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WSIS FORUM  
DIGITAL ECONOMY and TRADE

14 JUNE, 2017

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>> Can you hear me? Fantastic.  
>> I want to welcome you to the first session today (echo in room).  
>> I'm from the GSMA, I'll be moderating this session. We have a great group of speakers today and I'm much o looking forward to hearing from them.  
>> If there is time at the end of the session we'll have questions from the audience. All -- as ever, all of this information and the transcripts and the videos will be available online.  
>> CHAIRMAN: Good morning to everyone. I think this topic is highly topical right now here in Geneva, we're in the middle of a perfect story with focus on eCommerce and how digitalization is changing trade. Recently eCommerce week was other organized and the number of participants went from 300 to 1,000, that's an indication of the interest here. The next month we have here in Geneva the Trade Review focusing on connectivity. There is a lot of focus here on eCommerce and it digital trade. We can see that it is a phenomena that's raising very fast. We estimate that the global value of eCommerce rose from 16, 17 trillion in 2013 to 25 trillion in 2015. Most of this is, of course, domestic. We also see that it is rapid growth across borders. A challenge we days is we don't have good measurements. This is a challenge for the international community to tackle. With all of the rapid growth in developing countries, but of course starting from a low-level, the uptake of

eCommerce and digital trade is very low in most of the developing countries and at the same time we see that to the Digital Economy is deepening and expanding in many directions and are in the early days of the big data revolution, the reliance on Internet of Things, Cloud computing, et cetera. The challenge is to ensure that the next step in this process does not exclude a lot of countries, that we make sure that small businesses that are lagging behind big businesses in making use of digital trade and the Digital Economy can be reversed. A lot of attention needs to be paid to the development I mentioned in this area.

To conclude, you can see that this is of great importance also for the Agenda 2030. How the Digital Economy will evolve and what role it will play for trade will impact the ability to reach goals in the area of growth, productivity, women empowerment and trade, of course. If you want to really boost the ability of developing countries, especially the Least Developed Countries to increase shares in global trade they have to go online. This is where the growth will happen in the future and it is very much upon all of us to make sure that happens t I'm very much looking forward to how this discussion this morning will contribute to our further dialogue on this issue. Thank you.

>> DOMINIQUE LAZANSKI: Thank you very much. I would like to start with His Excellency, the representative from Portugal.

If you don't mind.

There's a broad consensus that broadband infrastructures contributes to economic growth and attracts investment. How do you see that in Portugal? How is that happening?

>> PORTUGAL: Good morning.

Yes. In particular there are some reports developed by ITU that are very clear about the impacts of broadband on economic growth, job creation, consumer benefits and efficiency. As a member of the European Union we're glad to note that European Commission presented the connectivity package, the digital society strategy, I will highlight three aspects of this package:

First, commission proposal on access regulation focuses on regulation with a view of greater infrastructure by competition. Secondly, wi-fi for EU creates a scheme to support public authorities who want to work with free access wi-fi to citizens.

In fact, commission proposed to invest 120 million to give all interested local authorities the possibility to offer free wi-fi connections to citizens.

Finally, a note for 5G, we take 5 it G action plan, the commission proposes a European framework. For Member States in the industrial sector to cooperate in the introduction of 5G wireless technology.

At the national level I should everybody if a size that there is additional mobile broadband coverage obligations to operator is 1,000 where they have to act. .

For example, I should takism if a session delegate on spectrum

policies, the analogue switch-off. The digital switchover process coordinated in the European level made sure a rollout of 4G networks. Also I would like to refer in the final that the national program (no audio). Thank you.

>> DOMINIQUE LAZANSKI: Thank you.

You have highlighted the importance of what you're doing in Portugal. (Speaker coming in and out).

>> PORTUGAL: The issue of digital competence are very important. In terms of digital competences, especially among younger generations, the digital divide between younger and older people, it is a great issue for us.

In our national plan of reforms we established some measures to develop digital competencies and we want a Portugal in front of the education system so that we can reinforce the digital competence of our students.

Finally, the government just announced the program Gen10 Portugal. So in order to deliver training opportunities for coding for 5,000 students and 500 teachers. They're taking coding courses targeted to employ young people. We consider this enhancement of the digital competences a key structure in our economic landscape where we are living.

