

CURAÇÃO DATA DAYS

Digital Transformation for an Island:

The Bigger Picture

Andrew Solomon
SIMIA/ Ictual



ictuq
CONNECTED SOLUTIONS



geek

/gēk/

noun

1.

a person who is knowledgeable about and obsessively interested in a particular subject, especially one that is technical or of specialist or niche interest.

"a computer geek"

SOFTWARE INDUSTRY
MAKING IMPACT ABROAD



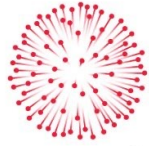
geek

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g

Is our current economy big enough?



Smart Nation
SINGAPORE

SINGAPORE

Singapore, officially the Republic of Singapore, is a sovereign island country and city-state in maritime Southeast Asia. [Wikipedia](#)

Population: 5.454 million (2021) [World Bank](#)

Area: 728.6 km²

If we want to be anything of a **smart nation**,
we need:

A thriving economy!

A big enough local market!

So we need to....

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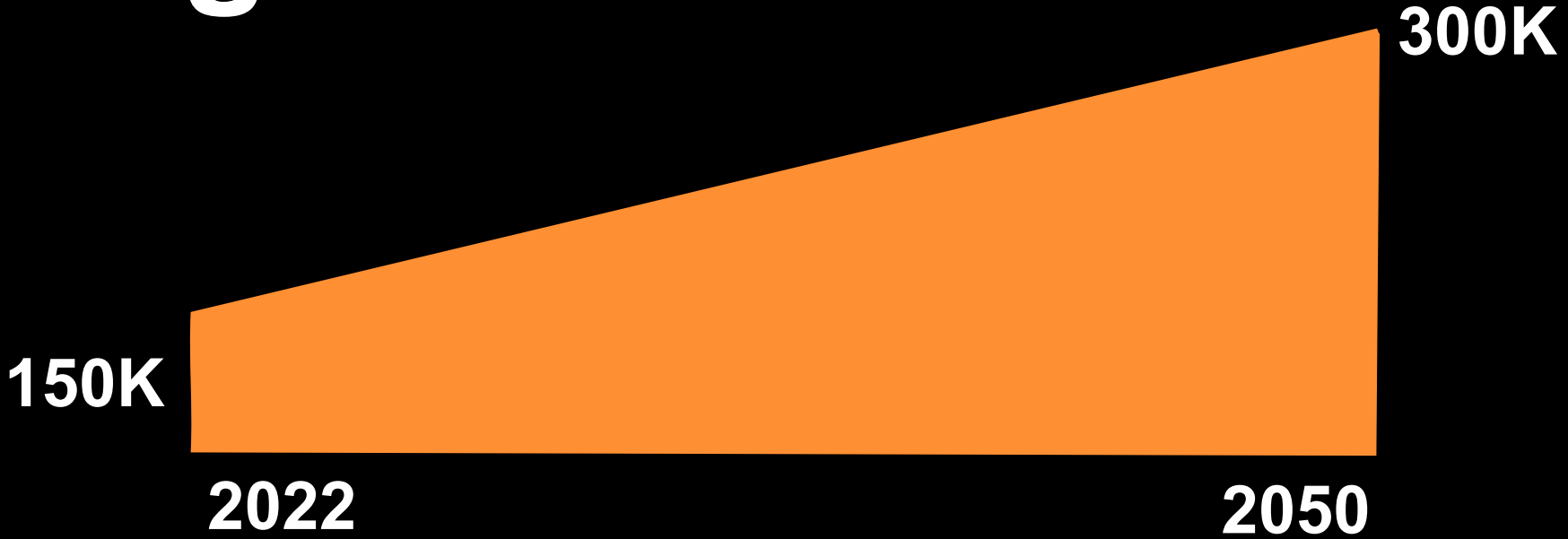


grow

grow

- **To at least 300.000 to 500.000 inhabitants**
- **In the next 30-50 years**
- **We need excellent immigration policies**
- **We need everyone to have an open mindset about foreigners**

grow



What do we need
as long as our *local* market

isn't bi **g** enough?

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If we want to be anything of a **smart nation**, and
grow our economy we need to become an:

export
economy

The biggest challenge?

