



GLOBAL INSTITUTE FOR  
DIGITAL COMPETITIVENES

GLOBAL DIGITAL  
WEEK 2023



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**CISS**

CONFERENCIA INTERAMERICANA  
DE SEGURIDAD SOCIAL



[www.gidcomp.org](http://www.gidcomp.org)



# MAKING THE MOST OF DIGITAL TRANSFORMATION

GLOBAL GOVERNMENT POLICY COORDINATION TO UNLEASH THE DIGITAL PROMISE WHILE MINIMIZING RISKS.

ROBERTO MARTINEZ-YLLESCAS, MARCH 26TH, 2023





# OECD Digital Economy Ministerial Meeting

Gran Canaria, Spain, 2022



13-15 December 2022, Gran Canaria

**Driving long-term recovery and economic growth by building a trusted,  
sustainable, and inclusive digital future**

# BUILDING BLOCKS



**Theme 1**  
**Digital enablers of  
the global economy**



**Theme 2**  
**Building better  
societies**



**Theme 3**  
**Putting people first  
in digital  
transformation**



**Theme 4**  
**Harnessing the  
power of AI and  
emerging  
technologies**

# GLOBAL DIGITAL POLICY: TRENDS, CHALLENGES AND RESPONSES



## Theme 1

### Digital enablers of the global economy

- **Online Platforms:** they drive new markets; however, fragmented policy frameworks for international markets lead to costs and uncertainties to businesses and consumers alike. Competition and consumer protection pose real concerns.
- **Cross-border Data Flows** are driving complex value chains, yet they also prop government concerns; nevertheless, national fragmented regulations could become market inhibitors, for they could generate barriers and uncertainty.
- **Digital Security:** the explosive pace of digital transformation has not been accompanied by equal advances in the security of online services and connected products. End-users can rarely assess sufficient approaches to security, resulting in market failures that undermine consumer trust and put the system at risk. Many challenges facing digital security are international, as vulnerabilities and poor practices should be

# GLOBAL DIGITAL POLICY: TRENDS, CHALLENGES AND RESPONSES



- **Bridging digital divides:** Connectivity divides between rural and urban areas, and in skill levels and digital adoption between population groups (e.g. by gender, age, or income) can hamper the participation of all members of society and perpetuate existing inequalities
- **Combatting the effects of harmful content online** These include misinformation and disinformation, and other “untruths”, which polarise communities and threatens democracies around the world.
- **Leveraging digital technologies in the fight against climate change:** Digital technologies offer promising solutions to lessen environmental impacts, but can bring negative consequences if not managed, such as increased energy use and e-waste.

Theme 2  
Building better  
societies

# GLOBAL DIGITAL POLICY: TRENDS, CHALLENGES AND RESPONSES



- Digital transformation offers a multitude of social and economic opportunities for people as **citizens**, **consumers** and **workers**. Digital technologies transform billions of lives, offering new spaces and tools to communicate, work, consume, participate in the economy and the public debate, and exercise rights and enjoy liberties.
- **Consumers:** digital technologies offer tailored products and services, ease of access to marketplaces, expanded choices and competitive prices, and connected homes. However, people risk falling victim to online scams and frauds, buying unsafe products, being deceived, exploited, or discriminated against.

## Theme 3

### Putting people first in digital transformation

- **As workers** people have access to new and more flexible opportunities, platform-mediated work and practical tools. However, they might suffer difficult working conditions, decentralised management, or algorithmic bias.
- **For individuals:** digital technologies unlock numerous possibilities to build relationships, relax, learn, or participate in government. However, people might encounter illegal and harmful content online, have their privacy violated, or suffer



# GLOBAL DIGITAL POLICY: TRENDS, CHALLENGES AND RESPONSES



## Theme 3

### Putting people first in digital transformation

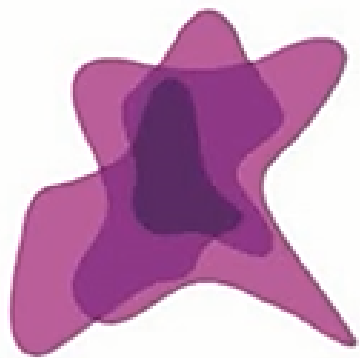
The policy landscape of the digital environment requires international, multistakeholder and nuanced efforts to strike a balance between rights, interests and values. Policy makers and enforcement authorities increasingly focus on protection, empowerment, safety and rights, but they need tools to support these efforts. Soft measures are essential to complement regulation and enforcement, and can include voluntary pledges, ethical standards, by-design approaches, technical measures and education and awareness campaigns.

