

EXPORT TRADE PROGRAM



A Rich Source of Market Opportunities

**Created by
Innovation and
Emerging Technologies**

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Contrasting Technologies

Technology – The Process of transforming basic knowledge into useful applications.

- **Established Technologies**

- **Developing Technologies**

- **Disruptive Technologies**

- Improvement in such ways the market did not expect, lower priced and different consumers
 - Flash memory, Digital Photography, Desktop Publishing, Personal computers

- **Evolutionary Technologies**

- Formed by the convergence of previously separate research streams
 - MRI imaging, electronic banking, HDTV, and the Internet and e-Commerce

- **Discontinuous Technologies**

- Radical innovations
 - Digital photography, high-temperature superconductors, micro robotics or portable computers

- **Creative Destruction Technologies**

- Email bypassed Fax

- **Emerging Technologies... Today's discussion.**



Emerging Technologies

Emerging Technologies - Innovations that have the potential to:

- **Create a new industry or transform an existing one where-**
 - Knowledge and the understanding is expanding;
 - Existing markets are experiencing innovation
 - New markets are emerging to make use of new innovative products.
- **Integrate, either new or existing, into existing products as well as create new products**

The Key to Success-

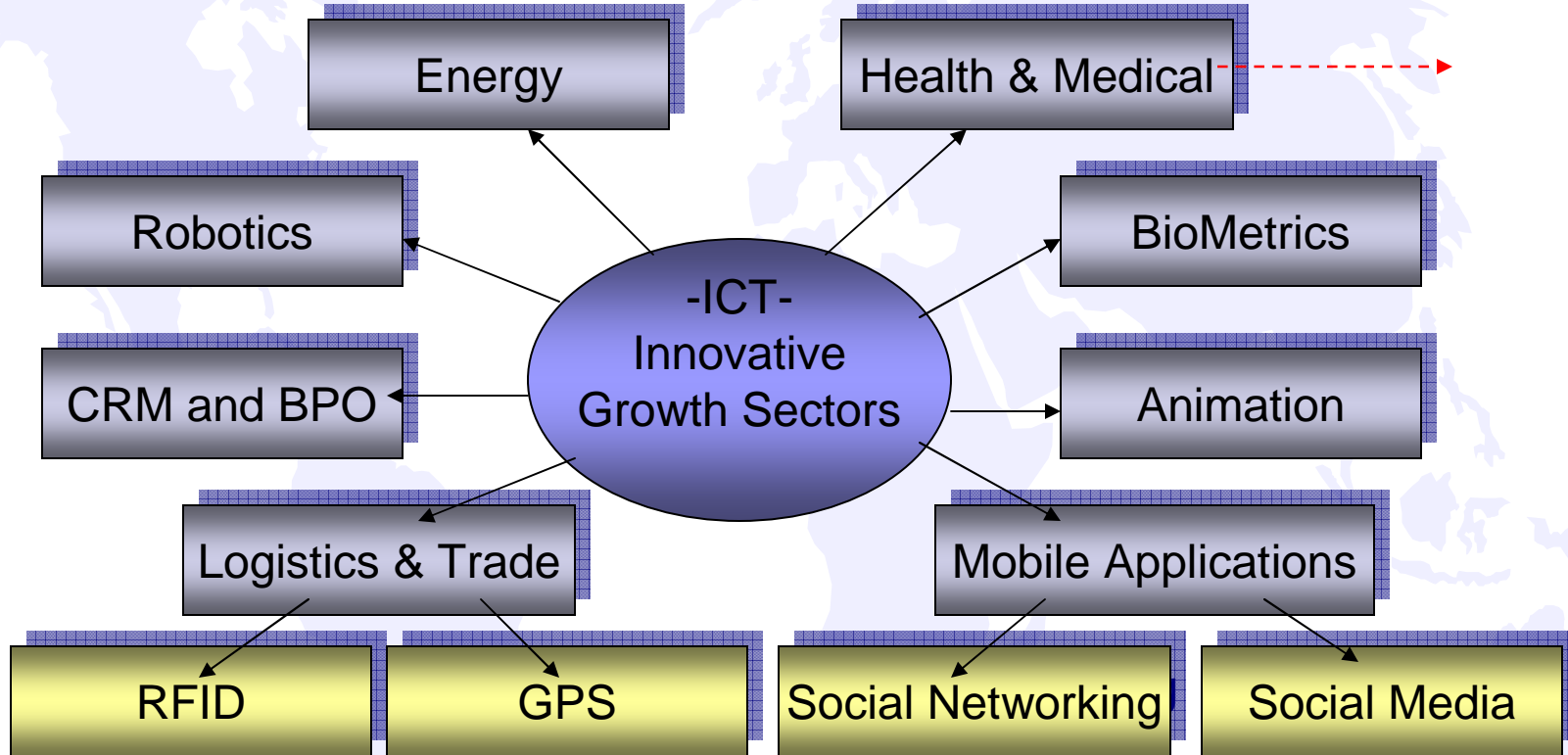
Seek out Emerging Technologies and to create a Unique Value Proposition

Develop a set of multiple strategies that address real issues and accelerate decision making.