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Scarce resources:

Our **Human resources** are limited

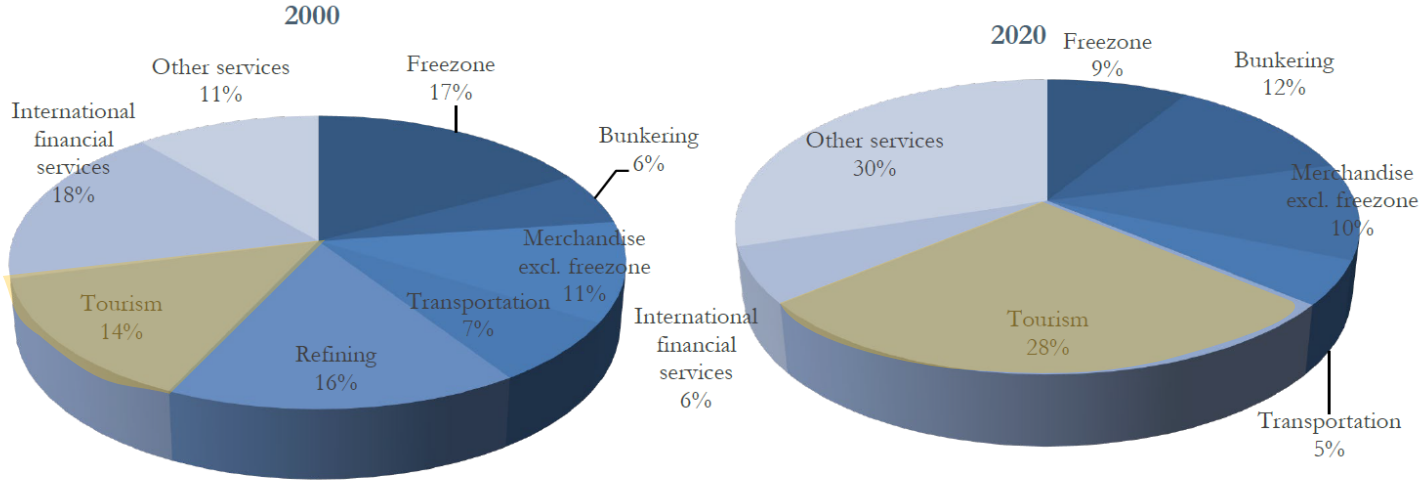
Our **Financial** resources are limited

Our **Natural** resources are limited

export?



...and less economic diversification in Curaçao

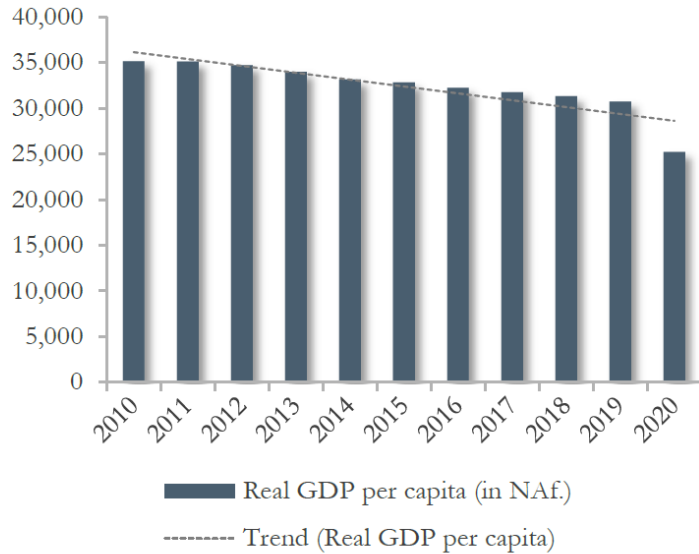


*Income from the export of goods and services.

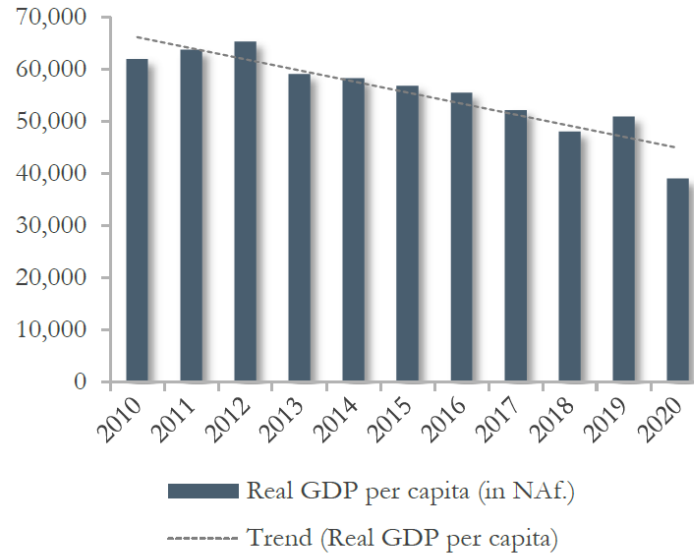


Weak performance over the past decade...