Laws and policies should reflect the interdependencies of the digital environment and be based on evidence to bridge policy gaps and provide responses that are fit-for-purpose.

**Putting people first is more than a slogan or aspiration - it reflects the core goals of the digital age.**



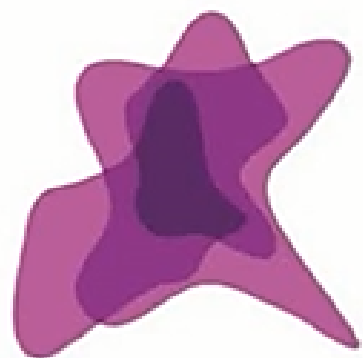
# GLOBAL DIGITAL POLICY: TRENDS, CHALLENGES AND RESPONSES



## **Theme 4** **Harnessing the power of AI and emerging technologies**

- AI and emerging technologies are reshaping societies with opportunities, but also risks. Most countries identify these technologies as priorities and levers for economic growth, while noting the need to adapt governance frameworks. There are many types of AI systems, from voice recognition, to chatbots, product and content recommendations and driverless cars, many of which also raise risks. These include bias and discrimination, the polarisation of opinions at scale, upheaval in job markets due to the automation of tasks, privacy infringement, widespread surveillance, threats to security and safety and increasing inequalities from concentration of power. Immersive environments also pose risks, from online addiction to virtual assault, to the challenge of assigning liabilities in a world of avatars. Public policy frameworks must adapt to meet the governance imperatives of AI and emerging technologies and protect established rights.

# GLOBAL DIGITAL POLICY: TRENDS, CHALLENGES AND RESPONSES



## Theme 4

### Harnessing the power of AI and emerging technologies

- **Immersive virtual environments create challenges** Ongoing efforts to establish governance frameworks for immersive environments include the Defining and Building the Metaverse multistakeholder initiative by the World Economic Forum (WEF) and efforts by the (“eXtended Reality”) XR Association and the Metaverse Standards Forum.
- **Data access, sharing and governance:** In many countries, more efforts are needed to reduce siloes in data governance, despite growing efforts to govern data across policy domains, like competition and trade and across sectors, like science, healthcare and public administration. As data fuel AI across a range of economic and social activities in the private and public sectors, data governance is becoming pervasive across policy domains and requires coordinated, whole-of-government approaches, while remaining sensitive to specific contexts.

Emerging technologies pose new challenges, but lessons can be learned from policy development processes designed for other technologies, including new



THANK YOU





# **ABOUT GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS**

INSTITUTO DE INVESTIGACIÓN TECNOLÓGICA DE ALTO IMPACTO

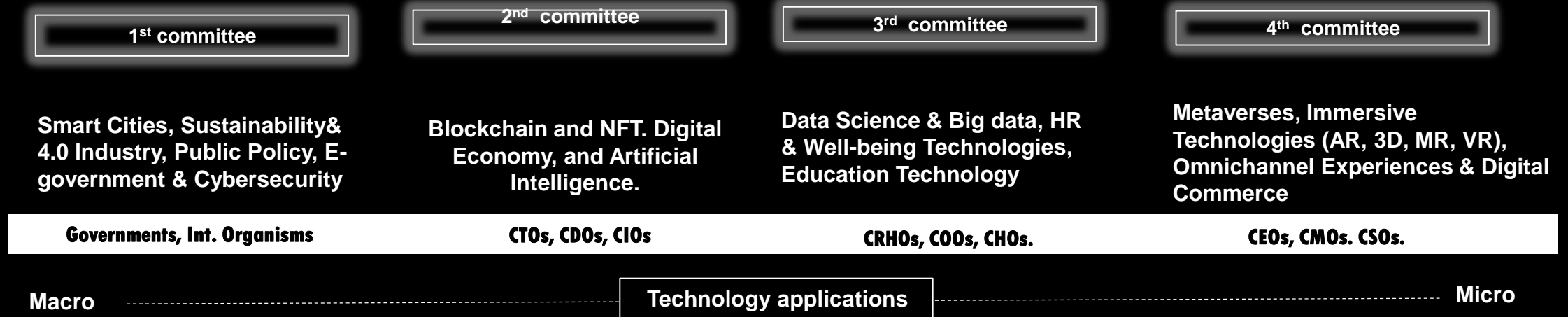


# One goal, Create value through technology.

Through 5 different specific strategies:

- 1 **Spread and promote the use of technologies** to increase the efficiency of organizations regardless of their geographic location.
- 2 **Connect the organizations and executives to create more value**, sell more in an **omnichannel** and geopolitically fragmented world.
- 3 Work together with **authorities and institutions** to **remove barriers to technologies and trade**.
- 4 **Bringing experts, knowledge and cases** to communities or regions with little access to technological knowledge and digitalization to make opportunities inclusive.
- 5 **Establish Committees by type of technology** to share uses, applications, as well as groups that want to interact, collaborate and test new applications in the practical field.

# Accompanied by international senior leaders who manage committees



## Affiliates will live an international Digital experience

Meetings will be held every 15 days as follows: E.g., Metaverse Committee

Channel	Time	Attendees	City	Face-to-face host
Metaverse	1.5 hours	10		
Face-to-face	30 min	4	CDMX	Sura
		2	Bogota	Coats
		4	Madrid	Let me Park

### ANNUAL OBJECTIVES OF THE COMMITTEES:

- ❖ Publish trends by technology.
- ❖ Collaborations with the media.
- ❖ Working papers.
- ❖ Video Cases and documentaries.
- ❖ International networking.
- ❖ Coordination of Roadshows.
- ❖ Recognition of executives
- ❖ Exposure of the brands that collaborate in the integration of knowledge.

# Calendario GIDCOMP 2023

		2023											
		Q1			Q2			Q3			Q4		
ACTIVIDADES		Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto	Septiembre	Octubre	Noviembre	Diciembre
1	GIDCOMP FEST			Global Digital Week 2023								Global Metaverse Week 2023	
2	GIDCOMP ACADEMY CERTIFICACIONES	Transformación digital			Certificación en e-commerce			Certificación en AI			Certificación Web3 & Metaversos		
3	GIDCOMP ACADEMY ON DEMAND		Academy on Demand – Transformación Digital			Academy on Demand e-commerce			Academy on Demand – AI			Academy on Demand web3 & Metaversos	
4	GIDCOMP R&D				Global Digital Report 2023			Polos digitales 2023		Meta-Commerce 2023			Global Metaverse Report 2023
		Consultoría - Diagnósticos de Oportunidades, diferenciadores y monetización en la Web 3.0											

Actividades de responsabilidad social de acceso al público, vía streaming y plataformas tecnológicas con marcas co-organizadoras.

GIDCOMP with its purpose of contributing to reduce the global digital divide holds several international festivals inviting Senior leaders to share and inspire people to create value and generate experiences in Web 3.0 with new technologies.

1

# GIDCOMP Immersive Festivals



# GLOBAL DIGITAL WEEK 2023

+ 100 experts

[Check international experts](#)

Day 1. Smart Cities  
Day 2. Public policies  
Day 3. Digital Commerce  
Day 4. Disruptive Business  
Day 5. Wellness Technologies

From March 27 th to March  
31st, 2023

# GLOBAL METAVERSE WEEK 2023

+ 100 experts

[Check international experts](#)

Day 1. Immersive technologies  
Day 2. Omnichannel  
Day 3. NFTs and Blockchain  
Day 4. 3D and Web 3.0  
Day 5. Immersive experiences

From November 11th to  
November 15th 2023



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# 2

## Digital Knowledge Bank

[www.gidcomp.online](http://www.gidcomp.online)

+200 Replays:

Keep your brand leaders up to date on technology trends.

