



Forerunners in digitalization

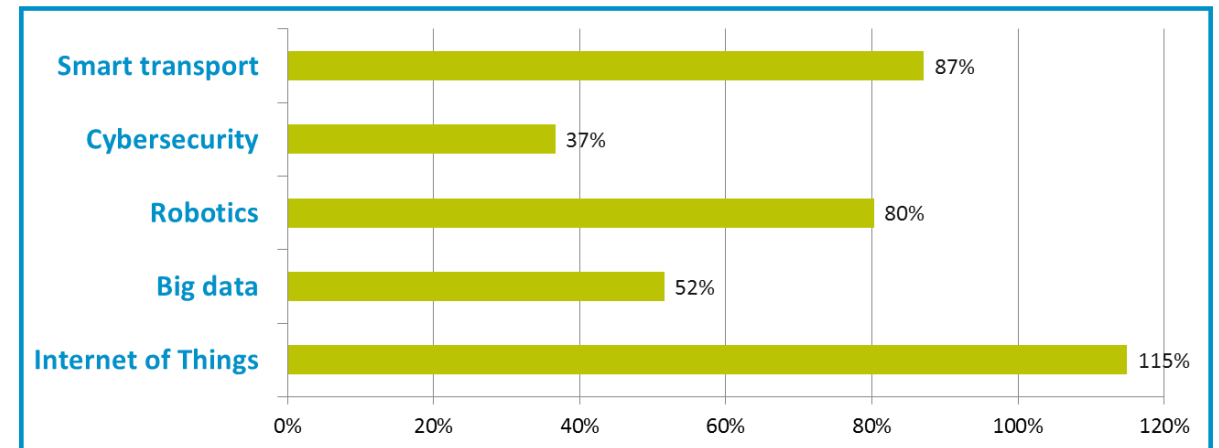
Janica Ylikarjula

Confederation of Finnish Industries (EK)

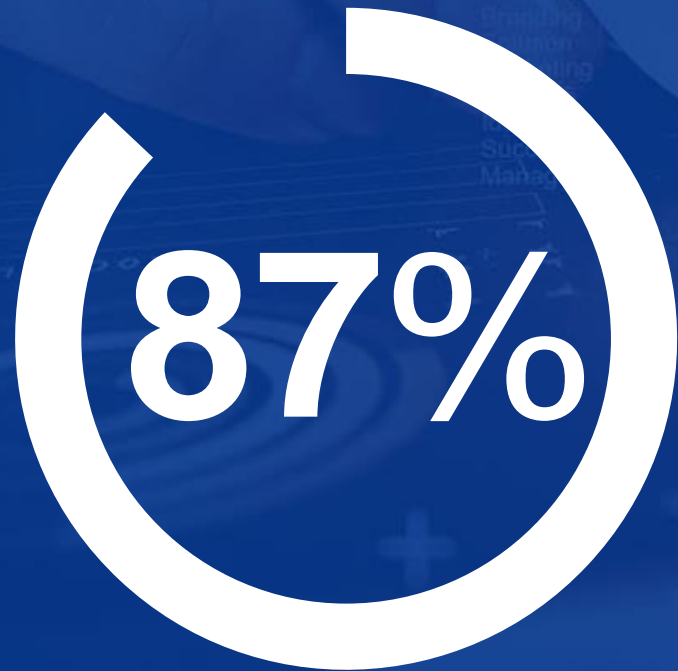
High growth figures anticipated

- New digital technologies and services bring growth in turnover, investments and staff for forerunner companies
- Software industry growing rapidly
- Challenges
 - Where to find right expertise
 - How to adjust regulation in the digital era
 - Public investments, including procurement for R&D and digitalisation lagging behind

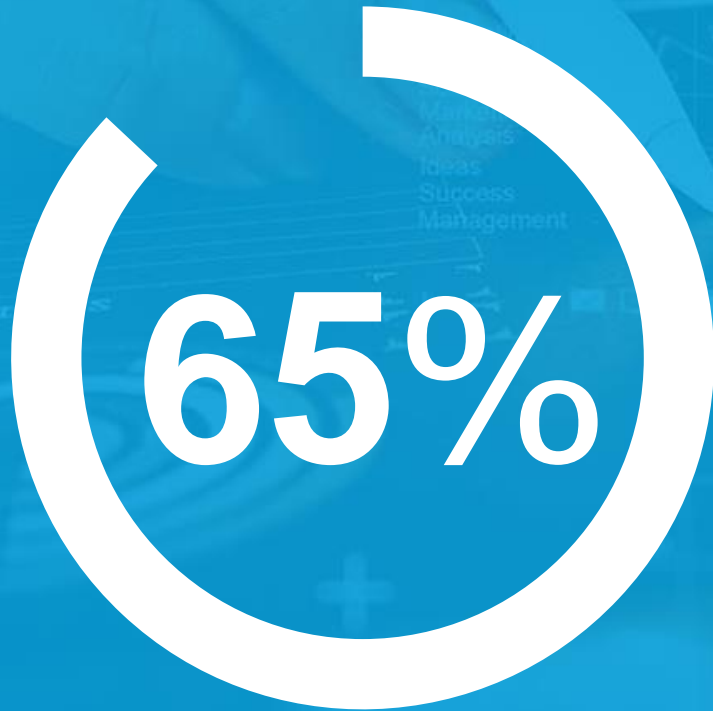
Anticipated growth percent (turnover) between 2015-2016



Source: EK survey to digital forerunner companies in 2016



Almost 90 per cent of Finnish companies say digitalisation has produced or will produce new competence needs for their business.