Curaçao



Sint Maarten



WE NEED A FOURTH PILLAR!

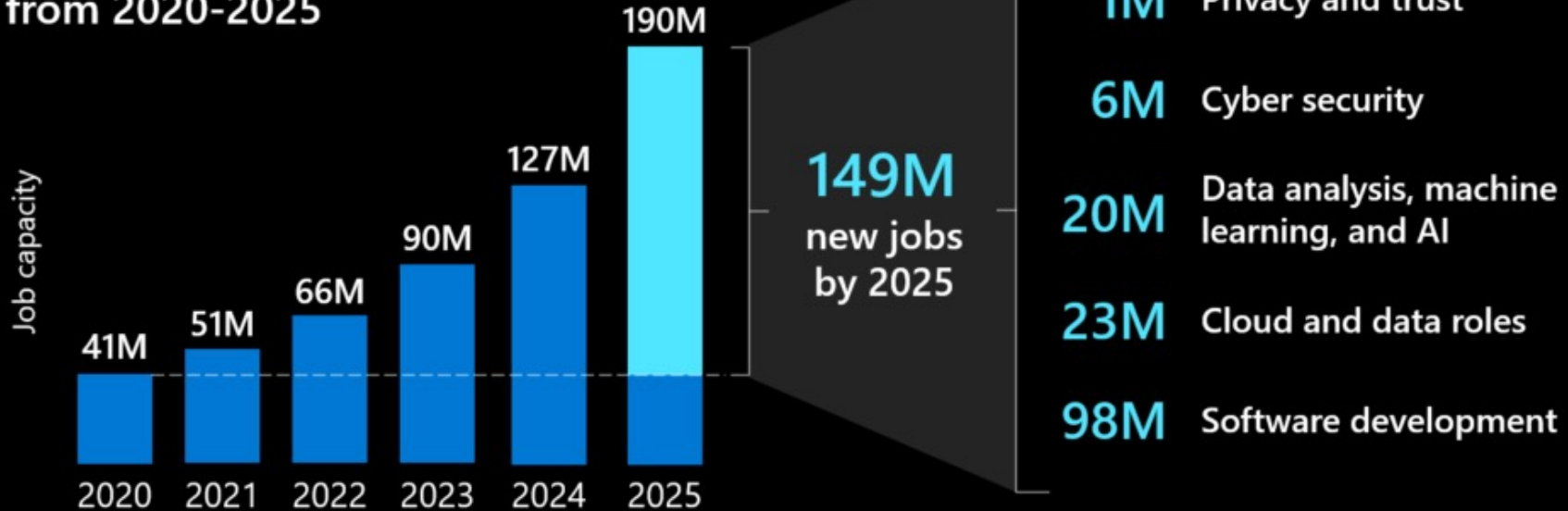
WHICH ONE?



Digital Disruption Vortex



Digital job capacity from 2020-2025



Growth & export:

- **The digital economy is one of the fastest growing export industries in the world**

Why suitable for Curacao?

No natural resources needed

No imports needed

It only needs smart people

It is a sexy, hot and hip industry

Software is easily exported

It can generate foreign currency

Last but not least:

