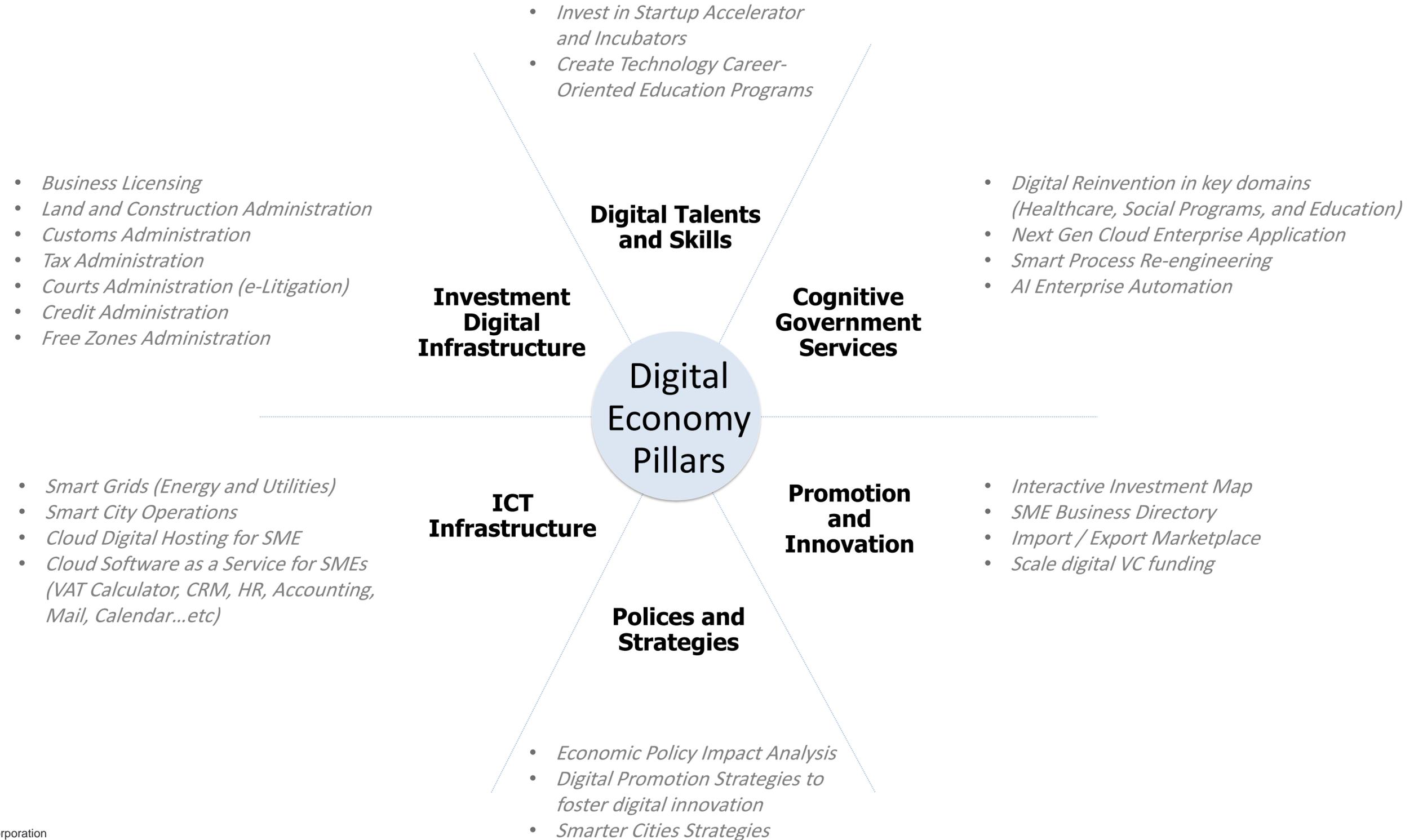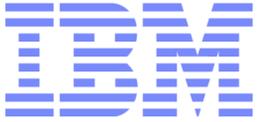IBM Middle East and Africa

