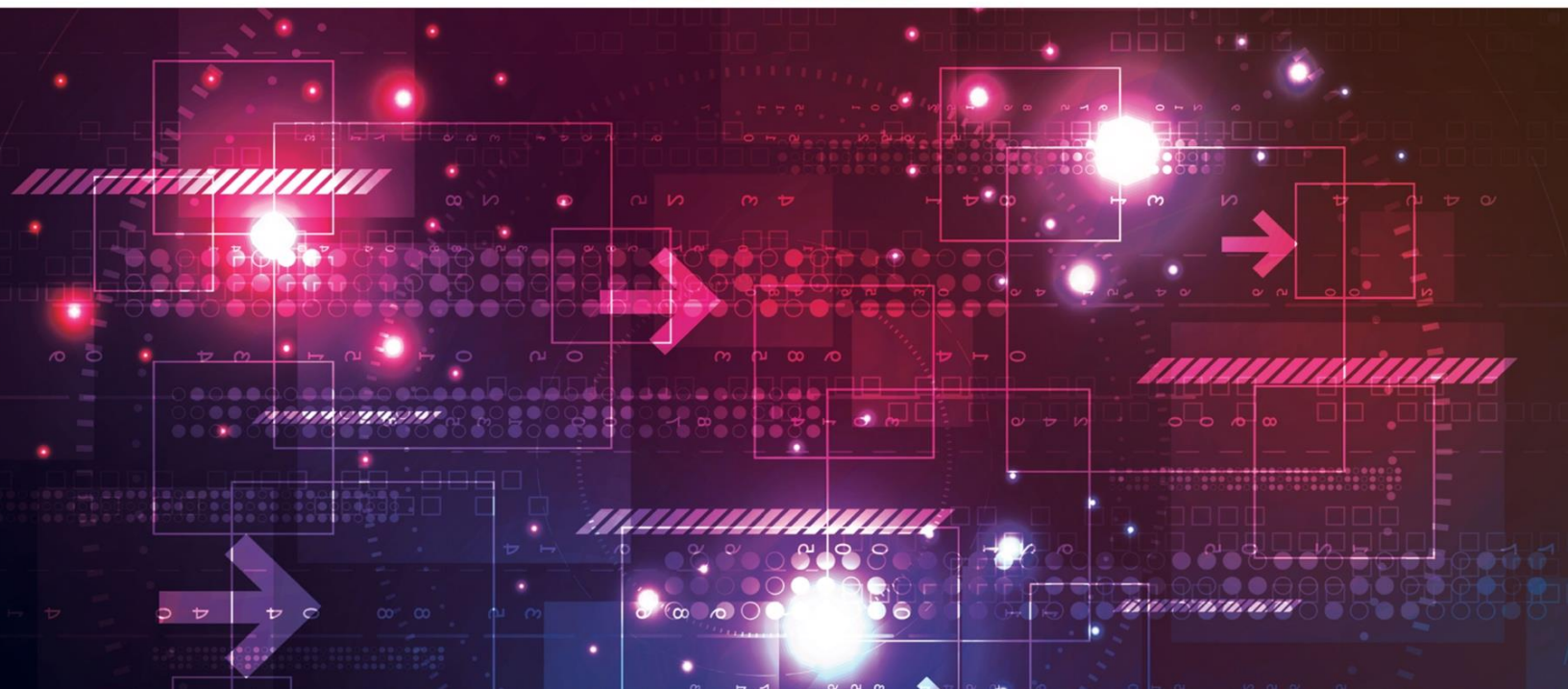


DIGITAL TRANSFORMATION STRATEGIES FOR A SECURE DATA-DRIVEN SOCIETY.

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Honorable Ministers, dear and valued participants, ladies, and gentlemen, welcome to the Second Edition of the Curaçao Data Days Conference, focusing on **Digital Transformation strategies for a Secure Data-Driven Society**.

Very fundamental topics which I will address in three parts:

1. Digital Transformation
2. Security
3. and Data

Digital transformation provides new tools and opportunities to respond to current situations, post-pandemic, and overcome longer-term development challenges.

Digital transformation entails alterations that are triggering innovations in business and consumption models, transforming production systems and value chains, reorganizing economic sectors, generating new dynamics in the world of work, creating smart goods and services, and introducing new conditions for competitiveness. Digital tools can also favor access to better services, such as health and education.

