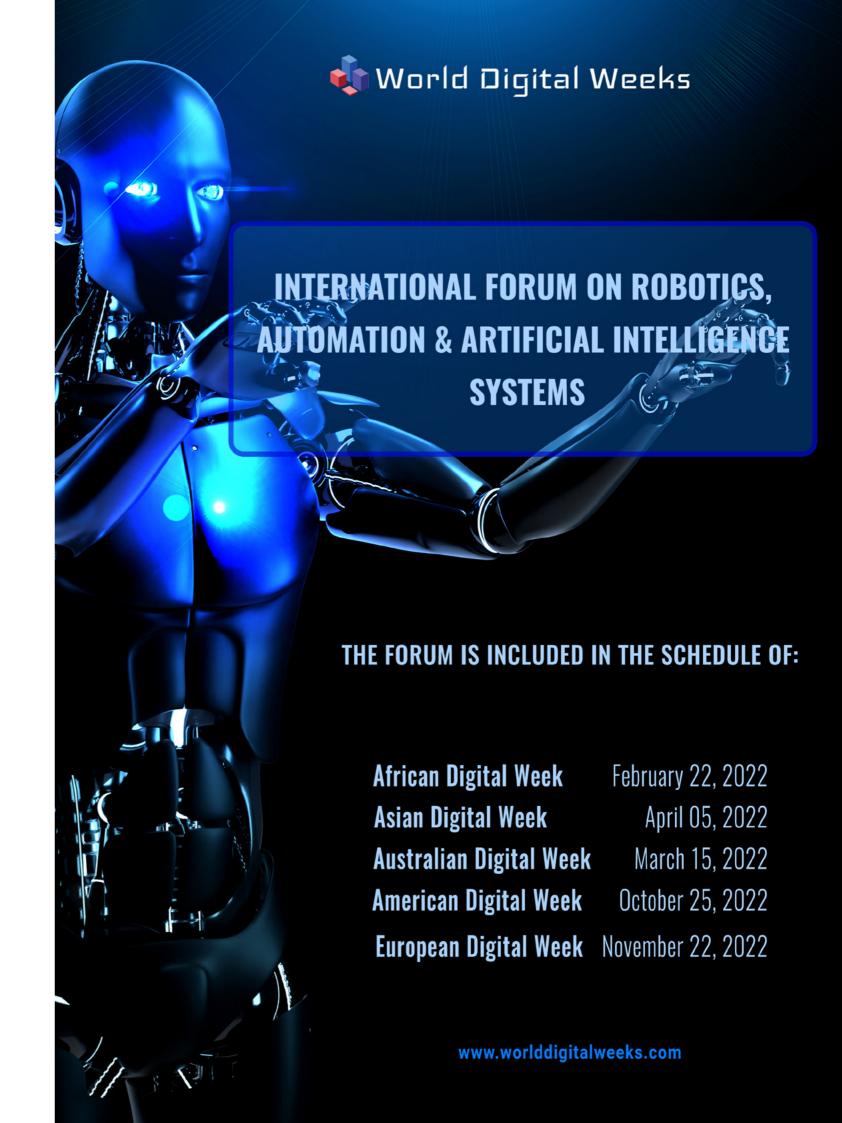
### Can you give us examples of a successful AI implementation? (for example, in education or medicine)?

I could refer to many different implementations that add value to people's lives here, but I would like to talk about entertainment as this is a crucial aspect of our lives. Among other fun AI apps that someone can find, quite popular today are conversational AI apps.

A very successful voice assistant tool is Amazon's Alexa that helps users manipulate other Alexa-powered devices such as smart house utilities, tablets, TVs, wearables, cars, etc., from the phone. With Alexa, can someone listen to music by asking for their favorite songs, set the alarm, be informed about weather forecasting, and more.

More and more people trust their routine tasks to this personal assistant, making the Amazon company gain record-setting profits every new quarter.

> ELPIDA BANTRA <





### YONKO CHUKLEV

#### **Position:**

Deputy Chairman

#### Company:

Professional Association of Robotics and Automation

#### Country:

Bulgaria





# 2021 TECHNOLOGY ADVANCEMENTS IN MANUFACTURING

# Mr. Chuklev, please tell our readers more about yourself and your professional background?

I am the founder and Deputy Chairman of Professional Association of Robotics and Automation (PARA), an NGO dedicated to strengthening and supporting the robotics ecosystem in Bulgaria. I've worked on initiatives such as the the biggest event in the field of robotics in Bulgarian, the first specialized exhibition on educational robotics in Bulgaria, the first interactive map of clubs and schools teaching robotics in the country, the founding of the robotics club at Sofia Tech Park and our robotics and Al incubator.

My professional background is quite multidisciplinary and includes working on projects in London and New York, also being a lecturer at events such as TEDxSofiaUniversity and participating as an economic and tech analyst in multiple media outlets.

# What was your first "win" that made you confident that you were doing the right thing?

The first "win" which made us confident Bulgaria needed an ecosystem NGO in the field of robotics was when we received the backing of state institutions, schools, large multinationals, operating in Bulgaria, local startups and integrators for the organization of our first event. Ever since that event gathered the whole Bulgarian ecosystem, we've had their support for many other initiatives as well. It's like each new initiative supports our confidence that we are on the right track with our efforts.

# In your opinion, which are the most important current trends that shape the Robotics and Al industry?

The key trends in AI and robotics are that both industries are becoming more efficient, producing robots and algorithms which are easier to communicate with, producing tools which are available for developers globally and becoming widely used for new types of applications.

For example, recently we saw DeepMind collaborating with humans on inventing brand new theorems. This is quite a breakthrough as it is the first time that AI is used to seek out patterns that lead to the establishing a new theorem. DeepMind is also the company that made history in 2016 by becoming the first AI to successfully defeat a world champion in the game of Go.

Also, this year we had the release of GPT-3 which produces human-like text and is probably the most advanced language model ever created. It allows machines to understand and communicate better. At the same time, the company behind GPT-3 - OpenAl made it broadly available to developers.

At the same time China is becoming a key player in the field of AI research and Chinese AI companies such as SenseTime, Baidu and others are on the forefront of next-wave applications. For example, in November Baidu and self-driving startup Pony.ai have received approval to launch their driverless robotaxis in a part of Beijing.



### Can you give us examples of successful doing this, AI will be able to further assist multiple Al implementation (in Europe)?

Some of the examples I've seen successful AI implementations in multiple sectors – incl. hotels, retail, manufacturing, healthcare.

In the field of hotels, I've seen a Bulgarian hotel implementing an AI for servicing incoming visitors in six languages, conducting virtual tours of the hotel with online visitors, assisting with bookings as well as making offers for weddings, conferences, and other events. In the field of healthcare, an institution has implemented an What is your advice to all the people Al which recognizes and signals for certain characteristics of an illness in the patient. In Robotics and Al industry? the retail sector I've seen a couple of retailers machine data, scheduling maintenance and identifying where quality issues may occur.

### How do you think will AI evolve in the Second, be prepared that both robotics and next few years?

Although it's quite difficult to predict, I can name in both industries is constantly evolving and you a couple of tracks where I believe AI will evolve need to evolve with it. - becoming easier to communicate with, help us be more creative and paving its way into SMEs. First, as I mentioned, new tools are constantly making machines better in understanding us creativity skills are essential. As long as you and communicating with us. We're seeing this have the proper background, desire to learn with chatbots, machine interfaces, smart home and the creativity to think outside the box, you assistants and many more. Going forward AI will can be one of the future makers in the field of definitely evolve in its interaction with humans. Second, although some courts have ruled AI cannot be the inventor of a patent, I believe Albased tools will play a bigger role in creative work going forward - recognizing content, proposing trademark ideas, suggesting topics, keywords and even applicable case law. By

professionals who are involved in creative work - from lawyers to journalists and artists.

And last - in 2021 there are still quite a lot of barriers for Al adoption and integration, especially in SMEs. Some of these barriers will persist, but generally with the adoption of cloud, generation of more data and investing in the right talents, AI will become more affordable and easier to adopt not only in large corporates, but also in SMEs.

# who are just starting their career in the

implementing AI for monitoring stock availability First, find as early as possible the specific role and making orders. In manufacturing I've seen you want to play in the field of robotics and multiple European companies leveraging Al Al – whether you'd want to be a data scientist, to identify potential downtime by analyzing AI&ML engineer, AI researcher, RPA developer, robotics engineer, product manager, business developer or something else.

> Al are industries which require continuous education and lifelong learning. The tech stack

Third, keep in mind that apart from a strong technical background, problem solving, and robotics and AI.