Growth in Digital Economy
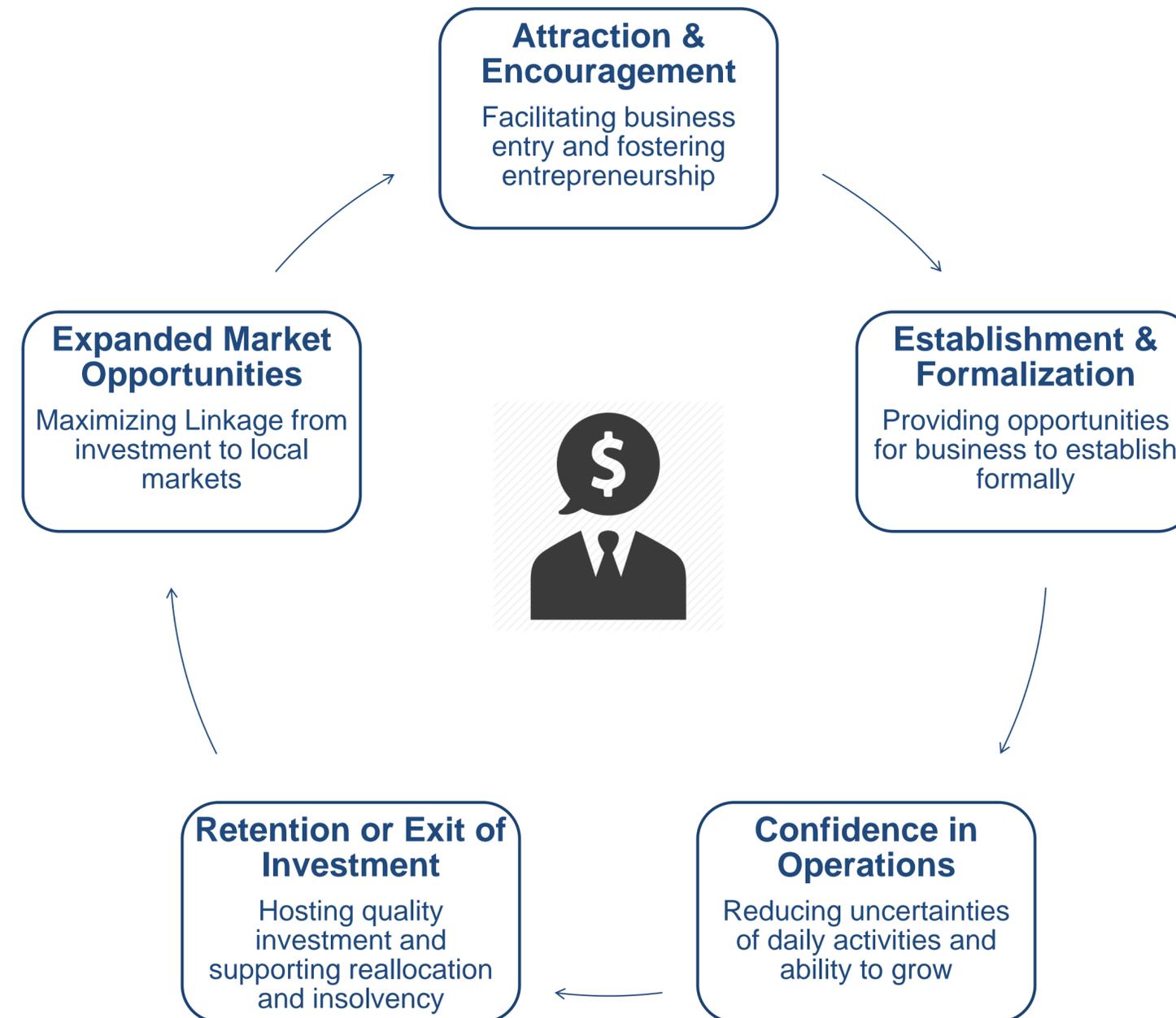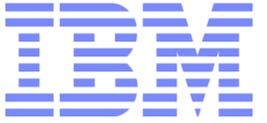
Feb 2018