>> DOMINIQUE LAZANSKI: Thank you and congratulations to that company.

We're going to move on to His Excellency from Singapore. What has been your experience?

>> SINGAPORE: Good morning.

Let me first of all talk about what -- how we rethink how governments put in regulatory policies. As we all know, most countries will have legacy incumbents and we have to operate under existing (audio issue).

We need to create an environment as a government to sort of facilitate some of this innovation and allow them to succeed or fail, whichever the case may be, to allow an experimental environment and to listen to what we're doing in Singapore, to create regulatory sandboxes and this is to put innovation in there, to give them sort of exceptions to some regulatory rules and allow them to try out some of this innovation. Some examples include our central bank or monitoring of Singapore, we have launched regulatory sandbox for players and allow some flexibility in rules to try out some innovation. Insurance companies, for example, (no audio). Improvements in those areas.

I think that the second area that the governments can do and it is highlighted by His Excellency of Portugal, connectivity infrastructure. Singapore ten years ago started our fiber to the home project where the government put in some funding to help create structurally separated fiber to the home. Any house in Singapore today can get a 1 gigabyte per second broadband fiber connection for U.S. \$28 a month. Service is

available at 130 a month for 10 gigabytes. 5G for example we have started a consultation process which encouraged feedback and we have announced during this period (indiscernible) and we have looked with industry to create industry concentration maps helping retail sector, SME sector, for example, to use ICT to transform their businesses. We have one -- a significant one is SME and I think many countries face a challenge of getting SMEs to go digital. We're trying this out now, still in the lead days but the idea is to help different sectors transform by providing a transformation roadmap for the sectors.

>> DOMINIQUE LAZANSKI: Thank you very much.

Besides strong leadership and strong governance which you have just talked about, what other areas should governments look into to support and grow the digital committee?

>> SINGAPORE: Clearly an important area when we talk about Digital Economy is to build an environment of trust. The minute consumers lose trust because they don't feel safe doing transactions online I think this whole effort will be entirely useless. To this end I think it is important to focus on things like data protection, privacy, as well as cybersecurity. Recently we have also reorganized ourselves in the area of cybersecurity creating a dedicated cybersecurity agency that coordinates cybersecurity actions and plans. This is at the national level to coordinate tweens the transportation sector, healthcare sector, et cetera. This is to ensure that there is a national coordinated effort in addressing cybersecurity efforts and the other is the personal security protection we have put in place. It is managed by a personal data commission. Because we're relatively new as far as data protection is concerned we're able to solve economic -- take some lessons and experiences of other jurisdictions and a key area that is important for data protection is not just about privacy alone. I think the Digital Economy will depend a lot on the ability to share data, the ability to use data in a very competitive manner. Data protection should not be about pure privacy and pure data protection but how to enable data sharing and using data in a safe, responsible manner. Therefore, I think our data protection Act along the line that facilitates a safe way of sharing data as opposed to not sharing data as a means of protection.

>> DOMINIQUE LAZANSKI: Thank you very much. Very interesting for our first two discussions.

I would turn to His Excellency, ambassador from the U.K. How do you imagine a global economy and trade Agenda and how will that help bridge the digital divide in particular? We have heard already about that today?

>> UNITED KINGDOM OF GREAT BRITAIN and NORTHERN IRELAND: Thank you very much.

It is important to think through what we think about the Digital Economy. Not least because it was driven by a particular company, we thought it meant a subset of companies but what we're all discovering in

all of our countries is that this is a digitally enabled economy and we're seeing how digital is -- as we think about this digital global economy we have to make sure we're bringing in all of the different perspectives and stakeholders and policies that we're enforcing and the full range -- (.

>> There is some interference from another source of sound in the room.

(Interference of other audio source).

>> Technicians are currently dealing with the problem.

(Audio interference). (Audio interference).

(Continued audio interference).

-- it ensures that the investors have a clear environment within the regulatory environments that are pro competitive. Internationally the challenge is around data and around data load.

Internationally there is also a critical Agenda, clearly there is an Agenda around data, data flows, there is an Agenda around tax as well and also around how you can harmonize systems and we have debated for many years now, you know, what should be the rules for digital trade. We haven't yesterday come up with clear rules for digital trade. I'm not sure if that actually was the worst response in the circumstances because the biggest risk we run is we think about regulating in the international areas and the Internet, we accidentally do harm to the eat enormous potential that the Internet provides for economic growth and for economic productivity internationally and (audio interference).

