DIGITAL DIVIDENDS:
different contexts

The Member of the Board – Minister in charge of Internal Markets, Informatization, Information & Communication Technologies
Minasyan K.A.

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DIGITAL TRANSFORMATION: INFLUENTIAL DEVELOPMENT PROJECT

EUROPEAN UNION
The Digital Agenda one of the seven pillars of the Europe 2020 Strategy

ORGANIZATION FOR ECONOMIC CO-OPERATION AND DEVELOPMENT, (OECD)
Common digital market strategy

TRANS-PACIFIC PARTNERSHIP, TPP
Chapters 13 and 14 of the Agreement: Telecommunications and Electronic Commerce

ASEAN
ICT Masterplan 2015

WORLD BANK

EAEU
...

World Bank:
The digital revolution leaves behind countries that do not make the necessary reforms. For those that do, technology investments will produce ample digital dividends, and these dividends will be widely shared among all stakeholders.

McKinsey:
The convergence of globalization and digitization means that business leaders and policy makers will need to reassess their strategies—and given that we are only in the very early stages of this phenomenon, enormous opportunities are still at stake.
The digital age dictates new challenges for states, businesses and citizens:

- **Consumer** becomes the center of the digital environment on the Internet, he increasingly defines aspirations to the "what" and "where" to consume (openness and motivation).

- **Global digital platforms**, covering the whole large and medium-sized businesses, field of personal and group communications, determine common process management (technological dependency).

- **Huge data** on all spheres of human life, functioning of enterprises are accumulated - large data analysis allows to make forecasts, scenarios, vectors of development (choices).

- **Assets depreciation** enterprises who are not transferred into a new technological structure become ineffective (compare to those who did), will move into the category of hopeless loss-making assets.

- New forms of financial and payment instruments emerge, as well as certain confidence building issues in the digital environment (flexibility and trust). ...
ADDED VALUE «SMILE»

- Technologies and patent
  - Concept/R&D
  - Design/Engineering
  - Logistics: procurement
  - Manufacturing

- Branding and Service
  - Sales /After service
  - Marketing
  - Logistics: distribution

- Added value
  - R & D (Global competition)
  - Marketing (Competition zone)

High added value zones
Low added value zones - replication
ECONOMICS OF DIGITAL PLATFORMS

Integrated
GOOGLE, XiaMi, ALIBABA
AMAZON, FACEBOOK,
APPLE ...

Innovation
SAP, MICROSOFT,
ORACLE, SALESFORCE ...

Transaction
YAHOO, NETFLIX, EBAY,
BAIDU, Snapchat, Airbnb,
PAYPAL, TENCENT, Uber ...

Investment
SOFTWARE, PRICELINE,
NASPERS ...

PROPOSALS DEVELOPMENT FOR FORMATION OF THE EAEU DIGITAL SPACE

WORK GROUP

CONCEPT

DECISION of the Supreme Eurasian Economic Council

MASTERPLAN

Plans

anchor projects, incl. sectoral

regulatory act initiatives
Thank you!

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