> YONKO CHUKLEV <



### THE FORUM IS INCLUDED IN THE SCHEDULE OF:

### AFRICAN DIGITAL WEEK

> February 21, 2022

### **ASIAN DIGITAL WEEK**

> April 04, 2022

### **AUSTRALIAN DIGITAL WEEK**

> March 14, 2022

#### AMERICAN DIGITAL WEEK

> October 24, 2022

#### **EUROPEAN DIGITAL WEEK**

> November 21, 2022

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### YUYING CHEN-WYNN

Position:

**VP** of Product

Company:

Age of Learning

Country:

United States





# FAST TRACK YOUR PRODUCT STRATEGY

### Dear Ms. Chen-Wynn, please tell us more about your professional background?

I've spent more than 20+ years in software product management and created some great products along the way for B2B, B2C, BI, FinTech and EdTech. Education is where my passion is now, creating data-first and AI-first learning products that generates great learning outcomes, for US and global markets.

### What are your future career goals for the next 5 years?

Create products that change how we learn, increase access, learning success and love of learning for 100 million students.

In your opinion, what is the most successful formula when creating your own business?

A founding team with the shared passion, vision and persistence to change something for the better.

#### How do you define "success"?

I define "success" as the freedom to choose: choose where to go next, choose what to do next, choose how to make your money, choose who to be with, choose to be happy, etc.... The key here of course is to realize that we all have that option to choose today, it's not something out of reach, it's a mindset.



Besides the challenges that all entrepreneurs face, female entrepreneurs face discrimination in raising funding, attracting top investors/board members/mentors as well as making sacrifices around family life and raising children.

### What advice would you give to your younger self at the start of your career?

- 1. Find great mentors who you admire early on and talk to them frequently about their journey, learnings and what kind of career/life you will be fulfilled with.
- 2. Follow your best manager and leader, they impact 80% of your work experience and impact.



International Conference on Innovation in Agriculture, Food and Biological Systems in the Digital Age



### **PRIYA GULIANI**

**Position:** 

**UK President** 

Company:

GBA

Country:

United Kingdom





# SUSTAINABLE AQUACULTURE

### Ms. Guliani, please tell our readers more about your career background:

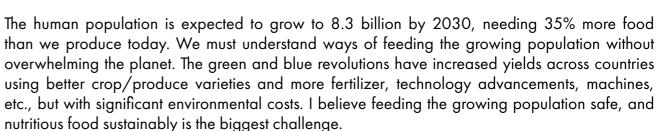
I am a computer science engineer by background and have done a one year leadership course from Massachusetts Institute of Technology (iMIT) and a blockchain strategy course from Oxford University. I have over 10+ years of IT consulting experience working with global teams. I am passionate about inclusion, sustainability, and climate impact. I am working towards farmer inclusion and fostering sustainable practices and supply chain traceability.

I am UK President for Government Blockchain Association, a global non-profit organization focused on promoting blockchain technology. I also lead 'Sustainable and Environmental Stewardship' working group within GBA . GBA has 120 chapters, 50 working groups and 15K+ members worldwide.

### What is your motivation (in terms of professional development)?

I am driven by impact. Identifying opportunities where profit can meet purpose delivering tangible impact.

### In your opinion, what is the biggest challenge in the Agriculture - Food and Biological Systems sector at the moment?



### How do you think does technology help the agriculture sector evolve?

The agriculture industry has experienced a massive technological shift with respect to precision agriculture powered by drones, sensors, and farm management software using AI & ML algorithms. Environmental controls, transgenic crops, smart packaging technology and traceability of produce are some remarkably interesting developments. I am absolutely delighted to spearhead the use of Blockchain and Artificial Intelligence at IntelliAqua to bring supply chain traceability as well as drive social and financial inclusion for farmers.

### In your opinion, how did the Food and Biological Systems transform in the last 5 years?

Food systems are complex. The interactions between health, environmental, economic and behavioural factors across the food system linking nutritionally healthy and accessible diets with sustainable food production and supply.



There are no silver bullet solutions, and I believe it's brilliant that there has been coherent evidence from the government, business, and civil society to help achieve dietary health, obesity reduction and net-zero emission goals. They have identified that a diversity of solutions are needed to account for the challenges faced, i.e. mass production and scalability and sustainably meeting this demand. It's incredible how consumers today are more focused on not just the calorie count but also on the production methods considering social, environmental and hygiene norms. Consumers now demand traceability in supply chains, ensuring sustainable and ethical sourcing of food.

### Lastly, how would you define the future of work in an era of smart machines and robots?

During the industrial revolution, innovative farming equipment replaced humans and horses. Today, we are at a point where we see Robots are replacing humans for many jobs. With the technology advancement, it's becoming evident that computers, machines, robots, and algorithms will be able to do most of the routine and repetitive jobs. That's the essence of machine learning, but also, machines are expected to work alongside human employees, tackling end-to-end job requirements with minimal human supervision. Instead of being alarmed, people and organizations need to identify ways to embrace this change and prepare themselves for this transition. In the 1800s, 80% of the U.S. labour force worked on farms. Today it's 2%. Mechanization and automation didn't destroy the economy; they made it better off. Food is now really cheap compared to what it was relative to income, and as a result, people have money to spend on other things. They've transitioned to jobs in other areas. This pattern will continue, and the economy will adapt as well.

> PRIYA GULIANI <





International Conference on Digital Innovation in Education, Cultural & Scientific Heritage



### **ADAM LESH**

### **Position:**

CTO

### **Company:**

Stealth Blockchain Start-up

#### Country:

United States





# GAMIFYING THE MUSEUM EXPERIENCE WITH AR AND BLOCKCHAIN

### Mr. Lesh, please introduce yourself to our readers...

I am an emerging technology subject matter expert, evangelist, and public speaker, specializing in blockchain/fintech, digital transformation, software development and digital content, currently working at the intersection of digital entertainment, augmented reality and blockchain for asset tokenization and NFTs.

After several years as a technology consultant and achieving his MBA, I started my career in the Entertainment Industry at Warner Bros. where along with developing and deploying all content management, vendor relationship and workflow processes and procedures for DVD authoring, I also represented Warner Bros. at conferences and Studio collaborations. I moved on to start the first independent DVD authoring facility, Advanced Media Post.

After I sold AMP, I worked at a variety of companies including NBCUniversal. At SingularDTV/Breaker, and as Co-Chair of CompTIA's Blockchain Advisory Council, I designed, developed, and evangelized the use of blockchain technology to support solutions for community currencies, rights and revenue management, and supply chain applications, among others.

### What career mistake has given you the most important lesson?

My biggest career mistake was probably denying the truth about one of the businesses that I founded and ran. It was clear that market forces were working against the size of my business but I tried to find new revenue streams in order to keep it going. While one shouldn't

be fatalistic, it is important to be realistic. I should have either found a good exit strategy a few years earlier or simply wound it down and moved on. Speaking of exit strategies, that was the most important lesson I learned – have one. I didn't. Had I developed a better exist strategy earlier in the company's life, I would have been better positioned when the market turned against it.

### What are the major technology trends that you have observed in 2021?

From an architectural perspective, I'd say the most important trend is convergence. We're seeing multiple emerging technologies being utilized together to solve problems or deliver new innovations. For example, blockchain and AR for gaming, blockchain and IoT for supply chain monitoring, AI and IoT for home automation and voice control, AI and blockchain in DeFi/fintech, and more. There's a lot of blockchain in there, which is one of my areas of expertise, but we're finding that blockchain has a lot of use cases as part of the infrastructure of many solutions.

Of course, from a work logistics perspective, the pandemic has forced rapid innovation in work-from-home as well as remote event conferencing technology, which requires special tools to manage large groups of attendees when there are few or only one speaker. Quality of video and audio as well as security and management tools has been breathtaking and impressive. We're also beginning to see virtual reality meet-ups to attempt to simulate the in-person experience.



### challenge related to cultural heritage add an active element to cultural institutions. It preservation at the moment?

world right now - climate change, hunger, war, poverty - and limited resources to address them material. and I believe that cultural heritage preservation often does not get the prioritization or attention How would you define the future of COP26 for climate change, but where is the **robots?** coverage of endangered historic sites?

NGOs to fill that gap. It is critically important to automate repetitive and dangerous tasks but that our collective and societal cultural heritage will never replace humans in work that requires is preserved. The key will be to do it in way that higher level thinking and innovation. makes both social and business sense, so it is In terms of physical labor, robots are getting embraced by both by both philanthropic and business communities. In addition, I believe it long way to go to match a human's agility and is possible to leverage consumers to prop up dexterity. I suspect they will get there, but not for our cultural institutions by making the visitor a while. experience fun and exciting enough to not only draw more traffic, but also create valuable. My hope is that rather than replace humans, repeat business.