We have the potential of the Internet we haven't realized and that's out there. That's the final point, do no harm is a good principle, the fact we have regulated heavily in this area is actually probably a good thing.

>> DOMINIQUE LAZANSKI: I would like to check, are we okay or -- no. Can the interpreters hear us? Off and on? It came back. Okay.

>> We can here at the moment yes.

>> DOMINIQUE LAZANSKI: In light of what you described, what role does Geneva play in all of this?

>> UNITED KINGDOM OF GREAT BRITAIN and NORTHERN IRELAND: When you look at the individual agencies here they have often a particular technical focus on a particular aspect of the digital policy piece. When you aggregate that together Geneva is the center of the multilateral system when it comes to thinking about digital issues. There are a number of agencies here that have different aspects of this piece. I think that the work particularly on eCommerce deserves a lot of credit because it is one place where this debate really has come together on eCommerce, much more effectively than in the World Trade Organization which is blocked for various reasons and there is obviously this institution, critical for the infrastructure on the rules on infrastructure, WIPO which has as of yet untapped potential to really look at the IP of digital and there is World Economic Forum, playing a role in bringing the business community in HTTPS debate. There are two big public policy challenges on digital the first is over data and as the Internet is so important for wider

public policy the regulatory response to that, child protection online, cybersecurity, privacy is to regulate in a way to apply offline the -- you apply the laws online the laws you a I payoff line. Putting your arms in a data in a national jurisdiction. This may be the right response for that particular public policy issue but the unintended consequence of that is you close down data flows internationally and you potentially break up this extraordinary advantage of the Internet providing as a global platform. How one achieves the wider public policy goals which involve the safe, responsible use and sharing of data while maintaining the cross-border flows that are the things that lead to the advantages checkly, that's the first question. the second one is really bringing developing countries on board to believe that the debate has branches for them. This is not about a developed world advantage but the way in which these agencies could help them use digital to leapfrog in terms of technologies to increase productivity and to increase their economic growth in ways you have seen many countries do, Kenya, mobile banking, many other countries that are using digital effectively.

Bringing that potential into the debate particularly in the World Trade Organization where it is blocked is a key challenge.

>> DOMINIQUE LAZANSKI: Thank you. I see common themes emerging.

In light of that, I'll turn to the world economic forum.

What are challenges you're currently seeing and experiencing with the world economy and trade?

>> WORLD ECONOMIC FORUM: Thank you.

I'll start first by echoing what the colleague from the U.K. just said. There is no Digital Economy. All economy is now digital. . It went from vertical ICT sector to an enabler of everything. Digital effects health, education, effects government, effects everything.

In fact, so much so that a recent study that I heard from the head of Lloyd's of London say that 84% of the assets of the (audio issue).

They're mostly intangible, attackable and recognizessable. 84% of the wealth of the SMP is intangible. Data is the new currency of this century. It is all about data.

(Audio issue).

We can do all sorts of things, data is a very powerful thing. Most is cyber attacks that will come will not be about stealing data but changing data, about (audio issue).

How do you make sure that the data we're looking at is the right data and it is exactly the right data.

The integrity is very, very hard to maintain and it is even harder than data security. (Audio issue)

We deal with this. That's the problem. We have a governance model that was built and then a data mod it will that was built post-failure. Neither can eliminate the other. The question is how do they work together? The World Economic Forum, we're working rights now to

actually address this issue bringing together those who live in the international system which will stay. It is not going anywhere.

I close the statement by giving you a solution we just came up with: We have 21.9 billion devices today, there will be close to 100 trillion by 2030 depending what estimate you listen to, we'll multiply this to the 100 to the 1,000. All of these devices are being built by the smartest engineer that can get it to market the fastest way, you think any engineer is thinking about the safety of these IOT devices? Some do, few do, it is true. In general, it is baby monitors, fisher price that closed down the Internet on the Western United States, they were used to shut down the Internet. We're entering a space where there is no safety for the devices. The World Economic Forum brokered a protocol that will be announced last month that brings insurance companies, technologists and businesses around some safety standards making devices insurable, we're making an incentive to make their devices safe that will actually make them more usable and insurable. An example of how we need to bridge world of technology and data and the world of incentives and enforcement that comes from the international system to come up with solutions.