Cairo - Egypt

IBM

Digital economy pillars from a government perspective, all pillars are crucial in forming what is called the investment climate of a country

- *Invest in Startup Accelerator and Incubators*
- *Create Technology Career-Oriented Education Programs*

- *Business Licensing*
- *Land and Construction Administration*
- *Customs Administration*
- *Tax Administration*
- *Courts Administration (e-Litigation)*
- *Credit Administration*
- *Free Zones Administration*

Digital Talents and Skills

Investment Digital Infrastructure

- *Digital Reinvention in key domains (Healthcare, Social Programs, and Education)*
- *Next Gen Cloud Enterprise Application*
- *Smart Process Re-engineering*
- *AI Enterprise Automation*

Cognitive Government Services

Digital Economy Pillars

- *Smart Grids (Energy and Utilities)*
- *Smart City Operations*
- *Cloud Digital Hosting for SME*
- *Cloud Software as a Service for SMEs (VAT Calculator, CRM, HR, Accounting, Mail, Calendar...etc)*

ICT Infrastructure

Promotion and Innovation

- *Interactive Investment Map*
- *SME Business Directory*
- *Import / Export Marketplace*
- *Scale digital VC funding*

Polices and Strategies

- *Economic Policy Impact Analysis*
- *Digital Promotion Strategies to foster digital innovation*
- *Smarter Cities Strategies*

Investment Climate is defined by a list of factors that attracts foreign investments and foster local entrepreneurship, one of which would be the quality of the government services offered for businesses to operate

Attraction & Encouragement
Facilitating business entry and fostering entrepreneurship

Establishment & Formalization
Providing opportunities for business to establish formally

Confidence in Operations
Reducing uncertainties of daily activities and ability to grow

Retention or Exit of Investment
Hosting quality investment and supporting reallocation and insolvency

Expanded Market Opportunities
Maximizing Linkage from investment to local markets

Different elements of the Investment Climate is measured, assessed, and ranked globally through multiple flagship knowledge products and annual reports that are widely used by the governments, and the business community to highlight red tape and promote reforms

WORLD ECONOMIC FORUM

The Global Competitiveness Report

The Economist Intelligence Unit

WORLD BANK GROUP ENTERPRISE SURVEYS
WHAT BUSINESSES EXPERIENCE

Doing Business
THE WORLD BANK · IFC

The World Bank
Worldwide Governance Indicators

Global Location Trends
2017 *Annual Report*   IBM Institute for Business Value

Case Study: Kenya Ease : IBM Research Africa partnered with the Government of Kenya to support process and legal reforms in government services impacting Kenya's World Bank Ease of Doing Business ranking

The role of the Research Fellows was to work closely with process owners within government to define and implement process reforms. IBM Research Africa provided technical expertise in Business Process management methodology of assessment, discovery, analysis and redesign of the processes for:
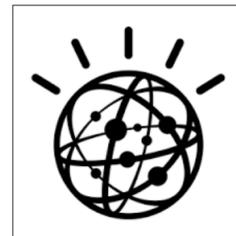
- **Starting a Business**
- **Registering Property**
- **Paying Taxes**
- **Getting Credit**
- **Trading Across Borders**
- **Getting Construction Permits**
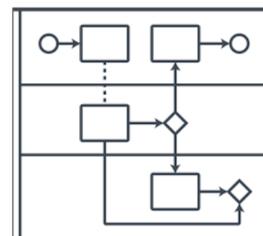
Legal   Process   Technology

Following IBM Research's consultancy Kenya's ranking improved from **141**

  +28 in 2016
  +21 in 2017
  +12 in 2018 reaching the rank of 80.

https://www.ted.com/talks/charity_wayua_a_few_ways_to_fix_an_ailing_government

Uhuru Kenyatta
@UKenyatta

In 2013 when we began, Kenya was ranked 136th in the World Bank's Ease of Doing Business index. Since then, we've moved up 44 positions.
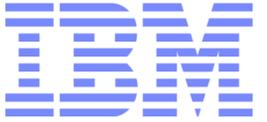
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145   258

