

The MCA tackles the Digital Economy during its Annual Conference 2014

Mobilisation, Monetisation, Innovation – Anticipating tomorrow’s demands, today!

‘A lot of discussion during the past year has focused on the digital economy – and rightly so. It comes as no surprise that this composite, digitally driven shift in business models has topped the agendas of many countries across the globe, precisely because of its widespread impact on the whole economy,’ said Dr Edward Woods, Chairman of the MCA whilst opening the Authority’s Annual conference held on 21st November.

Dr Woods went on to explain how the digital economy has revolutionised the way all sectors operate and interact, even those that are completely distinct from the ICT industry, driving greater efficiency, growth and sustainability. He also stressed the importance of adequately catering for the demands of the future in order to remain relevant in an increasingly competitive global market.

On his part, during the welcome address, the Parliamentary Secretary for Competitiveness and Economic Growth, the Hon. Dr José Herrera commented that ‘in preparation for tomorrow's digital economy, we need to see from where we have started, where we are now, and where we would like to go.’ ‘We also need to record the challenges we have faced, look beyond our shores and learn from the challenges faced by others and identify how we can circumvent these in the future,’ he continued.

The conference offered a packed programme which addressed a variety of topics related to the network layer, such as the socio-economic impact of high-speed networks and the infrastructural requirements to deliver services of the future; the cloud and how this is impacting the application layer and the increased monetisation of content services as a result of the cloud; and finally the social media phenomenon and how this is impacting consumer behaviour and driving demand for higher speed services.

The excellent line up of international and local speakers contributed greatly to the discussions that ensued, providing interesting insights ranging from public policy, strategic consultancy, network operations, applications development and journalism perspectives, particularly on the impact of disruptive technologies on the market and how these are driving traditional network operators to rethink and remodel their business operations to cater for emerging markets.

In his closing address, Dr Woods stated that ‘the evidence in this regard is clear. Telecoms, technology and content services are ever-more converging. The real impact of this direction is however not that clear cut.’

He went on to explain that from a regulatory and policy perspective, ‘we need to have the foresight and flexibility to cater for these changing landscapes. The opportunities to exploit the real benefits of the digital economy are not necessarily endless. We need to seize every window of opportunity and maximise the potential of these new emerging markets.’

For further information, you are kindly requested to contact:

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‘We can invest all the time and effort needed to ensure that we have the right blend of ingredients to propel the industry and the country towards a truly digital economy. However, our efforts will be fruitless unless there is dialogue, discussion, the exchange of ideas and the continued cooperation between all stakeholders,’ concluded Dr Woods.

The MCA would like to thank all the speakers, local and foreign, all the delegates for their continued support and Vodafone (Malta) for sponsoring the 4G connection that allowed the on-site uploading of the conference proceedings.

All conference proceedings, including presentations, speeches and audio-visual clips are available online at <http://www.mca.org.mt/mcadigicon14/speeches-presentations>

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