Thank you.

>> DOMINIQUE LAZANSKI: Thank you. I think we'll have some questions from the audience about that following up.

Finally I'll turn to the last speaker from Intervale. We have heard similarities from all of the panelists, what do you think regulators should do to facilitate the Digital Economy, not just technology and communication regulators but all, financial regulators, everyone.

>> INTERVALE: Thank you. I'll attempt to answer your question first.

The simple answer is to be cooperative and proactive. Private sector which I'm currently representing needs stable and clear regulations. It is clearly in the contradiction with the tendencies that you have and what the speakers have talked about, that ICT is now everywhere and sometimes changing the business models quite frequently. Traditional methods of drafting rules and regulation does not work.

I believe that only joint and parallel work of regulators can ensure a timely, professional preparation of such regulation.

I'm happy to give an example of each and we'll be in parallel with efforts on the World Economic Forum an example from ITU practice of creation of focus groups, started in ITU and I believe it is the Deputy Secretary-General now and I think it is very efficient and successful tools which should be used in the future.

Just one example from latest experience of digital financial services focus group, the initial job this year basically, beginning of this year, it was one of the -- I was a Vice-Chairman of this group -- how it works, it was open for all professionals independent of the country cans and industries they represent. It managed to attract around 100 people

from central banks, from economy, from Telecom regulatory agency, private sector, customer protection agency and it resulted in more than -- in dozens of reports on specific issues and recommendations which we're ready to use by financial regulation, by the government, by Telecom regulation, the recommendation was that it was provided by different players, not just financial, but this is the way to do it I believe.

Maybe another example is on countries -- I was going to refer to the UK and Russia experience but our colleague from Singapore mentioned this, this is an example of sandboxes which is used very efficiently in the U.K. by financial regulators. Russia has done excellent with this project and we have experience from Singapore shared with us.

It is difficult to build regulation -- regulation which should pass the coordination between different ministry and agency and get approval from the parliament.

To start with a small scale example, closely monitored by regulators and then to extend this so it is a way how to -- how we can try to overcome this conflict between the development in ICT and the needs to protect people, to protect customers.

>> DOMINIQUE LAZANSKI: A final question for you, actually, what roles do traditional sectors play in all of this? It is something we heard already today but I would like your perspective on that.

>> INTERVALE: Thank you. It is a very good question. I don't think many mobile operators or Telecom operators are here but some are here.

We all know that -- yes, there are some here. This role changes.

We have a good example. I would like to refer to a couple of them which I really personally like very much and let's take most conservative players in the field of communication. They're still associated with post boxes, transport, so on, most are state owned so by definition should be slow and not very efficient.

There are two good examples I will refer to, I will refer to two examples from the region. Russia is too big of an example. Two posts, recently they developed an impressive vision on the future and successful implementation of it including financial services both in remote and in place. In place they used to deliver all of the history but remote, it is new and it is looking like it is quite popular because people still trust post and it is a way to overcome the difficulties which exist in the third world.

Not only this, but in the world of Internet trade which is more and more popular, still somebody has to deliver physically the goods. Still some have to ensure when you're paying money to some producer in another country this producer exists and goods will be delivered. So post has good ways to ensure that it will be done properly. In Azerbaijan there is a community center and central government services. I believe despite all the difficulties being heavily regulated and owned by governments there are ways on how to use ICT even in these sectors.

Thank you.

>> DOMINIQUE LAZANSKI: Thank you very much.

Thank you to all of our speakers.

We will have a little bit of time for questions.

Do we have 2 minutes? Okay.

I wanted to turn to the Deputy Secretary-General who we are delighted to have here and wonder if you have any remarks that you would like to make.

>> Depp Secretary-General: Thank you very much. Thank you to the facilitator, all of the speakers, extremely interesting presentations.

Apologies for the technical difficulties, it is a problem with the first session in the morning!

Let me follow-up on what was mentioned about some of the initiative we took in ITU. we have a very nice platform called focus groups where everybody can participate and has an interest in the subject, you don't have to be an ITU member which deters a lot of people from participating if they have to pay a fee before they actually participate in our work.

With focus groups it is totally free to anybody to participate.