### museum experience?

Bring it to life. I love museums and all cultural eliminate hunger. institutions. I have since I was a child. Science museums, art museums, heritage sites, I love them In terms of creative thinking, while smart Experience or the Pink Floyd Exhibition in Los think "outside the box" (pun intended). Angeles which are on the right track. Giving people the opportunity to actively walk into the exhibit and, in the Pink Floyd case, immersive themselves in sights and sounds, adds another dimension to the experience. My concept of gamifying visitation is another way to take what

In your opinion, what is the biggest is ordinarily a rather passive experience and not only makes the visitation a game, but also encourages learning and an appreciation of Prioritization. There are so many problems in the the exhibits by making the visitors solve puzzles and riddles that are directly tied to the source

# it deserves. We all hear and see reporting on work in an era of smart machines and

I'm rather traditionalist in my outlook. Smart It may be up to us as individuals, non-profits and machines and robots will be used to continue

more capable and nimble, but they still have a

smart machines and robots will become cost effective enough that they can do work that What is the best way to improve the humans can't do or can be deployed in areas of the world where they can bring benefit to humans, such as perhaps agriculture to help

all, but these days they compete for attention machines and software can iterate to be from social media, gaming, videos, immersive "creative," for example in generative art, it all media, etc. There have been some recent starts with a human. I'm not sure that they will innovations, such as the Van Gogh Immersive ever reach the level of cognition necessary to

> ADAM LESH <



### INTERNATIONAL **FORUM ON DIGITAL** INNOVATION IN EDUCATION, **CULTURAL & SCIENTIFIC HERITAGE**











### THE FORUM IS INCLUDED IN THE SCHEDULE OF:

### AFRICAN DIGITAL WEEK

February 25, 2022

### **ASIAN DIGITAL WEEK**

April 08, 2022

#### **AUSTRALIAN DIGITAL WEEK**

March 18, 2022

#### AMERICAN DIGITAL WEEK

October 28, 2022

### **EUROPEAN DIGITAL WEEK**

November 25, 2022



### **BRUNA GALAMBA**

### **Position:**

Archaeologist

**Company:** 

NOVA FCSH

**Country:** 

Portugal

 $\bowtie$ 



# AN INCLUSIVE ARCHAEOLOGY THROUGH PHOTOGRAMMETRY/3D MODELS

# Ms. Galamba, please tell our readers more about yourself?

I'm an archaeologist that focuses on military and maritime heritage, especially from the early modern age or the "age of discovery". It is the best period in history to work, in my opinion! I work in the metropolitan area of Lisbon in Portugal, and I collaborate with many companies and national entities, with a special attention to modernize archaeology, not only to digitize it, but to find new ways of perceiving archaeology and how to communicate it.

# In your opinion, how did archaeology evolve in the last few years?

We discover something new every day. Not only in Portugal, but in Europe and in all other continents. The more we dig, the more history we uncover, not only at a local level, but at a national and world level. In the last decade we saw an increase of the use of technology. Young archaeologists somehow understand better the needs of the future archaeology and how we must adapt to a world in constant change. We know for a fact that it is impossible to preserve everything in its place of origin, because so many factors like conflicts, climate change, construction work and agricultural practices make it impossible. A lot of heritage is going to be lost. At least physically. With the pandemic the archaeological community saw the digitization of cultural heritage as a way to preserve vestiges for a longer period of time.

# How do technology innovations help researcher and archaeologists?

Archaeology is a destructive science. When we dig, we need to be extremely cautious to make sure everything is recorded correctly. When all those layers of dirt are removed, there is no turning back. Archaeology is a science with a clear disadvantage: we cannot implement the method of repetition. That leaves us with a bigger problem. Let's say in 10 years from now, I want to investigate a certain place that does not exist anymore due to being demolished to construct a hotel. I believe that place deserves a new investigation, a newer perspective. And when I see the records and the reports, I don't understand anything due to poor recording and storage conditions. Unfortunately, I am not joking, this has happened several times. I cannot dig that place again, as it does not exist anymore. History and debate are lost. The use of photogrammetry and 3D models is the biggest help we can have. If not all, but a lot of places that are endangered can be recorded with these resources, so we can have another chance at being able to see and be in those places and giving them a new perspective and open a new debate.

# Inyouropinion, whatisthemostefficient way to increase the overall interest in cultural heritage preservation?

The most efficient way to increase interest in cultural heritage is by communicating it. The way that archaeology has been perceived and communicated so far is not the best example. It seems there is still a barrier between archaeologists and another barrier between archaeologists and the public.





monopolize information. This problem is even more evident when the public cannot access the information and projects about their own cultural It all started when I was still in the second year heritage and history. Archaeologists work for the people. The community has the right to know heritage, its history, meaning and importance, that are operated by those same people will be more conscious about preserving cultural between the public and the scientific community. Intellectual accessibility needs to be promoted.

### Sometimes, as an archaeologist, I cannot access Can you give us examples of technology certain information, as some archaeologists methods that you implemented in your

of my bachelor's degree in archaeology. I was an intern excavating in a 14th century battlefield what is being done about their own heritage. in the Center of Portugal. Me and some of my If the community understands the value of their friends tried to implement photogrammetry to record the structures of the battle. We truly didn't they will protect it. And in turn, companies know if we were doing everything correctly, so we spent our evenings searching the internet and watching tutorials on YouTube till we got heritage. We need more and better platforms everything right. There weren't many articles for divulgation, debates and dialoguing with about the use of this technology in Portuguese archaeology back then. And it wasn't that long ago, it was in the summer of 2018.

> I started to implement the use of photogrammetry and 3D models in my work at the end of 2019. My master's degree dissertation in archaeology has a huge focus on the use of photogrammetry and laser scan in the recording and interpretation of monuments. In 2020, when I was working with a company in Lisbon, we had many wood structures and boats of the 17th to 18th century that needed to be recorded in the best way possible, so we used photogrammetry and 3D Models. Many artifacts are no longer drawn by hand and are later scanned so we can have it online. We now scan the artifact, and a computer draws it. This year, I submitted a project about digitizing the cultural heritage of an entire city and have it available for the public and scientists along with other technical information and documents. It awaits approval!

> > > BRUNA GALAMBA <





### **WEIWEI ZONG**

#### **Position:**

Research Scientist

#### Company:

Henry Ford Health System, USA University of Michigan

### Country:

**United States** 





# BRING VISUAL EFFECT TO MEDICAL EDUCATION FOR THE PATIENTS AND THE MEDICAL PRACTITIONERS

### Dear Ms. Zong, please introduce yourself to our readers...

WZ: Hi I'm Weiwei Zong from China, nurtured in China, Singapore and USA. I work as a research scientist, but I am also passionate on education, philanthropy, art, and music. My motto is "brilliant life and pure love".

# How would you best define the education sector nowadays?

WZ: Since my background is on science, ideally, education is a playground to simulate the society, where you have so many roles with each one of them contributing in a different way. While some are dedicated to explore the unknown, some to serve and entertain other people, some coordinate and watch for any incidents, etc. Education sector would be an organization to carry out the simulation with the help from family and teachers as the frontline, schools, organizations, and government as the coordinator.

### In your opinion, how did Covid-19 pandemic influence the education?

WZ: As a parent, ever since Covid-19, I've spent more time with my child and getting better idea of what is going on at school. So one positive impact that Covid has brought is the awareness of engagement into parenting and family time. My child's school managed to have the hybrid learning where the children get to choose in person or online. My child has expressed great interest of going back to school. Another positive impact from Covid is they probably will appreciate school more. From the school perspective, workload gets doubled if not worse. Covid has actually played such a role in testing out the management and

flexibility of the education system when facing the threat from the virus which is the common target for our human beings.

# What are the major challenges for education? What about the opportunities?

WZ: The major challenge for education, in my opinion, is how to adapt to the changing trend. When facing the change, people can react very differently. The challenge here is how to find a solution to help each one of them feel accomplished.

This need can actually open up job opportunities for psychologists, therapists, musicians, scientists, engineers, etc. to be physically engaged in the everyday life of the education system.

# Can you give us an example of successful technology implementation in education? Are modern tech innovations essential for the sector?

WZ: My child is a second grader. He has been using school distributed iPad since kindergarten where he has learned tons of science, math, and reading from the Apps there.

# In your opinion, how will the sector evolve in the next five years?

WZ: It is really hard to predict the trend. I would expect more technology used in the classroom for the kids to be prepared for the job market later.





### **SLADANA JOVIC**

#### **Position:**

Science teacher

#### Company:

Grammar school Svetozar Markovic

### Country:

Serbia





# MANAGE YOUR STEM LESSON WITH VR OR AR

# Dear Ms. Jovic, please introduce yourself to our readers?

I am a professor of chemistry and I have courses in English, in bilingual classes at High school "Svetozar Markovic" in Nis. I have presented a large number of examples of good teaching practice in Serbia and Europe since 2016, as well as guided many workshops about different methodology of teaching in the classroom. I am an ambassador for Scientix and also I have participated in a project "21 st Century Schools" where I lead and mentored the seminars on behalf of the British Council in Serbia, which is being implemented in primary schools with cooperation of the Ministry of Education of Serbia. My interests are also focused on the application of information technology in teaching and I have done a lot of activities for students e.g. applying a hologram in teaching or creating a scale through different perspectives in the work of the laboratory. My mission is to create students who are openminded and who can be critical thinkers.

