



**Webinar: Digital transformation: an essential factor in the new reality**  
**June 8 – 2 pm PDT**  
**Via Zoom**

The effects of the pandemic are still being felt, in terms of economic recession, negative impact on GDP, destruction of productive capacity, competitiveness, and therefore the recovery process in Latin America and the Caribbean is slow.

Even before the pandemic, transformative changes were already taking place and reshaping the global economy. The political forces and the balance were changing, and the economic scenario was more complex. While digital technologies were becoming increasingly important to the production process, the increased linkage between the digital economy and the real economy had already created a new economic pattern in which global digital platforms were becoming one of the main integration mechanisms between countries, companies, and people around the world. These trends continue and have become more complex in the current recovery period.

Digitization generates new forms of value creation with the potential to increase competitiveness, and well-being, in a sustainable manner. The creation of value will be based on the knowledge of consumers, citizens, companies, entrepreneurs, and organizations, generated from intelligent systems fed by data extracted from production and consumption processes. This allows offering products or services based on preferences, improving production performance due to greater operational flexibility, or saving supplies with positive effects on sustainability, among others.

The dynamism of digital transformation in developing countries particularly in the region will depend on the ability to produce, imitate, diffuse, and adopt digital technologies. This must be done in a complementary way to processes of structural change, reconfiguration of innovation systems, construction of fundamental infrastructures (electrical, logistics and digital), and normative/ regulatory and institutional adaptation.

The objective of this panel is to get different perspectives from key actors in the digital ecosystem of LAC, regarding the digital transformation and its relationship with sustainable development.



**Agenda**  
**Wednesday 8 June 2022 4 pm -PDT**  
**Moderator: Fernando Rojas, ECLAC**

**2:00 – 2:05** Opening remarks

**2:05 – 2:10** **Digital Transformation in Chile" Senator Ximena Órdenes, President of the Transportation and Telecommunications Committee of the Senate of Chile**

**2:10 – 2:15** **"Role of Internet companies in digitalization" Raúl Echeverría, Executive Secretary of the Latin American Internet Association.**

**2:15 – 2:20** **Virginia Pardo, Director of the Information Society of the Agency for Electronic Government and knowledge information society (AGESIC) Uruguay**

**2:20 – 2:25** **Adoption of processes and technologies for e-commerce in enterprises" Ezequiel Aguirre- Commercial Director Wytoc, Argentina**

**2:25 – 2:45** **Ronda of questions to panelists**

**2:45 – 2:55** **Questions and Answers public**

**2:55 – 3:00** **Closing**