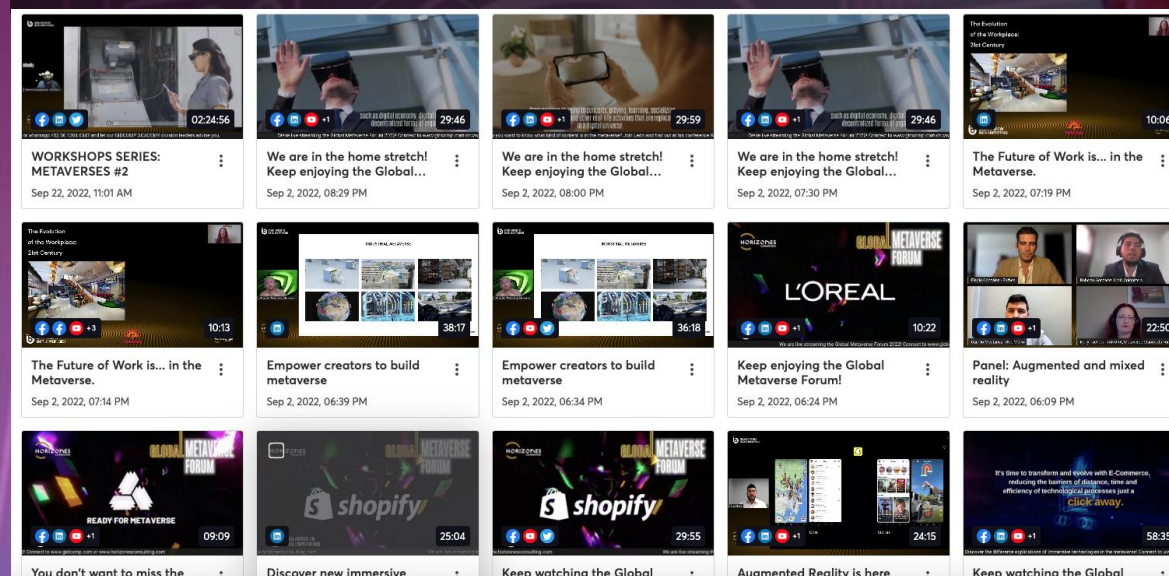
Global Digital Week 2022-2023 Replays

Global Metaverse Week Replays 2022-2023

Marketplace for technology providers.

Don't miss the opportunity to be in touch with the leaders of large companies and organizations, get in touch with the leading brands!

The committees via their member brands will continuously broadcast the advances and trends in order to continue showing new applications to the audience and at the same time will be strengthening the digital knowledge bank for affiliates, which currently has more than 200 conferences, Mini MBA on demand, master classes, MOOCs, with more than 200 uninterrupted hours of content.







# 3 GIDCOMP ACADEMY

The Academy Division seeks to bring international practice experts together to share their pragmatic and tactical execution insights with leading global companies.

The main mission is for executives to develop practical skills in order to increase the efficiency and sales of brands.

# CERTIFICATION IN IA APPLIED TO MARKETING AND BUSINESS

Certification in AI for marketing and sales aims to help decision makers maximize results, optimize budgets, predict customer behavior, study, define and segment users, predict audiences and improve operational efficiency.

## Certification options

### A. Certification via applied project.

Mentors who are leaders in the subject matter of the project

### B. Immersive certification in Dubai.

Includes visits to companies in the city, developing a proposal applied to your company.

## NEXT START DATES

Summer  
2023

Start: July 1st  
Admissions closing  
MAY 15TH



Contactar aquí

## 16 COURSES TO BECOME AN EXPERT

### 12 COURSES CORE

### 4 COURSES ELECTIVE

#### MARKETING TECHNOLOGY

- Data analysis with AI
- Product strategy
- Research with AI
- Personalization with AI
- Journey optimization
- Consumer behavior with AI
- Content marketing AI
- Customer service

#### CORE SKILLS

- Digital shift
- People Analytics
- Innovation culture
- Sensory technology
- Virtual stores
- Implementation of AI projects
- Open innovation

- Search Engine Optimization (SEO)
- Powering your CRM
- Sales funnel conversions with AI
- Lead creation with AI
- Customer success
- Automating the sales process
- Trade marketing AI

#### SALES LEADERSHIP

"Boost your career in  
Marketing and Sales with our  
AI certification and learn from  
global brands."