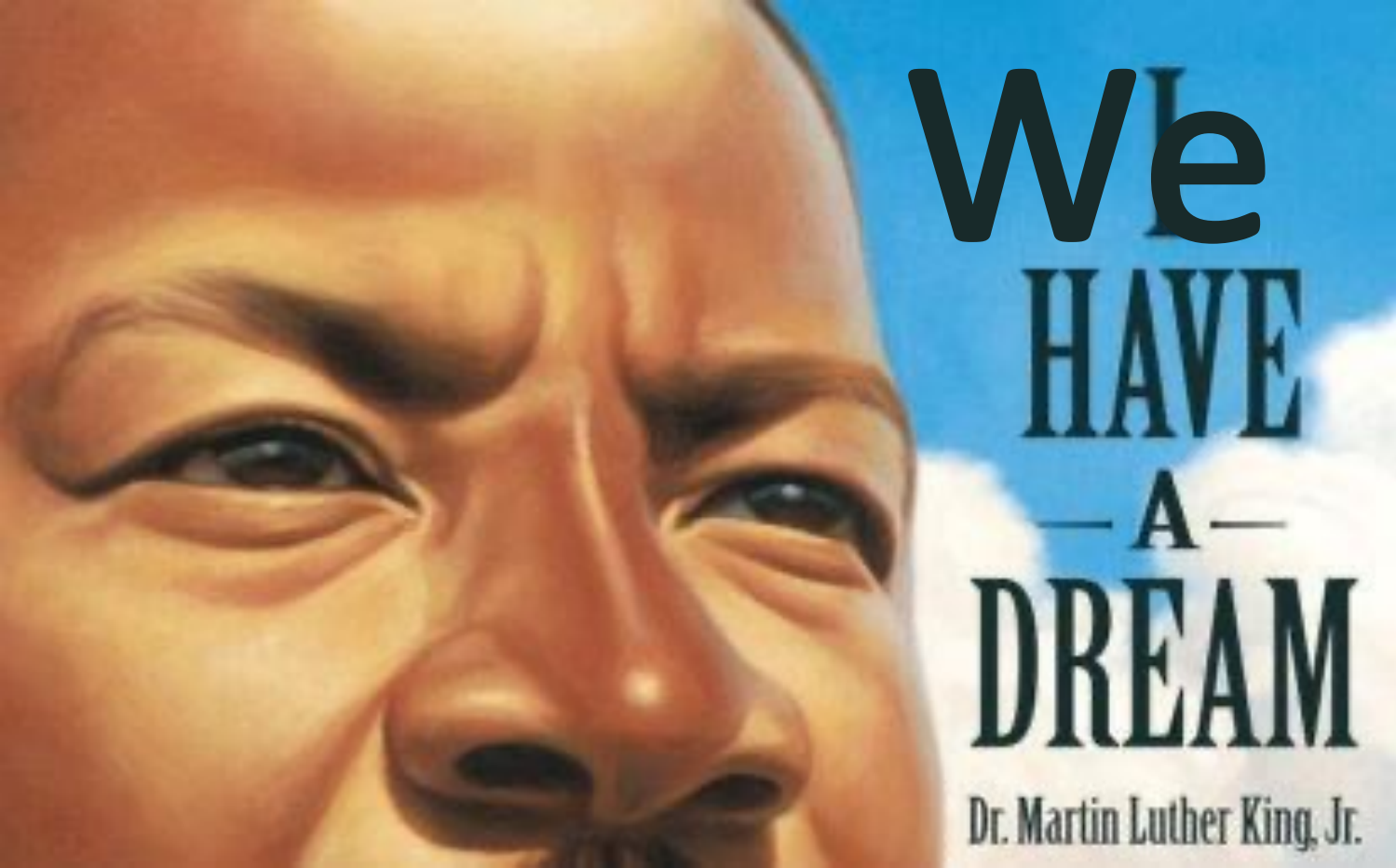
it is extremely scalable

LE

Why suitable for Curacao?

it is **extremely scalable**

You don't need **millions** of people



We
HAVE
— A —
DREAM

Dr. Martin Luther King, Jr.

FOURTH ECONOMIC PILLAR = DIGITAL PILLAR





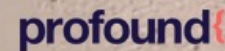
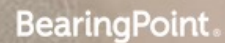
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We are SIMIA