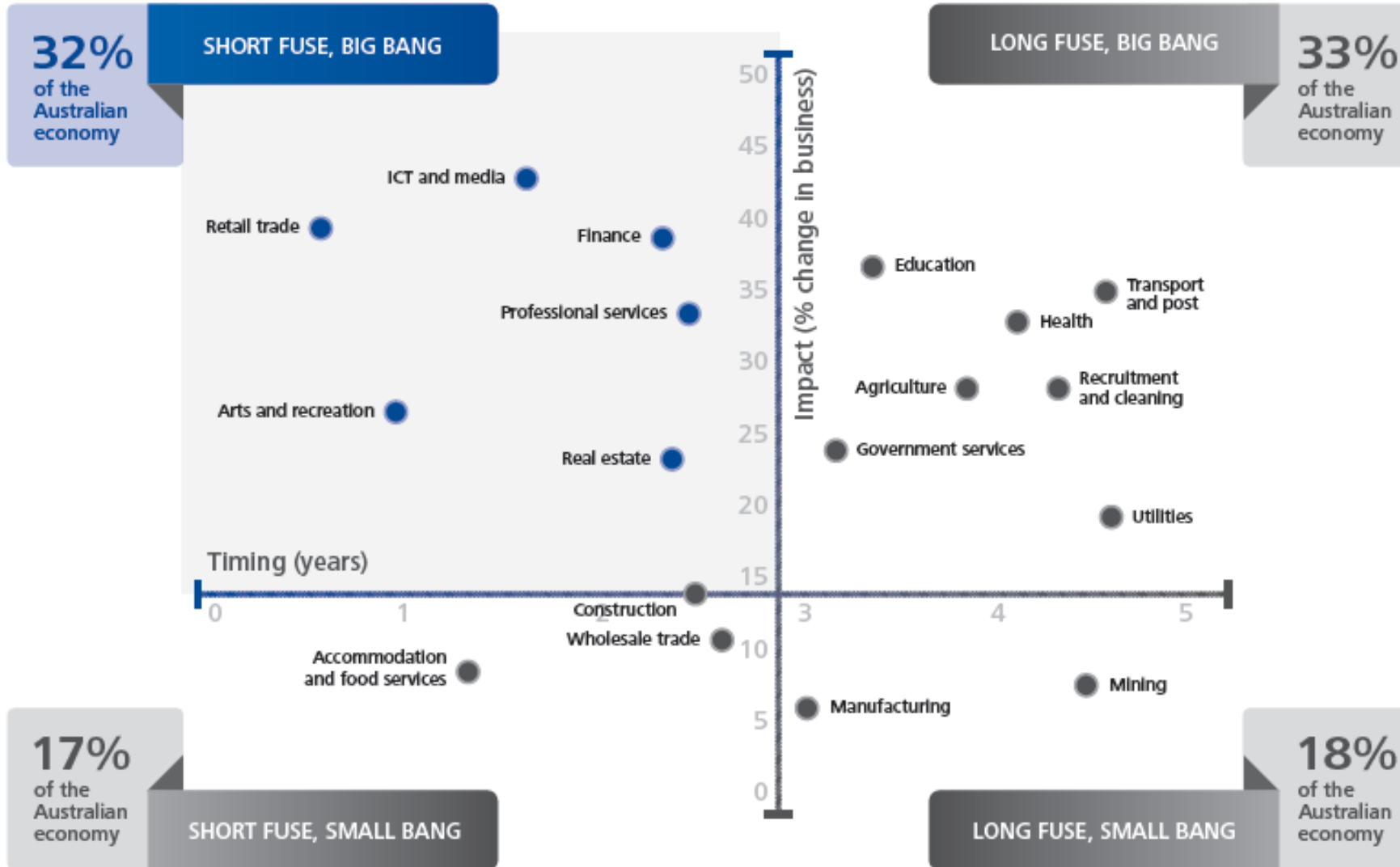
65 per cent of Finnish companies face a shortage in digital skills which hampers their business.

The digital economy is in constant and rapid evolution

- First develop a broad understanding without rushing into proposing legislation or solutions
- Review the need of existing regulatory obligations
- Take into account the impact of various policy areas on the digital economy (competition, consumer legislation, employment, data protection, intellectual property, standardisation,...)
- Trust is key for digital development



Digital disruption will happen sooner or later



Source: Deloitte (2012)



Thank you!

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