### How do you think does modern technology influence the way students collect and analyze information?

Technology can help students to learn how to be collaborative through group work or work with applications through different programs. Students learn by doing with information through critical thinking, by observing, using and modifying resources with the help of available data.

# Can you give us examples from your practice when you successfully implemented technology in the learning process?

The application of educational materials that can be found on various sites can be used in teaching, such as short educational films from National Geography website, Ted talks web resources for teaching or creating holograms directly in class and showing models of different forms of molecules. One of the possibilities was also the use of mobile apps, for example for measuring metrological data etc.

### In your opinion, what is the most innovative trend, related to education?

The application of new technologies in conditions that are specific for teaching during the school year 2020 and 2021 shows that digital technologies personalize the educational process and help in the individual work of students with special needs, as well as each student individually. Online learning could be interesting and even more fun than teaching in the classroom.

# What do you think is the future of traditional learning process?

Students will be able to study and learn what they want, when they want, and as long as they want. A school environment is more favourable at home and technology has already become part of educational system. In future roll of a teacher will be to cooperate with students, lead them, in order to create and benefit from the possibilities of the digital world.





### **MARJAN MILANOV**

### **Position:**

ESL Teacher

#### Company:

Dobrinka Bogdanović primary school

### Country:

Serbia





# MANAGE YOUR STEM LESSON WITH VR OR AR

# Dear Mr. Milanov, please tell our readers more about yourself and your professional background?

I am an English language teacher from the city of Nis, Serbia. I have been teaching for 18 years. My primary field of interest is educational digital technology and I could call myself a tech-savvy. Apart from being a teacher, I am also a teacher-trainer. I am an author of several accredited PD programmes for teachers which promote the use of mobile apps in education, VR/AR technology and other types of edu-tech. I am a master-trainer with the British Council Serbia in the regional "21st Century Schools" project and a member of the national team of teacher-trainers within several nation-wide projects. I was presenter or a speaker at several national and international educational summits and conferences. In 2020 I won the award "the Best Educator in Serbia".

### How would you best describe the education sector in 2021?

I don't know whether the term that comes to my mind actually exists (if it doesn't, I will coin it) but I would say that the education sector is going through a "reflective fog"! The pandemic, social and physical distancing, online teaching represent the fog that still hasn't cleared up. The fog made us slow down. It prevents us from seeing clearly the road ahead, from planning our route and preparing properly. At the same time that fog was "reflective", because it showed us more openly many problems and issues that the education sector was or still is facing. We were going through a constant reform in the last decade or two, we were working on our digital competencies, but also on integration of other core skills into the curricula. The years of 2020 and 2021 tested the basis of the educational system, its flexibility, the effectiveness of the reforms. The new challenges made us stop and reflect on our decisions, and if we are wise enough, we will know what to do next when planning short-term and long-term goals.

### In your opinion, how can students be actively involved in the learning process?

In order for students to be actively involved, they have to be challenged and motivated. They have to see the point, the benefit of being involved in the process. Twenty years ago, Prensky said that our students had changed and that students are not the people the educational system was designed to teach. Twenty years later this is more true than ever. If we want out students to be involved, we have to spark their curiosity, to empower them with a better learning experience, to teach them how to explore and understand the world around them.



### Norld Digital Weeks

### What are the main challenges when implementing AR and VR in the learning process?

AR and VR are considered the fourth wave of technological innovations in the world of computing. Although the concept itself is not new at all, its practical availability and use in education sector is. Some people still think of it as something made for sci-fi movies, for gamers, as something unavailable and expensive for us and our classrooms. Also, this is not something physical that you can just bring into the classroom. Rather, you have to adopt and understand the concept, and since the concept is new, there is always the fear of something new, unknown that can rip us off our comfort zone.

I thing teachers need proper information, more instructions and guidelines, they need to see more classroom-based examples, practical use for their subjects, available and free (or at least cheap) technology that can prove useful for them and their students. In one book I read one comparison that I liked a lot: using immersive technology in classroom is like rainbow. We know that there is an incredible reward at the end of that rainbow, but we are not sure where is the beginning of the rainbow, how to start the journey.

### Can you describe the most impressive technology innovations that will shape the future of education?

Most new technologies take some time to make their way into education sector, if they do at all. We are still heavily relying on white chalk and green or black boards that were used 200 years ago (just don't tell me that you have a whiteboard and a fancy colourful marker)! We have (partially) adopted PCs and the internet, but we are struggling with smartphones and mobile apps.

For me, AR/VR technology, or should we call it immersive technology, is the cutting-edge technology that will develop a lot in the years to come and will find its way into many industries. It is innovative and impressive enough. However, I dare not say it will shape the future of education! Not because it doesn't have the potential to do it, but rather because we have to want to use that enormous potential. The technology does not shape our system or our future. We do! The technology should not be our goal, but a tool that can help us achieve our goals!

> MARJAN MILANOV <



### INTERNATIONAL ECOMMERCE & OMNICHANNEL TRANSFORMATION FORUM

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**EUROPEAN DIGITAL WEEK** 

November 23, 2022



### **SANGITAA SINGH**

#### Position:

HOD, IT (Primary)

#### **Company:**

Global Indian International School, Smart Campus

#### Country:

Singapore





### PARADIGM SHIFT IN EDUCATION-PRESENT & FUTURE

#### Dear Ms. Singh, please introduce yourself to our readers:

I am an education enthusiast who loves teaching & learning; for more than 20 years. I was a freelance IT Trainer before I joined Global Indian International School, Singapore (Primary Cohort) as a Digital Learning Lead. Technology has made it possible for everyone to stay connected & this is why, here I am at European Digital Week International Conference sharing my experiences!

### In your opinion, which are the main trends that shape the education sector nowadays?

I believe that having a mindset for change, looking forward for growth, adopting universal design for learning, more personalized learning, blended & project-based learning are some of the learning styles that needs to be taken into account when we talk about trends that can shape the education sector. In coming years and as a matter of fact, currently, we see a couple of growing trends, namely – SMART learning, the reliance of artificial intelligence, learning with gamification, big data, immersive learning with augmented Reality, virtual reality & blockchain technology. As technology has seeped into education, these growing trends can help customize various courses as per each learner's need.

### How would you define the biggest current challenge for the education sector?

The impact that the Covid-19 pandemic has had on the education sector would be the biggest challenge. The key as educators is to minimize its negative impact. We all need to work on a path that can bring faster improvement in learning & schooling. New technology has brought a revolution indeed, but if teachers are not able to bring it to the classroom & are not comfortable with using devices, it would fail to be effective and efficient. Another challenge would be for students who are unable to procure devices thereby affecting their learning. However, the biggest challenge that I can foresee is the youth getting increasingly attached to devices & becoming overly dependent on them. Digital health takes precedence especially in today's pandemic era and thus, that should be us educators' priority.

### Can you give us examples of digital innovations, successfully implemented in education?

There is no doubt that technology in education is preceding & it is making learning more interactive, fun & collaborative. Digital innovations that have definitely taken over are e-learning, digital textbooks, virtual classes, artificial intelligence, cloud computing, various collaboration platforms & apps. Social media is also playing a big role in Educational Institutions. Virtual Reality & Augmented Reality is gaining more popularity & learning through gamification has made lessons very interesting. While teaching important concepts it shows students that learning is fun.



### 🍓 World Digital Weeks

### How do you think will learning methods change in the next few years?

As I shared my insights on this matter in my presentation 'Paradigm Shift in Education – Present & Future' we will see more student centric learning & teachers as a facilitator. Flexibility in the mode of learning will be the key. We all need to go beyond the traditional definition of a classroom, rethink learning & focus on people driven & inquiry-based learning. Competency-based education can break in the traditional method of teaching & learning, communication mechanism & more sophisticated programs would take a lead. Advancement in technology will make learning materials in the palm of learner's hand & emphasis will be more on curiosity, imagination, design thinking & enquiry-based approaches.