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# 4

# GIDCOMP R&D

## Trend Studies, Reports and Digital Labs



### Global Metaverse Report 2022

Release due November 2022

### Global Digital Report 2023

Release due February 2023

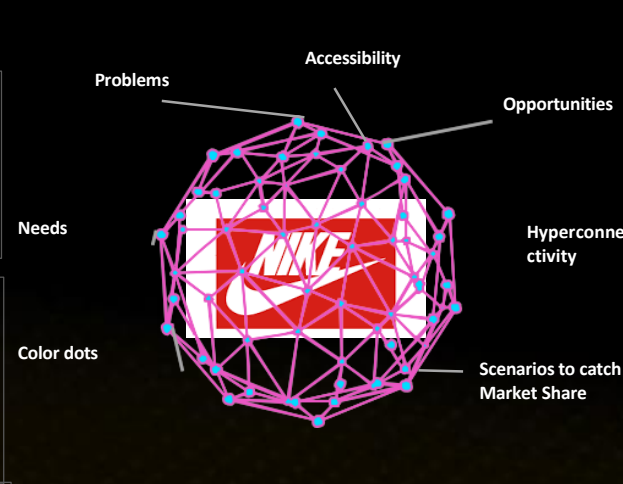
### Meta Commerce 2023

Release due June 2023

### Polos digitales 2023

Release due November 2023

- BRAND POSITIONING AND PRESENCE IN THE METAVERSES**
1. [CONTACT WITH CONSUMERS](#) - ESTEFANÍA YAGÜEZ, HEAD DE CONSUMER INTELLIGENCE DE L'ORÉAL
  2. [MARKETING Y BRANDING](#) – FERNANDO CANO, MANAGING DIRECTOR DE HAVAS METAVERSE
- OMNICHANNEL TRADE**
1. [VIRTUAL STORES](#) – JONATHAN MÁSMELA, CEO OF LA COLONIA
  2. [SELLS IN THE METAVERSES](#)– THORSTEN WALTHER, CEO OF INSPIFY
- MASSIVE METAVERSES**
1. [VIRTUAL COMMUNITIES MANAGEMENT](#), DANIELLE MCCONNELL, CMO FROM VIRTWAY
  2. [SPECIALIZED METAVERSES](#) SORAYA CADALSO, CEO OF UTTOPION



ILLUSTRATIVE  
EXAMPLES

#### Market fit. Short-term

- Incorporate technology applicatives
- Prioritization in terms of sales impact

#### Market fit. Medium-term

- Being the first to incorporate technologies
- Prioritization in terms of sales impact

#### Current Portfolio

1. Sneakers
2. Clothes
3. Accessories

#### Adapted portfolio (medium-term)

1. NIKELAND
2. Clothes with technology applicatives
3. Monitor accessories

Exemple: NIKE of non-exhaustive business units.

Note: Clic on the links to watch the international leaders' lectures.

# Technology adoption diagnostics

# Some brands that are part of our international ecosystem



# Reasons to join **GIDCOMP**:

- 1 To receive **information on Business Intelligence and Technology trends**
- 2 To **leverage** existing **technology** (leapfrog)
- 3 To generate **networking / community**
- 4 To have **visibility** of the applications in the **use of technologies**
- 5 To keep you informed and up to date with the **latest news**
- 6 To receive **support or consulting**
- 7 To **train** my team to face new market challenges.
- 8 To generate a **relationship with Authorities**
- 9 Access to **+200 Mentors from 52 countries** and presentations of their models at the Global Digital Week & Global Metaverse Forum.







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# GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

## How to become a member?

Send us an email to [be.digital@gidcomp.org](mailto:be.digital@gidcomp.org) or a WhatsApp to: **+52 56 1463 3902**

The GIDCOMP seeks to unite and relate organizations linked to the international technological ecosystem to promote and develop digital capabilities in any location in the world.

The membership begins with the date of accreditation of payment in the bank account.

Valid 12 months from the date of payment.

Renewals begin to run from the expiration date of the current membership.



**More Information**

Our network of member Institutes promotes Innovation and Technology as factors that allow human and organizational progress and improve our lives. We contribute to supporting causes with our core business through Corporate Social Responsibility actions that are carried out through the Consultores sin Fronteras Foundation and the Global Institute for Digital Competitiveness [www.gidcomp.org](https://www.gidcomp.org). We also believe in respect for Human Rights and not We do not discriminate in any program, activity, or person on the basis of sexual preference, income, religious preference, race, color, national origin, age, gender, or disability. GIDCOMP© All Rights Reserved 2023.