GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENES

GLOBAL DIGITAL WEEK 2023

R. Scott Rawlings

Gerente de producto sénior de plataforma y software HP XR

www.gidcomp.org

Scott Rawlings
Head of XR Software Planning

HP Inc.
Scale VR, Securely

September 1-2, 2022

GLOBAL METAVERSE FORUM

HORIZONES CONSULTING

GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

Reinvent Reality

A Solutions Approach

HP Vision

Drive the most desirable immersive xR ecosystem that naturally empowers all people to better themselves.

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Agents of change

Driving technology today, for tomorrow

How people & organizations can reach unprecedented levels of individual & organizational well-being, performance, and efficacy to drive tangible results.

Runs applications

AEC & Product Development

VREDD & 3DS Max
Autodesk

Emulate3d
Rockwell Automation

Enscape
Enscape

Fuzor
Kalloctech

Gravity Sketch
Gravity Sketch

Solidworks Edrawings
Dassault Systems

Simcenter
Siemens

The Wild
Wild Technology

Trezi
Smartvizs

Unity & Unityreflect
Unity

Unreal Engine & Twinmotion
Epic Games

Creating end-to-end solutions with

HP VR solution partners

HP works with solution partners to deliver powerful VR Ready hardware and optimal software for VR content development & deployment.*

Future visual
Brand, operations and Training

Rivr
Immersive investigative Training

Raumglieter
Aec visualization and Simulation

Middlevr
Teleconferencing for Cad teams

Glue
Virtual collaborations

Khora
Production house and VR store

Skyreal
Product visualization And collaboration

Virtualware
Enterprise and Government training

Vriverity, S.L.
Brand & marketing VR Solutions

Mimbus
Analysis, training, Simulation and Maintenance

Creating end-to-end solutions with

HP VR solution partners

HP works with solution partners to deliver powerful VR Ready hardware and optimal software for VR content development & deployment."

Pixo VR
Safety training

VE Studio By Disti
Maintenance and procedural training

Minddesk
Real-time VR Cad

AZCS Technology
VR and game development

PeriopSim
Perioperative Nurse Training

Enduvo
Cad to VR for product dev & mfg

D6 VR
Data visualization for finance & big data

Victory VR
K-12 vr curriculum and instructional training

Immersive touch, Inc.
Medical VR solutions

Ovation
Public speaking trainer

The time is now

Connect

SteamVR saw nearly 1 million additional monthly-connected headsets in April, tripling the previous largest monthly gain.[1]

Create

"Giving employees a workstation, keyboard, mouse and screen but not a Virtual Reality Headset prevents teams from achieving their full productivity and is essentially hobbling your work force"

McKinsey & Company

Collaborate

"We use XR to remove the barrier of distance and provide access to situations and scenarios that are physically impossible or prohibitively expensive to build in real life"

CEO & Co-Founder
Future Visual McKinsey & Company

Learn

87% of global student population currently out of school.[2]

25-30% of the workforce will be working-from-home multiple days a week by the end of 2021[3]

The next wave of engagement

Personal. Human. Even when fueled by technology.

35%

Training

Increase in usage of tech in training since pre-COVID[1]

50%

Collaboration

Is the key to high functioning teamwork, and communication is assisted by Expressions[1]

64%

Creation

Creative Pros believe most of their jobs can be done from home[1]

62%

Wellbeing

Prefer telehealth more than pre-COVID[1]

ABOUT
GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

INSTITUTO DE INVESTIGACIÓN TECNOLÓGICA DE ALTO IMPACTO

GLOBAL INSTITUTE FOR DIGITAL COMPETITIVENESS

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 exercutives 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

1st committee	2nd committee	3rd committee	4th committee
Smart Cities, Sustainability& 4.0 Industry, Public Policy, E-government & Cybersecurity	Blockchain and NFT. Digital Economy, and Artificial Intelligence.	Data Science & Big data, HR & Well-being Technologies, Education Technology	Metaverses, Immersive Technologies (AR, 3D, MR, VR), Omnichannel Experiences & Digital Commerce
Governments, Int. Organisms	CTOs, CDOs, CIOs	CRHOs, COOs, CHOs.	CEOs, CMOs. CSOs.