> SANGITAA SINGH <



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### **CORINA NEAGU**

#### **Position:**

**Managing Director** 

Company:

DARE

Country:

Romania





### DISCOVER POTENTIAL AND DEVELOP PEOPLE

#### Dear Ms. Neagu, please, introduce yourself in a few sentences.

- I think I am born under a very lucky star. I have been endowed with many talents that I still
  discover and I want to give back as much as I can to the world.
- I have become an #entrepreneur in Human Resources and #Leadership Consulting in 2014.
- I have founded Dare (www.dare.com.ro) in 2016 as I always dared to dream, to want, to create, to share more and more, to do good.
- I have trained, mentored and career coached thousands of people starting 2010 including teenagers, students, employees in many organizations.
- I have started to deliver trainings in Asia (Singapore, Dubai, Kuala Lumpur, Manila, Qatar, Bangkok) in 2015.
- In 2015 I have also become an #HR and #Management professor at the #Business Academy in Bucharest.
- In 2020 I have founded Sweets & Spices (www.sweetsandspices.ro) as I am passionate about healthy food and nicely wrapped gifts.
- I am a mentor in the Professional Women's Network, HR School and She is Mom and I am a volunteer in many organizations.
- I am passionate about everything I do and my mission is to change the world, step by step, through education.
- I have a very beautiful and supportive family which gives me the daily dose of motivation and energy.

My motto is:



Be kind whenever possible. It is always possible." - Dalai Lama

### Can you describe a time you successfully resolved differences between an employee and upper-level management?

I remember I have done this several times during my career and I do it frequently as a consultant/mediator. There is no secret – the most important thing in all relationships is the communication, they way we listen to each other, understand what the others say without judging and without having as main purpose to be right. As many conversations are not about you, but about the people in front of you that you need to pay attention to.

I cannot say I have solved the differences, but I have tried to create the proper space for each participant to say what needs to be said and to share their feelings. And it worked every time. This makes me think that people actually need to talk, to share their emotions, to be listened to, to be understood, to be treated with empathy.



#### What are your tips on how to create a high-performance workplace?

There are no tips, there is only common sense: listen to your people, pay attention to their needs, be present in the conversation, do the right thing even if it is not the most popular thing to be done, show respect and appreciation, practice what you preach, discover and encourage potential, reward creativity, innovation, performance, teach, coach and mentor your employees, admit when you do mistakes, give and receive feedback. These are just a few of my recommendations in order to give people a chance to become high performers as you cannot create the culture or the environment by yourself, you need the others to help you.

### In your opinion, how can HR professionals improvise, adapt and innovate in an ever-changing world?

If HR professionals want to work efficiently, they'll need to keep up with the latest innovations and adapt to an ever-evolving landscape.

To ensure the health and safety of their employees, companies have switched to a remote work model at a rate and scale they've never expected. As face-to-face collaboration is replaced with more Slack conversations, Zoom calls, and countless emails, HR managers have to manage difficult work under very different circumstances.

While productivity numbers have remained high during the pandemic, HR leaders must learn how to efficiently transition to a fully remote workforce for the foreseeable future. This transition includes learning how to recruit and onboard new employees remotely, ensuring communication and collaboration is not lost within team members — all while avoiding micromanaging — and offering flexibility to employees that was not offered before.

HR professionals are also under the strain of addressing the mental health and wellness of their entire staff in addition to worrying about the safety of employees still physically going to work, processing piles of paperwork, and providing solace to countless workers who have been laid off, furloughed, or had hours reduced. During these uncertain times, an HR leader also needs to ensure their company is protecting its employer brand by encouraging leaders to provide as much transparency and empathy as possible in times of massive layoffs. For employees still on the job, HR managers are trying to keep their workers productive, motivated, engaged, and connected—all of which are moving parts in this new normal. (source - Debora Roland, Vice President of HR, CareerArc)

#### In your opinion, what is the best tool to motivate employees?

I do not believe in external motivation or motivators. Motivation is not a pill you give somebody and expect that person to act as a puppet. I truly believe in offering employees the proper tools to work with, the support they need, the right training, a nice working environment, learning and growing opportunities, rewards and recognition, respect, a transparent communication and feedback. I also think that being so different, we have different motivations, therefore as employers we need to understand what are the main motivators for our employees in order to match our expectations with theirs so that we could deliver the business results accordingly.

### What advice will you give to all the people who are just starting to work in the HR field?

First to make sure they understand what HR is. It may seem trendy, fancy and cool, but there is a lot of work, there are ups and downs and working with people, especially during these complex times, seems harder than never. Then to experience all the roles in HR through job rotations, internships, support given to their colleagues in HR, volunteer work etc. so that they could understand what is behind every role. You may want to become generalists or you may want to specialize, at the end of the day it is your choice and I recommend you to take a decision after you practice a little bit to see what you like and what you are good at. Learning is a continuous process and in order to keep up to date regarding all trends in the market, all best practices, all technologies used you need to read, to be in contact with your peers, to be involved in communities, to exchange ideas etc. And last, but not least, to love HR, to be passionate about working with people, to keep your enthusiasm and at the end of the day to be happy and satisfied with who you are and what you do despite the difficulties encountered.

Good luck!

> CORINA NEAGU <



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### **OXANA NABOK**

### **Position & Company:**

Managing partner at Train your brain consultancy agency,
Head of the Change Management Committee of the Digital Experts
Association

Country:

Russia





### DIGITAL CULTURE OF INNOVATION

### Ms. Nabok, can you describe yourself as a person in a few words?

As I see it, both on organizational and personal level I can inspire and encourage further development. I can inspire to achieve more.

I believe that everyone has their special talent. All the obstacles and limitations are created in our mind. In most cases, they are caused by our attitudes, fears, social restrictions, no the lack of opportunities. As a business coach and organizational change expert I endeavor to create the environment which achieves full potential of the organization and its employees. In other words, we reinforce the process of 'internal scaling' through optimization and application of strength.

As for my character traits, I am optimistic and I advocate for result-focused work. I value openness and trust. I enjoy learning something new and gaining new experiences. The process of learning and its results truly bring me joy. I can go through a difficult strategic session, improve and enhance the culture and structure of the organization, achieve the results that have not been achieved without my assistance. I can also set new goals and synchronize the values of a team. This is very inspiring.

I have been working for more than 20 years in the boards of directors and as a consultant I've been helping organizations recruit, build and motivate efficient like-minded teams, in which people develop in the same direction and are willing to achieve great results together. I am also capable of designing a dynamic system of efficiency metrics (key performance indicators) for the team and creating the system of evaluating and meta competences development.

### In your opinion, how can HR professionals improvise, adapt and innovate in an ever-changing world?

I am convinced that the analytics of team involvement and constant interaction with employees and the labor market are necessary to be taken into consideration. A lot of fruitful ideas are already present in teams but it is necessary to implement them on time. To achieve this goal, regular mechanism of consolidation of new ideas for the constant process improvement in the organization and prompt change implementation are needed. It is crucial to attract supporters within the team and its ecosystem and look for decent solutions which will eventually benefit the organization as well as its employees. A great deal of ideas can be implemented by the team provided that its members are willing to develop in the sphere. In this case, people come up with ideas of their own and eagerly realize them, thus implementing their creativity & help further competencies development.

The edutainment (education + entertainment) format facilitates the process of improvisation. People enjoy playing and it also helps them think outside the box, decreases the formality level and increases team engagement in projects and other activities.

There are many digital tools nowadays that help to assess 'team mood', engagement and loyalty. These tools promptly gather opinions and eliminate routine, providing HR with more time to communicate and generate new ideas.





audiences, groups and generations coexist within the organization, so the culture should be open and focused on omnichannel Corporate culture is what comes to the fore. It's communications and diversified social projects.

organizational synchronization are important. This is where transparent areas of responsibility stakeholders and dynamic KPIs come to help. Like any other tools, metrics should be created considering current & strategic objectives. researching its issues with the experts of the Train shared by the team. Your Brain agency for many years.

new methodology for measuring productivity map which includes priority qualitative and a specific task or the work of a department; at the intersection of several processes; from the organizational benefit. point of view of the organization itself and its of the organization, make long-term and shortterm predictions in order to choose the optimal measures that are to be taken.

### It's crucial to remember that various target Which are the main trends that shape the HRM sector these days?

a set of behavioral models, attitudes, beliefs and values that are formed within the team and The synergy of resources and timely which are implemented by the team when taking actions or decisions.

internal communications with all The atmosphere in the team determines its engagement, as well as productivity and the desire to gain new experiences. The innovations take root better when the team is ready to They should then develop and adapt together change and develop. On the contrary, even the with other organizational processes. This topic most advanced innovative solutions do not work is extremely relevant now and we have been if they do not meet the principles and norms

At the same time, it is important to work One of the results we have achieved is a proactively: teams should be encouraged to change in advance. A necessary 'mood' must indicators - the SAPI Indicator Globe. I've be formed beforehand if we don't want to recently presented it at the International struggle with the consequences. In this respect, Conference on Innovation, Management the development of meta-competencies and Technology in Dubai. This is a multi- among employees (along with soft and hard dimensional, dynamic and flexible efficiency skills) becomes relevant: consciousness and mindfulness, emotional stability and intelligence, quantitative indicators depending on the tasks proactivity and creativity, resistance to stress of stakeholders. The globe allows to evaluate and uncertainties, etc. This help to build a the metrics from different perspectives: within strong team in which members reinforce each other's ideas and cooperate for personal and

external processes; from top to bottom and from At the same time, the process of learning and bottom to top. And, most importantly, it is able developing should be continuous. The concept to consider dynamics, instantly reacting to the of lifelong learning is yet another trend which changes, which enables us to forecast the future determines modern technologies improvement. It's therefore necessary to develop in the rhythm of current changes in order to remain on the top. And this applies not only to analytics and strategy, but also to the team. The team is the 'engine' that makes change possible.