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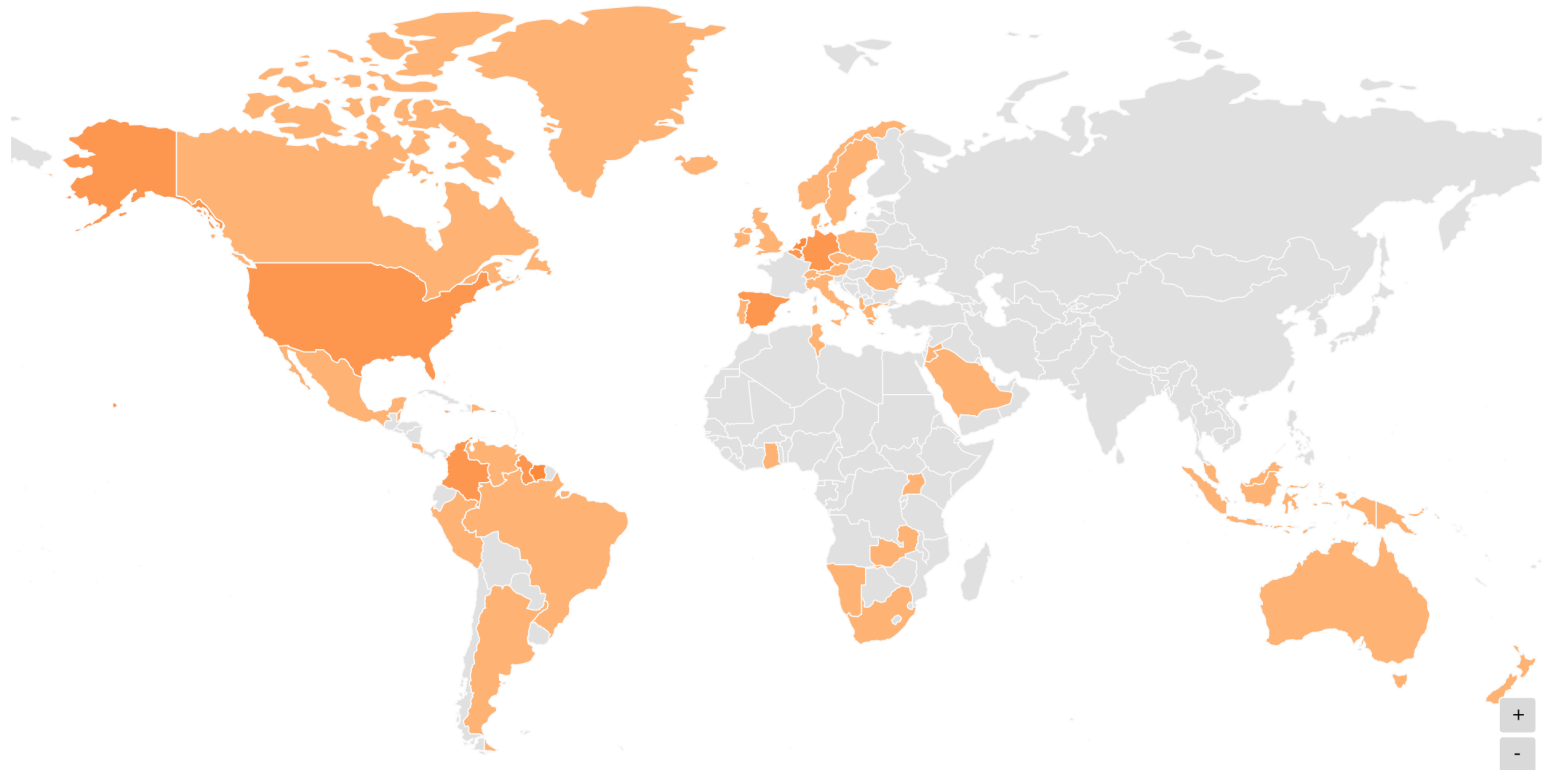


OUR MEMBERS



Exporting to 60 countries

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■ No members active yet

■ 1 Member active

■ 2-3 Members active

■ 4-6 Members active

■ > 6 Members active



FIRST STEP: BASELINE STUDY



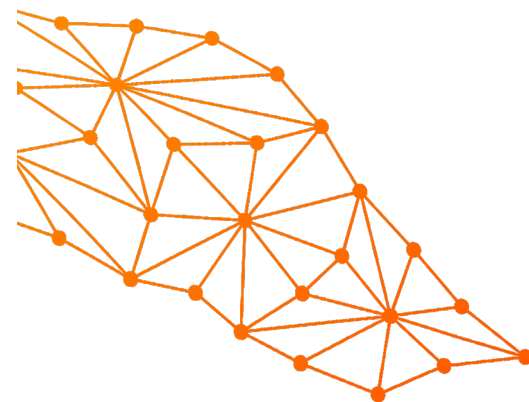
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Broader IT Sector

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ISIC Code and Category	Number of Companies
5820 Software Publishing Licensors of self-authored software	2
6202 Computer Consultancy IT-Advisory	103
6201 Computer Programmers Software developers	10
631 Providers of data processing, hosting and web portals	3
Total	118



**DID
YOU
KNOW**

THE CURAÇAO SOFTWARE DEVELOPMENT SECTOR PRODUCES...



