



Digital Transformation in Production for Sustainable Growth

Multi-stakeholder Forum
23 - 24 June 2021

Agenda



Day 1 – 23 June

12.00 – 13.00 Plenary session day 1: Digital transformation of production for a sustainable and inclusive recovery

- Moderator: **Gianni Riotta**, Executive Vice-President, Council for Italy and the United States

The COVID-19 outbreak has caused a global economic crisis, putting workers and businesses at risk, especially the most vulnerable. The pandemic has also clearly highlighted the crucial role of digital transformation of industries for the resilience of our economies. The recovery phase is a unique occasion to seize new opportunities for structural change in the productive sector and address challenges, in order to promote a resilient and inclusive recovery. To ensure that economies thrive, become more resilient, green and inclusive, G20 can take action reinforcing industrial policies for digital transition in order to support investment, stimulate business dynamism, innovation and technology diffusion in a way that benefit all.

- Opening by the Presidency: **Giancarlo Giorgetti**, Minister of the Economic Development, Italy (*Videomessage*)
- **Anna Ascani**, Undersecretary of State, Ministry of the Economic Development, Italy
- **Emma Marcegaglia**, Chair, Business 20
- **Luca Visentini**, General Secretary, European Trade Union Confederation, Labour 20
- **Seong Gyu Kim**, Director-General of International Cooperation Bureau, Ministry of Science and ICT, South Korea
- Keynote speaker: **Dietmar Harhoff**, Director, Innovation and Entrepreneurship Research & Honorary Professor, University of Munich, Germany

13.00 – 13.15 Logistical break to enable participants to move to parallel sessions

Parallel sessions Day 1

13.15 – 14.45 Parallel session A - Technology, skills and intangibles for productivity gains

- Moderator and Rapporteur: **Chiara Criscuolo**, Head of Division (PIE), OECD

Ensuring that digital technologies support productivity growth remains an important challenge for all G20 countries, as digital transformation has thus far not led to a visible boost in aggregate productivity growth. The diffusion of technologies across the economy is key, but must include not only the hardware, but also the complementary intangible investments and know-how needed to fully exploit the technologies, ranging from skills to new forms of business organisation. This session would explore experiences across G20 countries, including from the stakeholders' perspective, on how to use digital transformation to accelerate productivity growth and allow for an exchange on lessons learned. Key questions could include:

- a) How to boost digital technology adoption by young firms and SMEs?
- b) How can policy support the accumulation of key complementary intangible assets such as organizational capital and management practices among laggard firms?
- c) Which policies can enable a sufficient supply of skills for the digital transformation? How to foster the flow of these skills across G20 countries?



13.15 – 14.00 A-1: skills and intangibles for digitalization

- **Mariela Balbo**, Undersecretary of Entrepreneurs from the Secretariat for Small and Medium Enterprises and Entrepreneurs, Ministry of Productive Development, Argentina
- **Luciano Massone**, Director of World Class Manufacturing Development Center, Stellantis, United States of America/France/Italy
- **Francesco Manaresi**, Economist (STI), OECD
- **Francesca Passudetti**, Representative, Youth 20
- **Mlindi Mashologu**, Deputy Director-General of the Information Society and Development branch, Department of Communications and Digital Technologies, South African Government, South Africa

14.00 – 14.45 A-2: Policies to build a digital and inclusive recovery

- **Carlos Lopez-Gomez**, Head Policy Links, IfM Education and Consultancy Services, University of Cambridge, United Kingdom
- **Yasuyuki Nishioka**, IVI President, Hosei University & Industrial Value Chain Initiative, Japan
- **José Sampaio Gontijo**, Deputy Secretary of Entrepreneurship and Innovation, Ministry of Science, Technology and Innovations, Brazil
- **Linda Laura Sabbadini**, Chair, Women 20
- **Semih Özkan**, Technical Director, MEXT Technology Center, Turkey

13.15 – 14.45 Parallel session B - New business models to increase market access and strengthen innovative ecosystems

- Moderator and Rapporteur: **Marco Taisch**, Professor, Politecnico di Milano, Italy