We've come back to the issue of productivity. To How do you define the successful HR implement innovations and digital solutions, it is specialist? What qualities should he/ important to take into consideration operational models, competencies, structure, decisionmaking process and critical thinking.

hidden potentials, enhancing the capabilities of people and organization as well as their abilities for learning and self-developing. Train Your Brain strategic sessions offer a variety of tools that help to assess the internal potential of the organization, form a roadmap for team a culture of innovation, thus implementing the results. above mentioned strategies.

### Can you give us advice on how to overcome multicultural differences in the workplace?

It's important to understand each other and take a genuine interest in the colleagues' opinions. Communication remains the most important competence. By communication I mean the ability to 'walk in someone's shoes' and look at the situation from different perspectives, as well as building relationships in large systems, understanding the relation between the of the organization. processes within organization. And in this sense, common tasks arise that begin to prevail over cross-cultural differences, provided that mutual respect for different opinions and traditions is preserved.

The boom of freelancing and working from home have changed organizations in terms of geography. Nowadays multinational networks of teams are being formed more easily. Such limitations as location, language or lifestyle are not applied to them. Quite the opposite, they manage to cooperate effectively. It's a great opportunity to support each other on a new level.

First of all, HR team must be a real business partner. They should follow the mission of It's crucial to eliminate daily routine and reinforce the organization and try hard to realize key objectives. They should conduct a dialogue within and outside the organization, facilitate the implementation of internal potential and project scaling through the talents of the team. They should help the employees unlock the potential, find interesting and relevant tasks and development, increase efficiency and create at the same time focus on priorities and achieve

> It is important to be the ambassador of your organization and actively build relationships with the labor market, create a positive brand image, attract new talents and help to form an organizational design & culture of flexibility and innovations in which projects can be delegated taking into account competencies & potential.

> The system should be well-balanced and ready to develop further. It is necessary to create a complementary team, maintain the key talent pool and form the common values and traditions

> To summarize, the key goal of HR nowadays is to take an active part in building corporate culture which should be based on the company's mission and values and therefore contribute to better productivity and sustainable success even under uncertainties. At the same time, the company should be ready to change in respect with current innovations and trends.

> > > OXANA NABOK <



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### **NATALIA GARSHINA**

### **Position & Company:**

Director of Organisational Development and Human Resources, Consultant on Organisational Development Rusconsult

#### **Country:**

Russia





### TRADITIONAL LEARNING AND E-LEARNING: MIX BUT DON'T SHAKE!

#### Can you introduce yourself and tell us what do you like most about your job?

I work as the Director of organizational Development and HR in the consulting company Group of companies "Rusconsult", in Russia. In addition, I work as an organizational development consultant with various business organizations.

Most of all in my work, I like to observe the results of positive changes in the organization. Organizational development tools help businesses to change in accordance with customer expectations, market requirements, and competitors' actions.

The process of developing an organization is similar to growing flowers. Firstly, you prepare soil and then you plant a sprout, water it, fertilize and take care of it. Later a wonderful flower blooms from the sprout. Afterwards you face new challenges – to preserve, to protect from external influences, to create conditions for the continuation of flowering and planting new sprouts.

I think that most of all in my work I prefer an opportunity to influence business creating such positive changes.

### Tell us about a memorable work experience that you had, what did you learn from it?

I appreciate all my acquired experience. I try to see opportunities for learning and development in every life and professional situation. Fortunately, working in consulting gives many opportunities to gain new experience.

The most important lesson I learned from my professional experience in consulting is that there are no two identical organizations, there are no two identical leaders, and there are no universal formulas and magic recipes for all diseases of business. Every business is unique; all people are so different that no typology or theoretical concept can answer all the questions.

I realized how important is to reflect on your previous experience. The world is changing so fast. What worked fine yesterday is no longer relevant today. Moreover, before offering a particular solution to a business, it is necessary carefully evaluate the external and internal context.

### Which are the main trends that shape the HRM industry nowadays?

A world-famous HR-specialist, Dave Ulrich, said in one of his speeches: "HR is not about personnel. The task of HR is to help your organization become successful."

Dave Ulrich explained that if an organization does not have a successful client experience, then all the best HR practices are useless. Initially, the company must succeed in the market. HR can help to achieve this! So I absolutely agree with this.



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Today, the boundaries between professional spheres are blurring. A modern HR manager needs to understand all the business processes of an organization in order to offer solutions that are useful for a particular business, and not just fashionable or popular. An HR specialist needs a broader view of business, knowledge of management and marketing.

Digital transformation of business, gig economy, VUCA world lead to the fact that the business models of organizations are changing. Organizations are becoming open systems. Permanent and temporary employees, freelancers, contractors, etc. can work on joint projects. Thus, HR specialists need to integrate all participants into a single value chain for customers.

In addition, some traditional HR functions are also changing. Artificial intelligence is being introduced to solve not only routine tasks. Already today, there are robots capable of conducting job interviews. The economic benefits of the introduction of artificial intelligence in mass recruitment will be very attractive for business as soon as such developments become available. This is also a trend affecting the HR industry. The competitive battle of HR specialists with artificial intelligence in the labor market is no longer a fantasy. This is a very serious challenge for HR specialists. It is necessary now to learn how to do things that artificial intelligence will not be able to do.

### In your opinion, how can HR professionals improvise, adapt and innovate in an ever-changing world?

This is a very relevant question. In my opinion, many HR specialists like to innovate and improvise. Nevertheless, unfortunately, not all the proposed ideas are economically sound and timely. That is why not all innovations take root. This is partly because HR management tasks cannot be solved in isolation from the management system as a whole. An HR specialist should help business leaders make their organization successful in the long term. To do this, you need to learn how to find the root problems of the business and start changes with them.

In addition, it is necessary to keep the focus on the long-term perspective, on trends in the economy and social life, to take a proactive position.

For example, when a business has grown and faced with the problem of unmanageability, it is necessary to restore order, optimize business processes, and implement a business management system. All HR innovations implemented should be aimed at this.

If the business has gained extra weight, lost dynamics and sensitivity to market signals, it is necessary to introduce mechanisms for the active development of the organization, to help the organization become lively, customer-oriented and proactive.

If the business suffers losses, then it is necessary to coolly, like a surgeon, cut off all unnecessary, inefficient, interfering with further development. Then after optimization, evaluate the situation

As you can see, at each stage of business development, an HR specialist has different tasks. However, it is always necessary to keep the focus on the goals of initiatives and the long-term business perspective.

#### What in your opinion is the best tool to motivate your employees?

I do not believe in universal motivation tools. The organization employs people with different motivational profiles. At the European Digital Week 2020 conference, I made a presentation on motivational types and talked about how important is to take into account the individual characteristics of employees. It is very important to determine the motivational profile of an employee and build interaction with him based on this.

In our company, we try to find out the motivational preferences of an employee when applying for a job. Then, throughout the employee journey map, we regularly discuss personal and professional goals with each employee and try to provide opportunities for their implementation.

#### In your opinion, what qualities make someone an excellent leader?

In my opinion, a leader is a person who is voluntarily followed by his followers. The profile of a successful leader depends on a number of factors: the market situation, the economic state of the business, employees, business features, etc. The leader's profile should correspond to all these factors.

At different stages of business development, different leadership qualities are needed.

Nevertheless, I would single out several qualities without which leadership is impossible. The ability to take responsibility, the ability to self-development and self-improvement, and the ability to see further than the people following the leader.

#### > NATALIA GARSHINA <





Video and Social Media Marketing
Conference



### TERESA HEATH-WAREING

#### **Position:**

Director

### Company:

Teresa Heath-Wareing

#### Country:

United Kingdom





### CONTENT PLANNING FOR SOCIAL MEDIA

### Dear Mrs. Wareing, would you tell us a bit about yourself and your professional background?

Teresa Heath-Wareing is an online business & marketing expert who works with business owners from across the world, helping them to build a business and life they love.

Teresa's online membership and her innovative Dream Business Growth Path enable overwhelmed business owners to balance their lives, while building a business they love.

As well as inspiring members to dream big and set ambitious long term business goals, Teresa equips them with practical actionable steps to get them closer to their goals. Her holistic emphasis on the whole business, and the mindset of the business owner, enables her members to navigate the world of running a business with Teresa as their biggest cheerleader.