We had very good participation, central banks, people that we have never had any history of association with. I think this is the challenge we're all facing now. ICTs is prevalent everywhere, it is everywhere, effecting everyone, there are so many organizations involved in dealing is the subject that there is increasing risk of duplication of effort and we all need to make sure we concentrate on the core competencies. And work together. The ambassador was mentioning before we started that the 37 international organizeds are according to his latest count in Geneva. No doubt, some have relations to ICTs. How do we everyone sure that all of the various organizeds are working together -- make sure that they're working together, avoiding their own -- how do we bring them altogether? Perhaps that is a question.

>> UNITED KINGDOM OF GREAT BRITAIN and NORTHERN IRELAND: Part of the answer has to be the Member States are the thread that joins up the organizations and what we need to do as governments, we have to think about a coherent approach on digital across all of these organizations and to bring those organizations back to the coherent approach and we have to build coalitions to do that. Countries need to come together where they will together work across the agencies to bring that coherent approach.

I would like to highlight one good example of that, in the WTO, it is called the friends commerce for development, it is developing countries promoting the advantages of eCommerce within the WTO but also more widely. These groupings coming together working not just through one of the Geneva institutions but through a number of them in ways that are coherent, that's the way you bring that to this diverse ecosystem here. It can be done and there are good examples of that.

>> DOMINIQUE LAZANSKI: Thank you. Do you -- yes. We'll j just

have the facilitator respond and then I'll ask a question.

>> FACILITATOR: I cannot resist to answer that question since you raised it.

In the case of eCommerce, just one area of the Digital Economy and the ICT for development Agenda, the E. trade for all initiative tried to do that. We're proud to have ITU and another 22 national organizations and Civil Society organizations as partners. We have around 30 plus private sector companies supporting the initiative. We have to connect the dots across the ministries and different organizations but where all can contribute to finding solutions to what we're trying to achieve and to also again, which is very much in the spirit of the WSIS format connect the dots between Civil Society, governments, international organizations, private sectors. On this data discussion that we have had, it is complex to find this balance and we have -- to start with -- we have half of the developing countries with no data protection regulation at all right now. They're starting from scratch and trying to proceed. Then it touches on trade, national security, law enforcement possibilities, privacy of consumers and users, differences between large and small businesses, differences between ICT businesses that are operating in the systems and all of the other companies that are using them. We need to find ways to connect the dots here, to find solutions.

>> DOMINIQUE LAZANSKI: Thank you.

We do have 10 minutes. I see two questions so far -- three.

I'll take them in order.

First, Mr. Hill, then Portugal and then the gentleman over here.

>> HILL: Thank you very much.

Richard Hill, Civil Society activist.

I have two comments for His Excellency specifically. There is a big problem talking about this in WTO, as you know, it is a secret organized which is not open to Civil Society. It the ITU has been criticized for being insufficiently open but as Malcolm said it is making efforts to be more open. Why are you thinking about discussing this stuff in secret and -- it is secret? Members of parliament have been refused to negotiating arguments. Some of the information we have would have comments and we would comment, I would beseech you as governments here to stop discussing this and negotiating that and I hope that Trump pulls the plug on this.

I wish the representatives of the UK said the same things in to the meetings I attend, maybe I didn't understand what you said or I didn't understand the representatives of the UK in had the meetings that I attend.

>> DOMINIQUE LAZANSKI: Portugal, would you like to --

>> PORTUGAL: Good morning. Is this working?

Thank you so much for the presentations. I think we had an interesting question. On one side we have two examples of two countries that have succeeded very well in building the infrastructure that we need

for connectivity.

On the other side, we have discussions pointing out the advantage of having a digital society and at the same time, the dangers and the new problems that we are facing and so I would like to ask you a provocative question. This is related to something that comes from the CEO of Microsoft, probably you have already heard and because we're in Geneva and it just has been advocating that we should have what he calls the Digital Geneva Convention where governments should somehow implement international rules to protect use of Internet. In particular right now that we're facing so many cyber attacks where so many things are in danger, including democracy as we have been discussing. My question is to say, how do you face this question? I am asking this question because somebody asked me a question when I was in a panel so I ask from this side of the panel.

>> DOMINIQUE LAZANSKI: Who would like to respond?