Total international sales from software development companies in 2020, equivalent to 80% of import of computer and information services.

\$26
MILLION
INT. SALES

\$48
MILLION

Total 2020 revenue from software development companies that export.

345
DIRECT JOBS

As a reference, in 2020, there were 240 people on the payroll of the Oil Refinery (CRU) and an additional 100 contractors working on the plant daily.

\$139.000
REVENUE PER DIRECT WORKER

That is double the USD 67,200 revenue for ALL employed people in Curaçao.

\$10
MILLION

Investments made in Research & Development.

\$10
MILLION

Contributions made to Taxes and Social premiums.

OUR FOCUS

- Define a Digital Vision
- Ministry of IT
- IT Budgets & Funds
- E-Gov
- E-ID
- Remove red Tape Barriers
- Open Data policy

Governmental



- Coding Curriculum (starting at early age)
- Entrepreneurship Curriculum
- Investment Banking Curriculum
- University Partnerships
- Startup eco system
- Conferences and Seminars
- Educate our Teachers for the Digital age

Educational



- Fiscal Incentives
 - IT Companies
 - Educators
 - Digital Nomads
- Investor Friendly
 - Attract Digital VC's, AI's
- Bring back Brains fiscal policy

Fiscal



- Digital Savvy law makers
- Startup KIT & Consultancy
- Digital Policy & Laws
 - E-ID
 - E-Citizenship
 - Open Data
 - Digital Privacy

Legal



- E-Payments
- Digital Currency
- Public & Private Equity Infrastructure
- Angel Investment & Venture Capital culture
- Profit from Development banks, subsidies (become member, EU, World Bank, Caricom)

Financial



- Digital Awareness
- Digital citizenship
- Celebrate Entrepreneurship
- Innovation orientedness
- Agility
- Promote Business Thinking
- Conferences and Seminars

Cultural



- Gap Analysis
- Attract IT students
- Grow # of Knowledge Workers
- Attract Digital Nomads
- Bring back Brains
- Reskill traditional workers
- ...

Laboral



- We are ready Connectivity Wise
- Lower Energy costs (sustainable energy)
- All schools high speed internet
- One laptop per child?
- Free WiFi spots per barrio?

Infrastructural



We have **NO Natural Resources**
So, per definition...
Our only way to **economic growth...**
and becoming **a smart nation**
is to become a

Digital

Knowledge Economy



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educate

Our **Educational Institutes** need to be top notch
Our **Educators** need to be top notch
Our **Language skills** need to be top notch
There needs to be a big focus on **Digital** skills
Our **Educator Institutes** need to be top notch

Before I finish of with the last letter

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NEXT STEPS



Top Vision & Developments

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1. Create and foster an Innovation City (Brainport) concept
2. Embrace and Execute - Curacao National Export Strategy



Geneva, Switzerland

December 2022

Top Vision & Developments

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1. Create and foster Innovation City (Brainport concept)
2. Embrace and Execute - Curacao National Export Strategy
3. Develop an Exporting SUPER CLUSTER
4. Brain Coral Boulevard