An international award winning speaker, TEDx speaker and podcaster, Teresa is recognised alongside some of the world's digital marketing thought leaders and is widely regarded as one of the UK's leading marketing influencers.

She lives in England with her husband, daughter and step son.

### How would you best describe today's digital reality?

Digital marketing has changed the face of marketing, it has opened up marketing tools and platforms for any business of any size. When I first started in marketing 17 years ago only companies with massive budgets could afford to get seen.

This means it's very competitive and businesses have to work really hard to be seen and stand out!

#### Can you imagine the world without social media? Why is that?

I don't think we will ever not have social media. I do think things will change over time but social media will always exist. We have found a new way to connect and engage with our customers and this is a good thing for marketers and consumers.

I think a world without social media would mean small business would struggle to get seen. Although we would all have a lot more time on our hands!



### In your opinion, how did 2021 change the different aspects of digital marketing (platform decisions or creative content for example)?

2021 has been an interesting year for digital marketing. Following the pandemic lots of business had to get on line quickly and this continued in 2021. However I think as the world opened up again consumers were craving connection and in my space (the knowledge industry) I think people were tiring of all things digital. I also think it became clear that businesses had to come up with new and inventive ways to stand out digitally as more business was done that way!

### Do you think cultural differences shape customer's behaviour and preferences? How?

I think one of the most important aspects of any marketing including digital is that we ensure everyone is represented and everyone's voice is heard. Digital marketing like all marketing should be inclusive to all

### What are your professional expectations about the evolvement of SMM in the next few years?

I think SMM will continue to evolve with new and creative solutions for engaging with our audiences. I think the personal side of this will continue to grow and be more important. More than ever we will need to build trust and be transparent!

#### > TERESA HEATH-WAREING <

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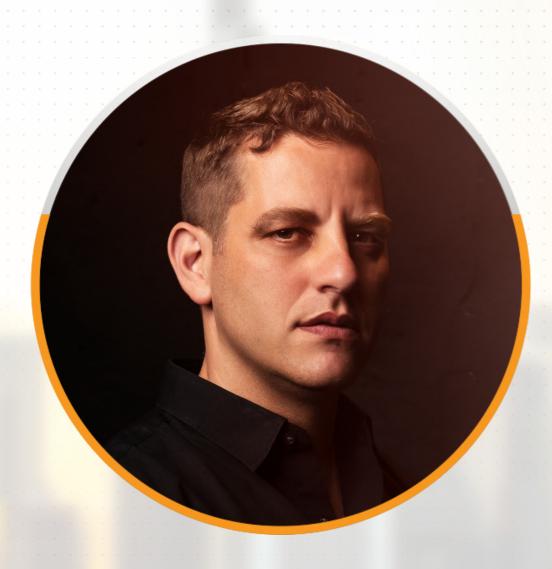
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### **AVIV FRENKEL**

#### **Position:**

Co-founder, CEO

#### Company:

Enroute

#### Country:

Israel





### LIFE WILL GO ON: SHARED MOBILITY POST-CORONA

### Mr. Frenkel, what was your first "win" that made you confident that you were doing the right thing?

The first win, was finalizing our first major deal. When Deutsche Bahn, Germany's national rail company chose to work with us we were over the moon. Building a solution for one of the biggest mobility operators worldwide with more than 4 billion annual passenger rides was more than a "win", it was a conviction and a first sign of product-market-fit, the most important thing an early-stage startup needs to prove to take off and start scaling.

### What career mistake has given you the biggest lesson?

I was a young CEO who came to Silicon Valley for the first time. A meeting with an investor ended with him telling me how interesting what we're building is. I was excited, I was sure this American VC was on board. Little did I know that in US, "very interesting" is the polite way to say, "listen, don't ever call me again". When you are a startup aiming for global success, you need to understand the cultural nuances and differences. Since then, I try to take the American enthusiasm in the right proportion and try to understand the cultural differences and be attentive wherever I travel via plane or zoom.

### In your opinion, what is the biggest challenge for the e-Commerce industry at the moment?

I think that the supply chain and logistics challenges are the most pressing. That is true for many industries but also for e-commerce. For instance, returns. in some e-commerce categories, returns can be as high as 30% of all online purchases. That is an insanely high number. One way Enroute is tackling this challenge is by introducing click & collect and location-based services for passengers. This enables them to shop in mobility and collect the order from shops next to the destination or along the route. When shoppers collect the item as part of their daily commute, they rarely return whatever they buy and that saves tons of money to the retailers.

How important is the understanding of cultural changes for the success of a retail organization? This is extremely important. Being a company that works with both businesses and consumers we need to be attentive to the changes genz's and millennials have with their preferences, either as end-consumers and managers and decision makers in organizations.

### How can you create urgency for today's browsing at home shoppers?

Instant gratification is key. You need to create an amazing user experience to attract home shoppers and we found the secret sauce when we understood that people who use mobility services love shopping, actually 20% of all online commerce in the UK occurs every morning between 7-9 am when people commute. That was the trigger for our "shop and ride for free" idea which sparked the success of Enroute.



Logistics of the future. Supply Chain Management & Fulfillment Solutions Conference



### **ALESSANDRO GALATI**

#### **Position:**

Branch Manager

#### Company:

Tieffe Group Srl

#### Country:

Italy





### HUMAN FREIGHT MANAGEMENT IN THE DIGITAL ERA

#### Mr. Galati, how does digitalization affect supply chain planning?

If this is used properly, this leads to big time savings: just to give you an example – if you were realizing you were running out of stock in Europe by closing time (5PM) 10 years ago, you had to send an email to your supplier in Asia, you should have waited for its response about availability the next morning, place the order and proceed with the payment for a total rundown of 1 week at least just to know WHEN you're getting the order in your warehouse; if you're running out of stock and you're digitizing your process you can update a shared spreadsheet you're having with your supplier, where you have the real time availability in the warehouse, place the order, pay it via some payment platform via CC and while he wakes up he's already seeing the payment, moving it to its transport supplier, and you'll have the forecast of when the stock will be fulfill in your warehouse by the time you in Europe are waking up, and can decide what's the best option to move this (air, sea, train).

Digitalization leaves you the choice to actual spend time on the important things, instead of spending time waiting for those to be ready to happen!

### Why do you think is a strong quality mindset essential for supply chain organizations?

Because without quality there is no reason to pursue digitalization: as I said before, digital processes are used to let you have more time for the important things, such as big figure, long term partnership and negotations, facing unexpected disruption; Imagine having processes that are not focused on qualitative aspects, but only on increasing production, you won't have the time you need for the important things, but instead you will waste more time thinking on how to fix the minor bugs of the increased production units.

### How to find the customer fulfillment formula for improved efficiency and customer experience?

Not every shoe fits every foot, and not every improvement fits the customer experience of every customer! The better way to improve their experience is firstly understand what and how they need it, and how you can possibly fulfill this with your own skills, along with the process and instruments you're having available.



### In your opinion, how can supply chain leader best determine the needs of the customers?

A positive way to determine each customers' needs is not to focusing on what's the best way to reach that given target, but how that given target can be reproduced in the future repetitively and with the lesser impact on the actual supply chain bottlenecks which are out of your control (such as weather, pandemics, strikes); you don't have to focus on the target you have to focus on the problems surrounding it – the more you learn on how to prevent these, the better the target will be reach. It's like playing curling: you better brush the ice around the stone to adapt its path within the tee to score the point, than caring on how the stone is launched from your team mate!

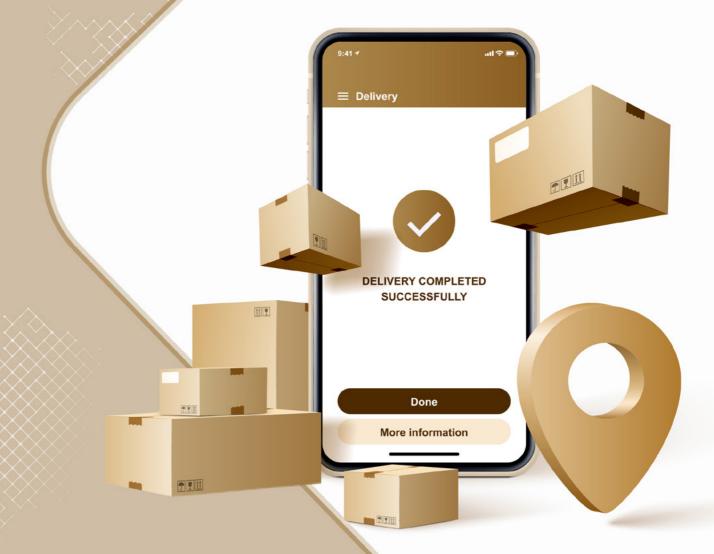
#### What advice would you give to your younger self at the start of your career?