Maintain a “pipeline” of innovation through education, incentives and stimulus, and partnerships/alliances.

Create a plan for sustainable industry and firm level “Competitiveness”

Transformational Sectors



Critical Foundation Elements

Partnerships
Alliances

Financial
Resources

IT
Culture

IPR

Educational
Systems

Telecom
Infrastructure



Health Digital Medicine

- **In the USA - \$19.6 billion federal initiative to computerize a health system buried in paper**
- **Hospitals can seek several million dollars each and individual physicians up to \$44,000**
- **This will encourage the proliferation that will**
 - **Computerize physicians orders,**
 - **Automate dispensing of drugs, and**
 - **Digitally store patient records.**
- **Part of the larger \$787 billion economic stimulus has energized technology titans such as:**
 - **GE, INTEL, and IBM** all challenging traditional medical suppliers.
 - **Microsoft and Google** plan to aim to put medical records in the hands of the patients via the WEB.
 - **Walmart is teaming with DELL** and digital vendor eClinicalWorks to see information technology to doctors through SAM's "Members only Club Stores".

Proof of Innovation

The Simple and the Complex

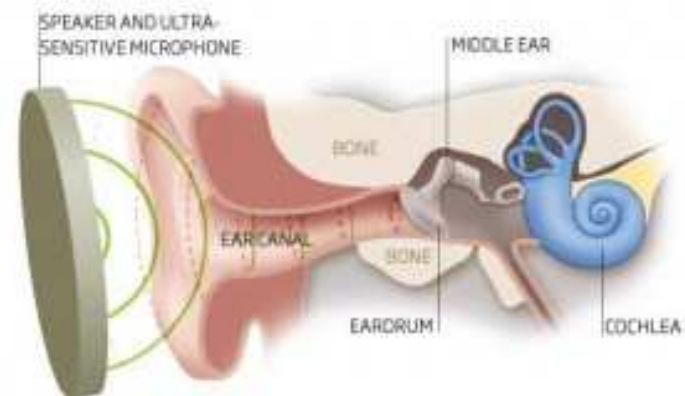
The coupling USB-Based ultrasound probe technology with a Smartphone to create a compact mobile platform and medical imaging device that fits in the palm of the hand.



Biometrics – Authentication of your identity through a system that elicits and listens to specific sounds emitted from the ear... Revolutionize how call centers fight fraud.

Ear identification scan

A series of clicks played into the ear generates a faint but distinctive sound in return, which varies according to the unique internal shape of the person's ear.



Sector Convergence Inter-Linking of Technologies and Markets

Robotics			X			X			X		X	X
Animation		X		X	X				X		X	X
CRM					X			X	X		X	X
BPO				X		X	X	X	X	X	X	X
Logistics		X	X	X	X		X	X	X	X	X	X
RFID				X	X	X		X	X	X	X	X
GPS				X	X	X	X		X	X	X	X
Mobile Applications		X	X	X	X	X	X	X		X	X	X
BioMetrics		X		X		X	X	X			X	
Energy		X		X	X	X	X	X	X	X		X
Health		X	X	X		X	X	X	X	X		
Sectors		Robotics	Animation	CRM	BPO	Logistics	RFID	GPS	Mob. Apps	BioMetrics	Energy	Health



Strategic Priorities that Drive ICT Innovation and Competitiveness

1. **An overall “Future State Strategy” linked to and within every national program .**
2. **Human capital** – The ability to create value through the capabilities of individuals.
3. **Connectivity** – Affordable, reliable and reachable
4. **Infrastructure** – Physical (Roads and Transport) and Soft (Customs Clearing), Telecommunications
5. **ICT Innovation** – Creativity for global, regional and domestic markets
6. **e-Government** – Government a leader in the use of “e”
7. **Macro Business and Economic Environment** – The ability and ease of doing business (Tax, regulations, registration, employee laws)
8. **IT culture- Understanding the possibilities and how it benefits every aspect of life.**



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**-ICT-
Continued Discussion**

Group C – 16:00

Thank you