TED Ideas worth spreading

- **Single authority and stakeholder** that sponsored the program across all pillars of ease of doing business indicator (**Kenya case was the prime minister office directly**)

- **Dedicated team from government** in each entity that was tasked to cooperate with IBM team across all entities

- **In-depth understanding** of criteria and methodology of world bank ranking

- **Process re-engineering** (11-12 indicators) **before automation** (what are the bottlenecks , legislative, operation or procedural) many in this case have huge impact and are not technologically related (for the record 1st year at least in Kenya was 90% re-engineering ans 10% automation later on automation was the major part)

Case Study: IBM partnered with Dubai's Department of Economic Development (DED) to launch a cognitive agent that offers a unique transformation for DED's relation with its prospective investors

In its initial phase, 'Saad' is capable of responding to Investors to ask questions in natural language, and get up-to-date answers on business licensing and registration in Dubai, based on the latest information available in DED information resources.

Using the **IBM's Watson** technology, **Saad** is able to
   o   understand natural language (text and audio)
   o   rapidly analyze and verify massive data stores
   o   interpret data
   o   Provide clear answers

Saad is available on the DED website and the DubaiNow app

"Saad positions Dubai on the global stage as a smart and competitive destination for new business. It provides customers with an advanced self-service option to get fast and appropriate responses to all their questions relating to the services of the Department of Economic Development and its agencies, namely, Dubai Exports, Dubai FDI and Dubai SME,"

Sami Al Qamzi, Director General of the Department of Economic Development

Case Study: IBM partnered with Dubai's Department of Economic Development (DED) to launch a cognitive agent that offers a unique transformation for DED's relation with its prospective investors

- **Smart Dubai debuted its AI-powered** advisor "**Saad**", later renaming it "**Rashid**" to honour H.H. the late Sheikh Rashid bin Saeed Al MaktoumThe programme

- **Rashid/Saad** uses artificial intelligence to **offer official and reliable answers to customers' questions** regarding the necessary **procedures, documents, and requirements** to conduct various transactions – all according to the extensive database partnered with many Government entities in the Rashid project.

- Rashid **aggregates information** from the databases of various government and private entities in the emirate, making it **the virtual assistant that can answer questions** about living and working in Dubai; citizens, residents and tourists may refer to Rashid as their trusted advisor on many topics, such as **starting business, transportation, licensing, visas and residency, passports and certificates attestation, in addition to entertainment, parks, shopping and more.**

- Going one step further, Smart Dubai **upgraded the system with an advanced tool allowing participating government entities to update information** about their services seamlessly and autonomously, thus ensuring consistent up-to-date responses.
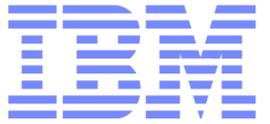
TradeLens: How IBM and Maersk Are Sharing Blockchain to Build a Global Trade Platform

Tradelens explanation :

https://www.youtube.com/watch?v=-QgPQzwyrCA

Maersk and IBM collaboration on blockchain demo :

https://www.youtube.com/watch?v=tdhpYQCWnCw

https://www.youtube.com/watch?v=IvBYoUI041w&feature=youtu.be

TradeLens: How IBM and Maersk Are Sharing Blockchain to Build a Global Trade Platform

- The solution has on-boarded or is in the process of on-boarding more than **100 organizations**, including four ocean carriers, three inland carriers, more than 40 worldwide ports and terminals, large freight forwarders, and eight customs authorities spanning the globe from Rotterdam to Bahrain.

- The companies that rely on global shipping lines to transport their goods, beneficial cargo owners (BCOs), have also embraced the platform with companies including **Dow Chemical, DuPont, Tetra Pak and more participating or having agreed to do so**.

- **TradeLens** has already logged more than **230 million shipping events** and is set to process more than **20 million containers before the end of 2018**, including data such as arrival times of vessels and container "gate-in", and documents such as customs releases, commercial invoices and bills of lading. This data is growing at **a rate of close to one million events per day**.

- TradeLens can track **critical data about every shipment in a supply chain**, and offers an **immutable record among all parties involved**.

Thank You