>> I understand the question, of course, and the thing is in my personal view I think rules, excessive rules would create limitations and the main idea is to create an environment where people can move from one place to another without limitations. Limitation it is, they're to the Rights of the other that we connect and also rules, for me, it is -- it is limitations. I can speak -- in Portugal the thing is that I can phrase an example of creating an environment for start-ups, the Entrepreneurship and start-ups, we have a competitive environment to create this good environment for companies that want to start a good business and if we have limited ways of accessing means of communication it is not possible to create this environment. This environmental conditions in Portugal are not only territorial, but creating conditions, economic conditions to access to all worlds of the new business. I think it is -- that's my personal view but I think I can share this.

>> The blog you referred to, it is a blog that was written a month ago. It is worth reading that important blog that Brad wrote. I spoke to them and got clarity on what they meant and it is aligned with what I was talking about, that companies who are operating data platforms like Microsoft (grin) which is cross national, this is a cry for help more than anything saying we're managing data platforms that effect the wealth and the economy and the functioning of many societies around the planet and we need to partner. This is the remarkable said in the blog, we need to partner with governments and others and international organizations to figure out how to comanage this space. Uber is a had platform, it effected the transportation sector had that touches every corner of the platform. It is a platform ran by engineers in California. Right now they're crying for help, at least Microsoft is, but I think the voice of Brad Smith was not a lone voice but a voice of courage of big business saying we need to partner with others because rules are needed.

Yes, you can drive your car anywhere, nobody should tell you where to drive your car and have fun. There are rules for driving. If you

drive on the right-side in England it is ugly. There are rules. They made rules, they say you drive on the left side. You follow the rules, everybody is happy, they get to their destinations. Even the digital world needs some rules which is what Brad was saying -- which was a first by the way. Take note of that.

>> UNITED KINGDOM OF GREAT BRITAIN and NORTHERN IRELAND: Coming back to the challenge of how we work and the challenge we face, what we're saying, in order to be able to discuss precisely the digital rules of the world we have to bring together the Internet community, trade community, business, therefore you do need a multistakeholder approach which WSIS and the Internet community has, which the WTO doesn't. You're right, the trade negotiators find this stuff very hard to get their heads around. Which do need a new model there. That's entirely different.

On what the previous U.S. administration was try to-ing to do was rules on data and they put it in, they put it in TPP and also in TTIP, no agreements came to pass. It was the most sophisticated, ambitious attempt to have rules on data agreed between nations and they were trying to preserve the free movement of data which is a critical point and also achieving the wider public policy goals, in particular security of data and so it was a legitimate and ambitious answer to that question and the fact that it is on Paul Bunje means we'll problem -- the fact that it is on pause means we'll probably come back to it.

>> DOMINIQUE LAZANSKI: We have 3 minutes. One more question.

>> I'll be fast.

I wanted to raise a word of caution from the European Commission, I would talk on my personal behalf a an economist. You introduced this session saying there is a wide consensus that broadband will grow, jobs, et cetera.

I would say that's not 100% true. There is increased evidence and papers, other international organizations saying that technologies are increasing in equality and in the long run it is a cause of slowing growth. This is an important point. the enthusiasm that's tried to be here for the new technology should probably be kind of moderated if we think about the Sustainable Development Goals. So the thing is, probably on the Agenda of the international organized it should not only be data trade, common rules for access to data, et cetera, but also some other very hot issues like taxation of multinationals, migration problems, et cetera which are closely related to evolution of digital technologies.

That's it.

>> DOMINIQUE LAZANSKI: Any comments?

>> That was a good point. maybe we can add to that when we talk to the economy, it is all digital (Chair) it is a bit of an exaggerator when you're outside of Europe and New York and the U.S., so on and in Least Developed Countries, 1 out of 9 is still accessing the Internet.

I think what's important is while we need to address more policy areas clearly from a development perspective, what I think is important that we see that the growth of the Digital Economy, the digital of eCommerce is happening all around the world but from different levels right now. This will not create only opportunities and great things for people and businesses in developing countries, it will create tremendous challenges from competition and from coping with skill requirements and so on, so forth.

Both for the opportunities perspective and for the challenge perspective it is important that we can focus on what policies do to prepare for this new situation. How do you cope with this. It is hard to stop this technology from going forward. Even if the technology will not bring more equality then we have to think of what policies can do to counter that.

It is not whether it is good or bad but how do we deal with it?  
>> (No audio).