Learn as much far foreign language as you can, start studying about big data and software coding and keep travel as you're doing.

> ALESSANDRO GALATI <



## LOGISTICS OF THE FUTURE. SUPPLY CHAIN MANAGEMENT & FULFILLMENT SOLUTIONS FORUM



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### **MARTIN OSCAR BOTTINI**

#### **Position:**

Logistics

#### Company:

LC - Logistica y Comercialización

#### Country:

Argentina





### INTERMODAL LOGISTICS

### Mr. Bottini, please tell our readers more about yourself and your professional background?

My name is Martin Bottini, I live in Argentina and I have been working in the Commercial area for more than 20 years, and in the Logistics area for 18 years.

I have been an International Transport Manager, a Logistics Manager in intermodal operations and a Commercial Manager.

In these roles, I have acquired both operational and commercial knowledge. I specialize in Multimodal and Intermodal logistics. In the commercial area, I carry out projects, market analysis, commercialization, etc.

I have worked corporately, and now I work independently.

Although my work focuses on the American continent, I also work with other different countries around the world.

#### What career mistake has given you the biggest lesson?

I consider myself as a constant learner, therefore I am aware that I can make mistakes in the process.

Some mistakes leave us with greater lessons. One of them happened more than 20 years ago: for defending a work position, I left the company I was working with. Although I rapidly started working somewhere else, the problem form the previous company was not solved. After some time my father said "things can only be solved from the inside". Even though this does not mean that one has to stay in an unpleasant environment, it does mean that first we need to use all the instances to solve the circumstances that one created that were wrong or that we can improve.

Something I learned is that people who work with me will not be surprised if I quit a project, because if do so it is because I have expressed it in advanced and because I have already tried my best to prevent this from happening....The same happens when I have no other choice but to decouple someone from a project. I will always try to get them into the project circuit, but if that is not possible, that person will know I did everything I could.

Definitely... communication... working together.

### How would you best describe the supply chain industry nowadays?

It is now clear to the business world that a big part of a company's success depends on the proper functioning of the supply chain, a crucial process in any business.



Companies compete through their supply chain capability, because it determines how they plan, purchase, manufacture and distribute their merchandise.

Improvements in the supply chain not only save companies a lot of money, but also increase revenues.

With digital technology, the international market continues to grow, so they are looking for ways to stay ahead of the competition, but at the same time face a constant evolution of the market.

The industry in general knows the digital technologies better, so the level of demand is increasing. A global market also means increased competition.

More and more technology is becoming available, such as sensors and analytical tools, allowing companies to predict consumer demand and distribute products more effectively and efficiently. From my point of view, there are some keys:

- Hire experts in each area; this will allow us to be informed and have strategic thinking.
- Technology: the systems will allow us to plan, forecast and manage the inventory along with all the financial information related to the supply chain. That is why it is important to analyze which is the most suitable business software for the needs of each company.
- Dialogue with people to understand what their needs and requirements are, which will help you choose the right systems that will allow you to work more effectively.

Having the right technology is not enough, that's why processes are important. It is important to ensure the efficiency of the people and systems, and make sure that the supply chain is working as it should.

If management works, customer satisfaction will increase. It is important to make decisions based on accurate data and to monitor the results of those decisions.

### How would you describe the benefits of transportation management systems?

It is important to understand that to the extent that we want our companies or our countries to be more competitive, we need to look at these variables. Infrastructure, fuel and operational efficiency are important factors, and they are linked to TMS technology.

The TMS is like a control tower, because in some way it will monitor the optimal flow of a transportation operation, from the manufacturing company or the company that will supply the raw material. From here, there is going to be communication throughout the entire length and breadth of this operational cycle.

It is a platform that will concentrate an enormous amount of information that will allow the concentration, at an operational and administrative level, of dashboard objectives, kpis or everything that has to do with the metrics of the entire supply chain flow.

There is constant communication and operational information.

It helps us to optimize our transportation costs, to automate our routes and the tariffs part. The TMS improves our transportation, i.e., transportation information and visibility.

In summary, we can say that TMS has the following benefits:

Resource and cost savings, greater safety, better quality in the service provided, better responsiveness to unforeseen events and higher productivity.

#### What do you think will be the future of sourcing and procurement applications?

Systems and processes generate extremely important data.

Therefore, it is important to evaluate the data, understand it and take actions derived from it. It is also useful to cover the need for real-time information from end customers which leads to achieve customer service objectives.

I have no doubt that the implementation of these systems will continue to grow in different industries. The logistics world has understood that although these technologies do not solve problems, they minimize them and reduce reaction times.

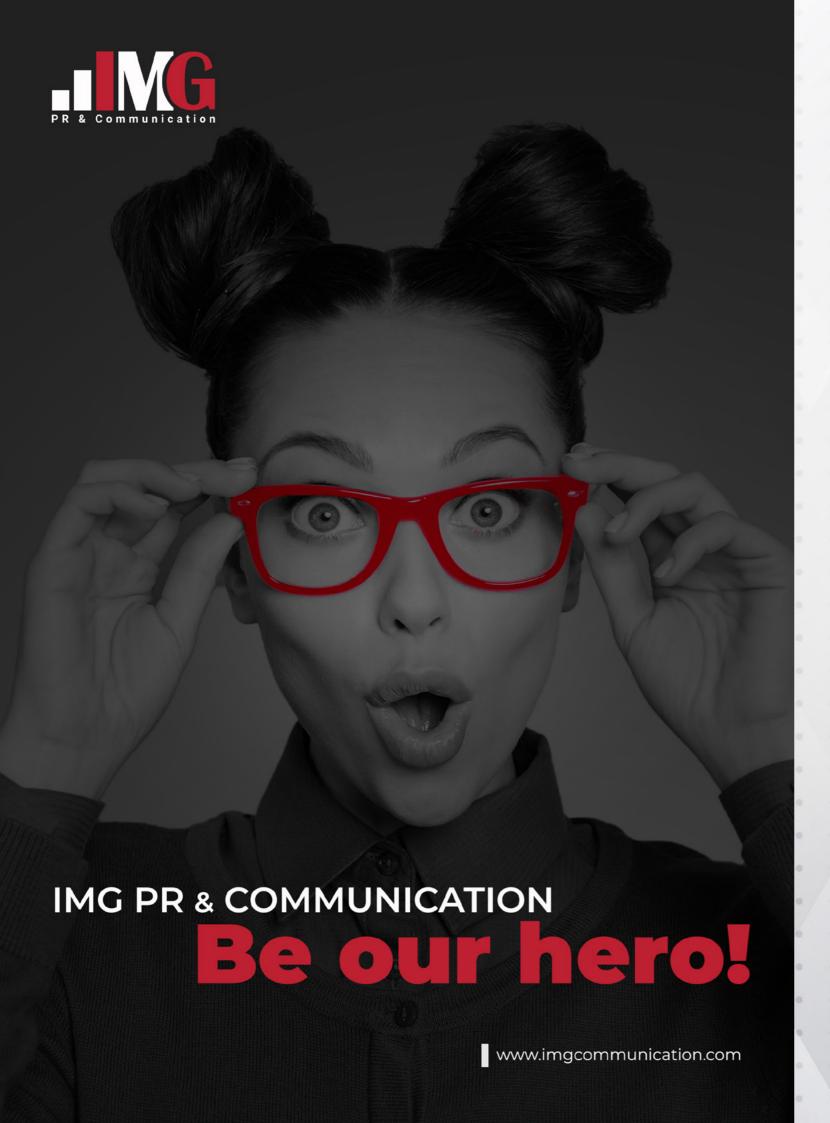
It is essential that TMS systems can handle large amounts of data. They must also be able to receive data from other systems, interpret that data and perform recalculations flexibly and quickly. In an increasingly competitive world, these technologies will continue to advance, helping industries to reduce costs.

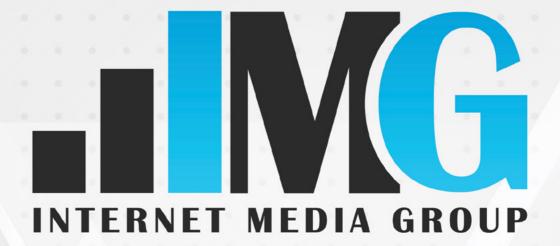
Technology companies are becoming more and more aware of the logistics needs, understanding the needs of the market and generating improvements that bring more concrete benefits.

This study and analysis of needs by the technological industries is what makes me think that the use of these software will continue to grow constantly, since they will be increasingly useful because the more they understand the needs of the industries, the faster and better they will generate new tools. These technologies will continue to help us by giving us tools to improve the supply chain and logistics processes in general.

> MARTIN OSCAR BOTTINI <

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