This session would focus on how the digitalisation of production enables new business models, and the role they can play to increase and broaden market access. The digital transformation has changed the way in which value is created by and shared among economic actors. Information and knowledge are an increasingly crucial component of the production process, both for gauging demand needs and for efficiently manage productive inputs. Servitisation is blurring the frontier between manufacturing and services. Organizations are moving away from the traditional hierarchical model to more flexible structures that allow for real-time adaptation to market needs. Collaboration among firms within the value chain and the broad innovative ecosystem permits a more efficient allocation of business risk, cutting production costs. Embracing these changes represents both an opportunity and a challenge, particularly for incumbent firms that are not born digital. Many G20 countries have special initiatives and programmes in place to foster the development of new business models. Key questions could include:

- a) How can policies favour the introduction of new business models by incumbent firms?
- b) Which policies can nurture the birth of start-ups that introduce innovative business models?
- c) How to support cooperation among firms while maintaining a competitive environment?

13.15 – 14.00 B-1: Digitalisation and new business models

- **Ignacio Pena**, Founder and CEO, Surfing Tsunamis & Faculty Member, Singularity University, United States of America



- **Ivanka Visnjic**, Director, Institute for Innovation and Knowledge Management ESADE Business School, Spain
- **Xiaoyu Gao**, Senior Engineer and Deputy Director of Information Policy Institute, China Industrial Control System Cyber Emergency Response Team, China
- **Giulia Pastorella**, EU Government Relations Director, Zoom Video Communications, United States of America
- **Mikael Bäck**, Corporate Officer, Ericsson Group, Sweden

14.00 – 14.45 B-2: Supporting innovative ecosystems

- **Barbara Gibbon**, Director-General, Innovation Superclusters Initiative, Canada
- **Gabriela Ehrlich**, Director of Communications, International Electrotechnical Commission
- **Denis Bulichenko**, Founder and CEO, Routes Software SRL, Russia
- **Sam Han**, Head of Marketing & Communications (China & International), DHGate.com, China
- **Cathy Foley**, Chief Scientist, Australian Government, Australia

14.45 – 15.00 Logistical break to allow participants to move back to plenary session

15.00 – 15.30 Closing session

Reporting the key messages to the plenary session by the moderators

- **Chiara Criscuolo**, Head of Division (PIE), OECD
Parallel session A - Technology, skills and intangibles for productivity gains
- **Marco Taisch**, Professor, Politecnico di Milano, Italy
Parallel session B - New business models to increase market access and strengthen innovative ecosystems

Closing remarks

- **Maria Benedetta Francesconi**, Co-Chair, G20 Digital Economy Task Force (DETF), Italy



DAY 2 – 24 June

12.00 – 12.30 Plenary Session – Introduction and panel discussion

- Moderator: **Maria Benedetta Francesconi**, Co-Chair, G20 Digital Economy Task Force (DETF), Italy
- Opening by the Presidency: **Anna Ascani**, Undersecretary of State, Ministry of the Economic Development, Italy
- **Maximo Ibarra**, Chair Digital Transformation Task Force, Business 20
- **Alison Tate**, Director Economic and Social Policy, International Trade Union Confederation, Labour 20
- **Ahmed Al Thunayan**, Deputy Minister for Digital Economy, Future Jobs and Innovation, Ministry of Communications and Information Technology, Saudi Arabia

12.30 – 12.45 Logistical break to allow participants to move back to plenary session

Parallel sessions Day 2

12.45 – 14.15 Parallel session C - Digitalisation in production for a green transition

- Moderator and Rapporteur: **Antoine Dechezlepretre**, Economist, OECD

Ensuring that industry contributes to the achievement of environmental policy objectives is a growing concern for all G20 countries, especially in the run-up to COP26. The digitalisation of production can contribute to such environmental objectives and is therefore an important component of broader digital strategies. At the same time, the green transition offers new markets and opportunities for industrial sectors, notably to tap into growing global demand. Many G20 countries have policies and initiatives in place to support the contribution of digitalisation of production to the green transition. This session would explore experiences across G20 countries, including from the stakeholder perspective, and allow for an exchange on lessons learned. Key questions could include:

- a) What are the opportunities of digitalisation for the green transition for industrial sectors?
- b) What policies and practices are particularly important in digitalising production for a green transition?