Macro ---------- Technology applications ---------- Micro

Affiliates will live an international Digital experience

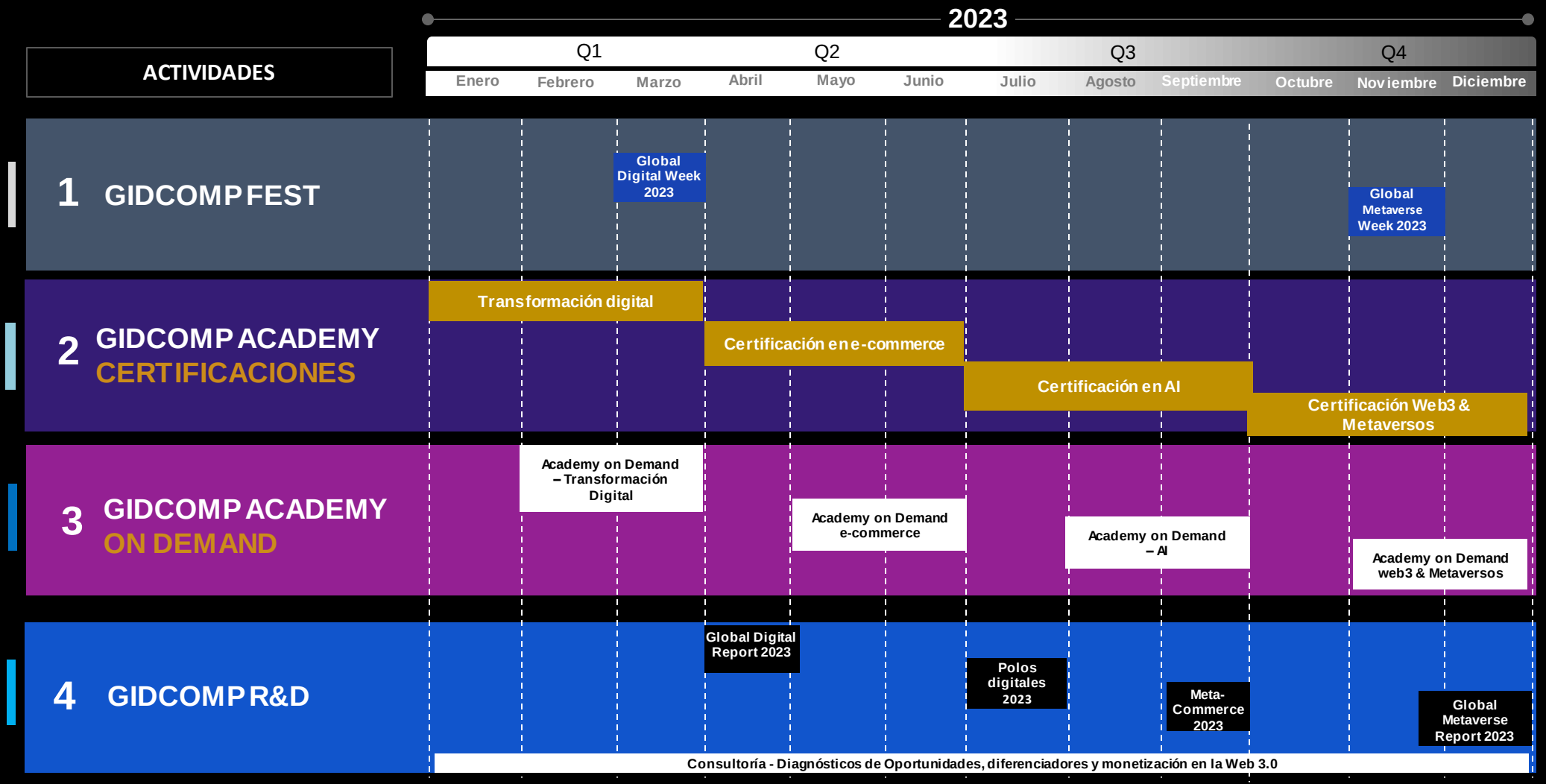
Meetings will be held every 15 days as follows: E.g., Metaverse Committee