Finally, they can be crucial to improve the functioning of our country, by fostering more credible, effective, inclusive, and innovative institutions that can respond to citizens' and entrepreneurial demands and growing social dissatisfaction. We must make significant investments and implement ambitious policies to take full advantage of the digital transformation for the benefit of the entire population.

The digital transformation will depend on the degree to which Information and Communications Technologies (ICTs), such as broadband access or Internet use, have been previously adopted. For all people to be able to access, use and benefit from new technologies, serious, innovative, and coordinated public policy design work is required.

The coordination of relevant public policies requires strategic planning, under comprehensive frameworks provided for in National Development Plans that are clearly in tune with the more specific digital agendas.

The Covid-19 crisis may have spurred the momentum to adopt the necessary reforms to ensure the benefits of digital transformation to the entire population.

Technologies have been essential in mitigating certain impacts, for example, by enabling telework and also e-commerce. However, the importance of reducing digital divides between families, students, workers, and companies has also become more evident.

We must not lose the momentum and we must continue where the Pandemic accelerated the process and seize the opportunities!

The reason why such events like Data Days make us come together and discuss this and I commit to being one of the champions to realize the digital transformation Curacao needs that will spur the steps towards a data-driven and inclusive society:

Curacao as a Smart Nation!

But the digital transformation must be **SECURE**, and everybody needs to be aware on national level and organizational, and business levels. Organizations need to improve the protection of their assets, invest in trained teams, and apply the right tools for the success of digital strategies.

Today we will be discussing all these and more and we are determined to continue the work for a secure and data-driven digital transformation in Curacao.

Data is Powerful!

Digital transformation reduces the processes that an organization currently does or could do, automates the work that people do, and turns the process into the software. What is left is data.

Digital turns processes into data. This allows organizations to view their business through the lens of data rather than the lens of process.

Suddenly, data makes it clear that people matter, and the customer experience matters. For example, instead of viewing customer service as a set of processes that are initiated by the customer or the organization, it is customer data that forces the organization to think about the customer experience.

As data and the ability to associate that data with metrics or problems emerge, an organization can not only become more efficient but also change what it does.

The overall impact that results from seeing the world through a data lens rather than a process lens is very powerful.

Our National Export Strategy or NES is a very good case in point. The NES has technology, e-government for business, and innovation at its core.

The services sectors that were identified as priority sectors for export, all have a link to digital technology and innovation.

As some of you might already know, our six focus sectors are:

1. Financial Services
2. Port & Maritime Services
3. Education Services
4. Creative Industries and
5. Information Technology
6. Blue Bioeconomy

Data plays an important role within the export sector. Data on trade in goods are readily available. But on services, there is still plenty of ground to cover.

Curaçao's public and private sectors are eager to improve the ease of exporting in the country and recognize the importance of doing so. The Government has already started this process.

The National Export Strategy seeks to unify multiple projects to improve business facilitation and build on them.

The path to achieving a dynamic and hurdle-free business environment in Curaçao rests on four pillars: digitalization, e-government, simplification, and institutional strengthening. The digitalization of government services is expected in most countries and results in a common benefit to both enterprises and the public sector.

Curaçao needs to complete its digitization initiatives to provide users with a high degree of self-service and make processes more efficient.

E-government goes hand in hand with this process. Simplification is an obvious, yet sometimes forgotten, component of business facilitation. Even if a procedure is entirely digital, if it includes unnecessary and lengthy steps, it will be an obstacle to enterprises.

As the providers of these services, the government institutions need to be strengthened for these efforts to succeed. This 2nd Curaçao Data Days conference has quite a number of distinguished speakers, both from Curaçao and abroad. We are very honored to have them with us. And an exciting and diverse program, that includes speed networking sessions, panel discussions, and best practices.

Ladies and gentlemen,

The Curaçao Data Days was made possible through the fruitful collaboration of a core team of professionals and organization leaders.

A core team that is growing and getting more support. And is portraying a bright future for Curaçao as a Smart Nation.

We will continue to make use of the technological developments and available data, to make the daily life of our citizens much easier.

Thank you for taking the time to participate in this Second Edition of the Curaçao Data Days Conference.