12.45 – 13.30 C-1: Environmental and Economic Opportunities

- **Bettina Bahn-Walkowiak**, Senior Researcher, Wuppertal Institute, Germany
- **Bernardo Calzadilla Sarmiento**, Managing Director of the Directorate of Digitalization, Technology and Agri-business, UNIDO
- **Renata Mele**, Head of Sustainability - Technology and Innovation Office, Leonardo Company, Italy
- **Christin Fröhlich**, Senior Economic Advisor on Digitalisation and Industry 4.0, Federal Ministry for Economic Affairs and Energy, Germany
- **Parminder Kakria**, Head Government Affairs, WIPRO, India

13.30 – 14.15 C-2: Policies for an Enabling Environment

- **Ambuj Sagar**, Professor of Policy Studies, Indian Institute of Technology Delhi, United States of America/India



- **Caterina Brandmayr**, Head of Climate Policy, Green Alliance, United Kingdom
- **Sira Sacconi**, Director Sustainable Production Systems, EIT Climate-KIC
- **Vik Pant**, Chief Scientist & Chief Science Advisor, Natural Resources Canada, Canada

12.45 – 14.15 Parallel session D - Enhancing digital security and data access for mSMEs

Two key cross-cutting challenges for firms to benefit from the digitalisation of production are digital security and data access. These challenges are even larger for mSMEs. The development of policies and approaches to tackle these challenges is therefore a key part of broader strategies for the digitalisation of production and many G20 countries include policies and initiatives in these areas as part of their broader digital strategies. This session would explore such experiences across G20 countries, including from the stakeholder perspective, and allow for an exchange on lessons learned. The session would first address digital security, in the first half of the session, and then data access in the second half. Key questions could include:

- a) How to integrate mSME needs in national digital security agendas? What policies are best suited to strengthening digital security in mSMEs, including as regards skills development
- b) How can data access for mSMEs be enhanced? Could standardisation in data protocols ease the access to big data and their effective use in the productive system by mSMEs?

12.45 – 13.30 D-1: Enhancing digital security

- Moderator and Rapporteur: **Paolo Prinetto**, President, CINI - National Interuniversity Consortium for Informatics, Italy
- **Yves Verhoeven**, Head of the Strategy Department, French National Cyber-security Agency (ANSSI), France
- **Lessie Longstreet**, Global Director of Outreach and Partner Engagement, Cyber Readiness Institute, United States of America
- **Yuri Rassega**, Chief Information Security Officer, ENEL, Italy
- **Aviram Atzaba**, Executive Director, International Cooperation, Israel National Cyber Directorate, Israel

13.30 – 14.15 D-2: Enhancing data access for mSMEs

- Moderator and Rapporteur: **Dirk Pilat**, Deputy Director STI, OECD
- **Jakob Rehof**, Director, Fraunhofer-ISST, Germany
- **Jeni Tennison**, Vice President and Chief Strategy Adviser, UK Open Data Institute, United Kingdom
- **Véronique Willems**, Secretary General, SMEUnited, European Union
- **Benedikt Blomeyer**, Director EU Policy, Allied for Startups, European Union
- **Mark Madrid**, Associate Administrator of the Office of Entrepreneurial Development, Small Business Administration, United States of America



14.15 – 14.30 Logistical break to allow participants to move back to plenary session

14.30 – 15.00 Plenary session – Conclusions, closing remarks, and next steps

Reporting the key messages to the plenary session by the moderators

- **Antoine Dechezlepretre**, Economist, OECD
Parallel session C - Digitalisation in production for a green transition
- **Paolo Prinetto**, President, CINI - National Interuniversity Consortium for Informatics, Italy
Parallel session D-1: Enhancing digital security
- **Dirk Pilat**, Deputy Director STI, OECD
Parallel session D-2: Enhancing data access for mSMEs

Closing remarks

- **Mira Tayyiba**, Secretary General, Ministry of Communications and Informatics, Indonesia
- **Maria Benedetta Francesconi**, Co-Chair, G20 Digital Economy Task Force (DETF), Italy