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



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

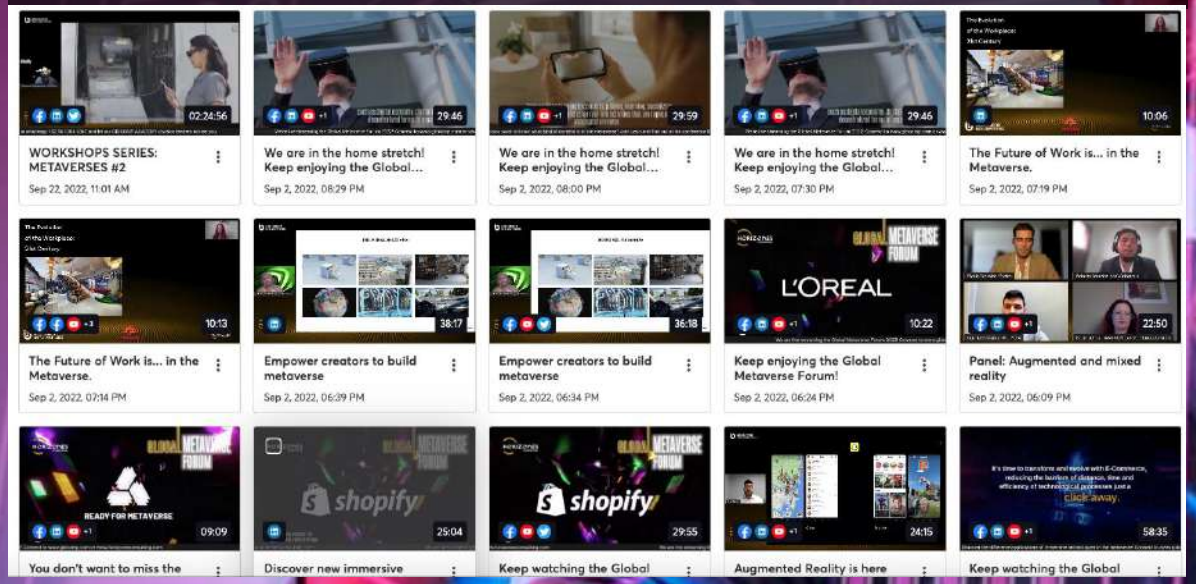
2 Digital Knowledge Bank

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 MAY15TH

Contactar aquí

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

16 COURSES TO BECOME AN EXPERT

12 COURSES CORE

4 COURSES ELECTIVE

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

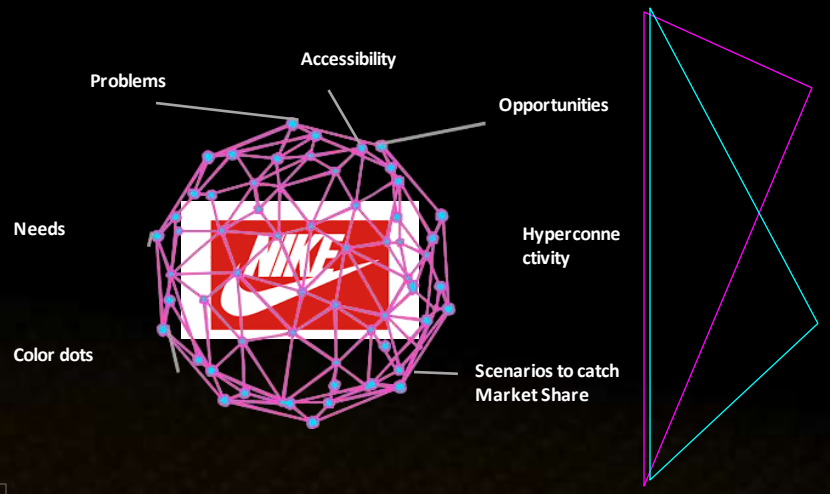
OMNICHANNEL TRADE

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

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



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 Portfoilio
1. Sneakers
2. Clothes
3. Accessories

Adapted portfolio (médium-term)
1. NIKELAND
2. Clothes with technology applicatives
3. Monitor accessories

Exemple: NIKE of non-exhaustive business units.

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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How to become a member?

Send us an email to **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 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.