Brainport

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k

kolaborate

If we want to transform and become of a
smart nation,

**We have to
be super
geeky:**

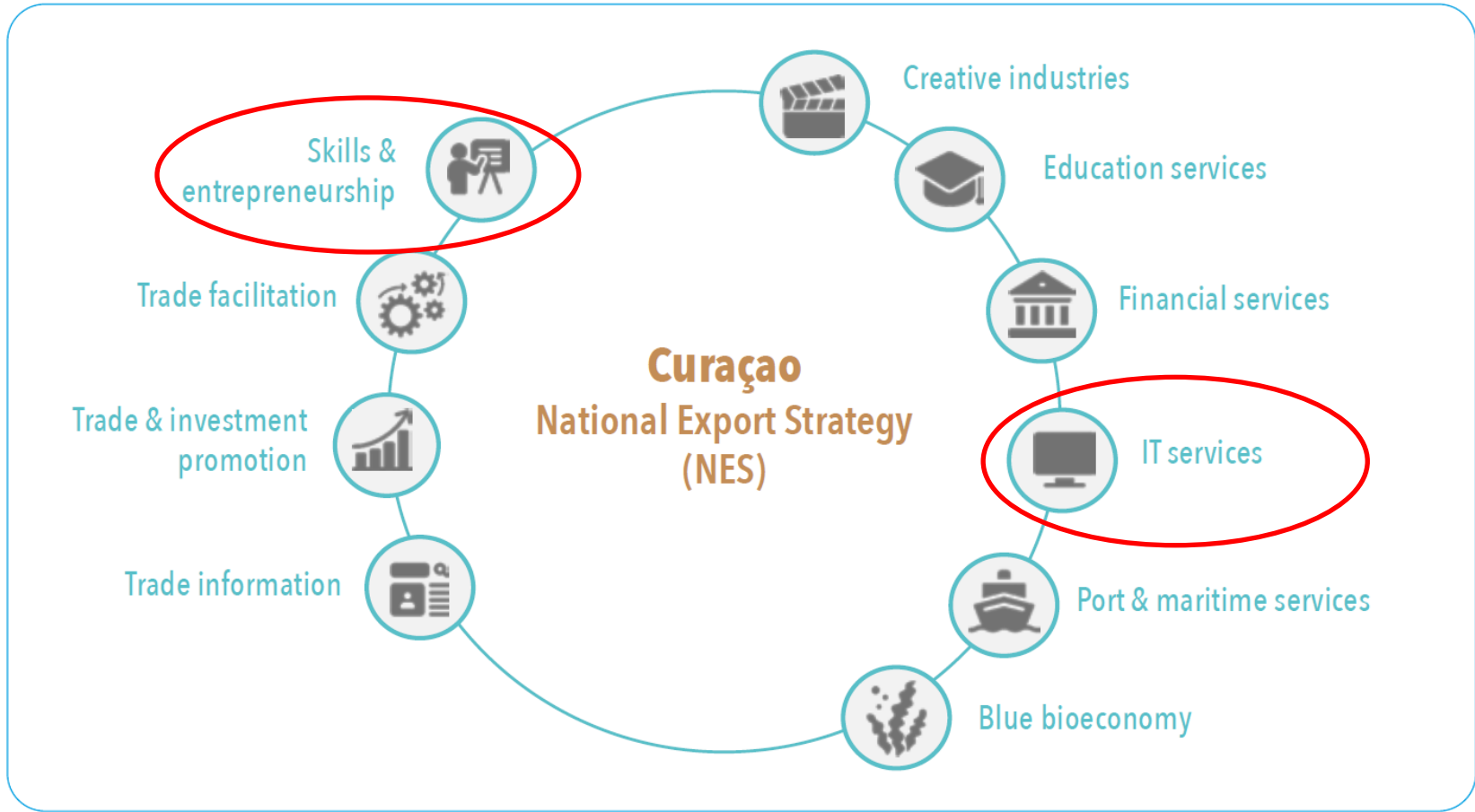
Grow
Export
Educate
Kolaborate

Thank you!

Curaçao National Export Strategy



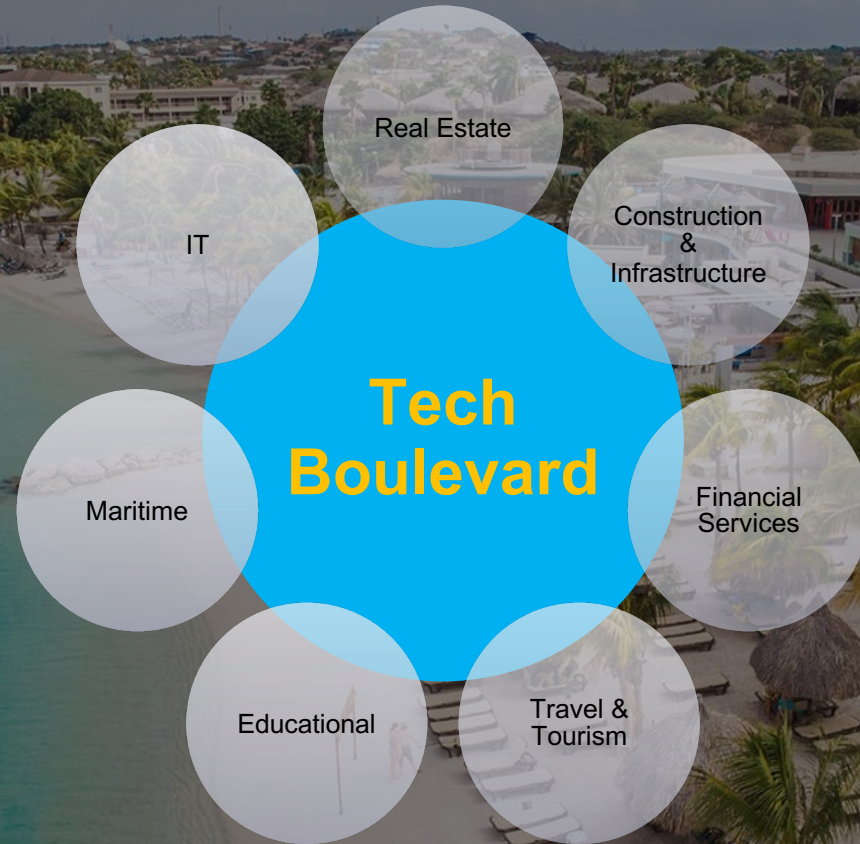
Curaçao National Export Strategy



Curaçao Tech Boulevard



Curaçao Tech Boulevard



TOGETHER

A group of approximately 15 diverse individuals, including men and women of various ethnicities, are gathered outdoors on a dirt path. They are dressed in athletic wear such as tank tops, t-shirts, and shorts. Many of them have their arms raised in the air, some with hands open, suggesting a moment of triumph or celebration. The background shows a bright sky with scattered white clouds. The overall mood is one of unity and shared achievement.

**“IF YOU WANT TO GO FAST, GO ALONE.
IF YOU WANT TO GO FAR, GO TOGETHER.”**

AFRICAN PROVERB



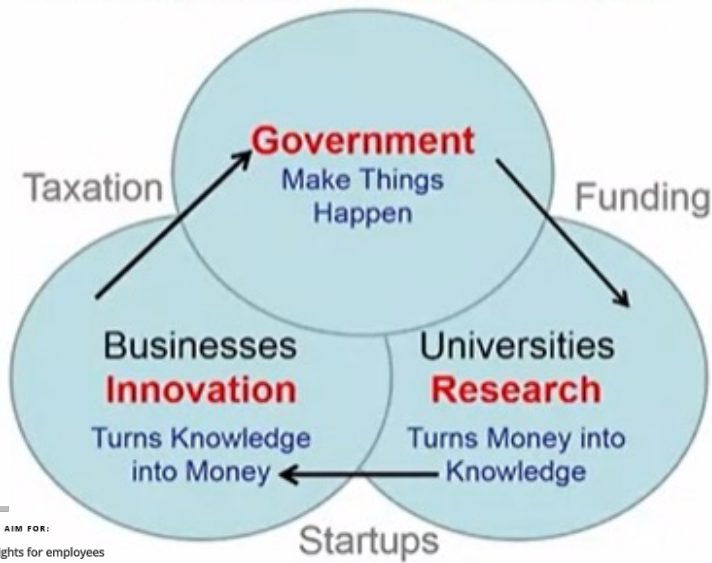
THANK YOU!

Brainport Eindhoven

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ABROAD



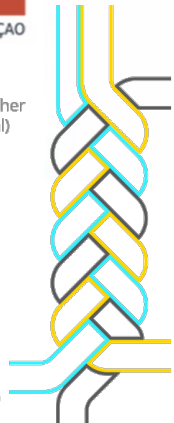
Triple Helix Framework Knowledge Generation, Deployment & Capture



REGERING VAN CURAÇAO



Dependency
Social partners depend on each other to realize each other's (and general) interests.



- Unions**
- THE UNIONS AIM FOR:
- Equal rights for employees
 - Fair wages and benefits
 - Occupational safety and health
 - Policies that boost domestic industry
 - Learning and development opportunities for employees

- Private Sector**
- THE PRIVATE SECTOR AIMS FOR:
- A level playing field
 - A healthy investment climate
 - Competitive cost of doing business
 - A fair and simple tax regime
 - Reasonable labor laws
 - An educated and productive workforce

- Government**
- THE GOVERNMENT AIMS FOR:
- Balance of payments stability
 - Socio-economic development
 - Price stability (reasonable cost of living)
 - A fair distribution of income
 - Qualitative public services
 - Public health, safety and security
 - An educated and productive population

