

# **Trust and Confidence - Considering Technology and Innovation in Cross-Border Trade**



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# AGEDA



**The Global Innovation Index  
& Implication**



**Win Consumer Confidence  
& Business Trust**



**Challenges**



**Conclusions**

# The Global Innovation Index 2014

## IN A PERFECT WORLD FOR INNOVATION, WHO WOULD DO WHAT?

Top ranking countries/  
economies for selected  
indicators from  
The Global Innovation Index 2014.

**LUXEMBOURG**  
Employment of knowledge workers

**SWITZERLAND**  
University/industry research  
collaboration

**UNITED ARAB EMIRATES**  
Joint venture deals

**JAPAN**  
Patents protected  
internationally

### BUSINESS SOPHISTICATION

**FINLAND**  
Government  
effectiveness

**SINGAPORE**  
Regulatory  
quality

**NEW ZEALAND**  
Ease of starting  
a business

### INSTITUTIONS

**MOSAHEQUE**  
Expenditure  
on education per  
pupil as share of GDP

**THAILAND**  
Graduates in science & engineering  
as share of tertiary graduates

**REPUBLIC OF KOREA**  
R&D expenditure as share  
of GDP

**CHINA**  
Performance of pupils  
in reading,  
mathematics,  
& science

**QATAR**  
Enrolment  
in universities

**UNITED KINGDOM**  
Quality  
of universities

### HUMAN CAPITAL & RESEARCH

## THE PERFECT MATCH

### CREATIVE OUTPUTS

**PARAGUAY**  
Resident trademark applications

**ESTONIA**  
Information technologies & organizational  
innovation

**UNITED KINGDOM**  
Export of creative services

**AUSTRALIA**  
Global entertainment & media output

**SWEDEN**  
Use of information  
technologies

**KAZAKHSTAN**  
Online e-participation

**SWITZERLAND**  
Environmental performance

**MONGOLIA**  
New infrastructure investment  
& capital formation as share of GDP

### INFRASTRUCTURE

**PLURINATIONAL  
STATE OF BOLIVIA**  
Importance of  
microfinancing

**ISRAEL**  
Venture  
capital deals

### MARKET SOPHISTICATION

### KNOWLEDGE & TECHNOLOGY OUTPUTS

**ICELAND**  
Number of  
scientific  
& technical  
articles

**GERMANY**  
Quality of scientific publications

**HONG KONG, CHINA**  
Rate of new business creation

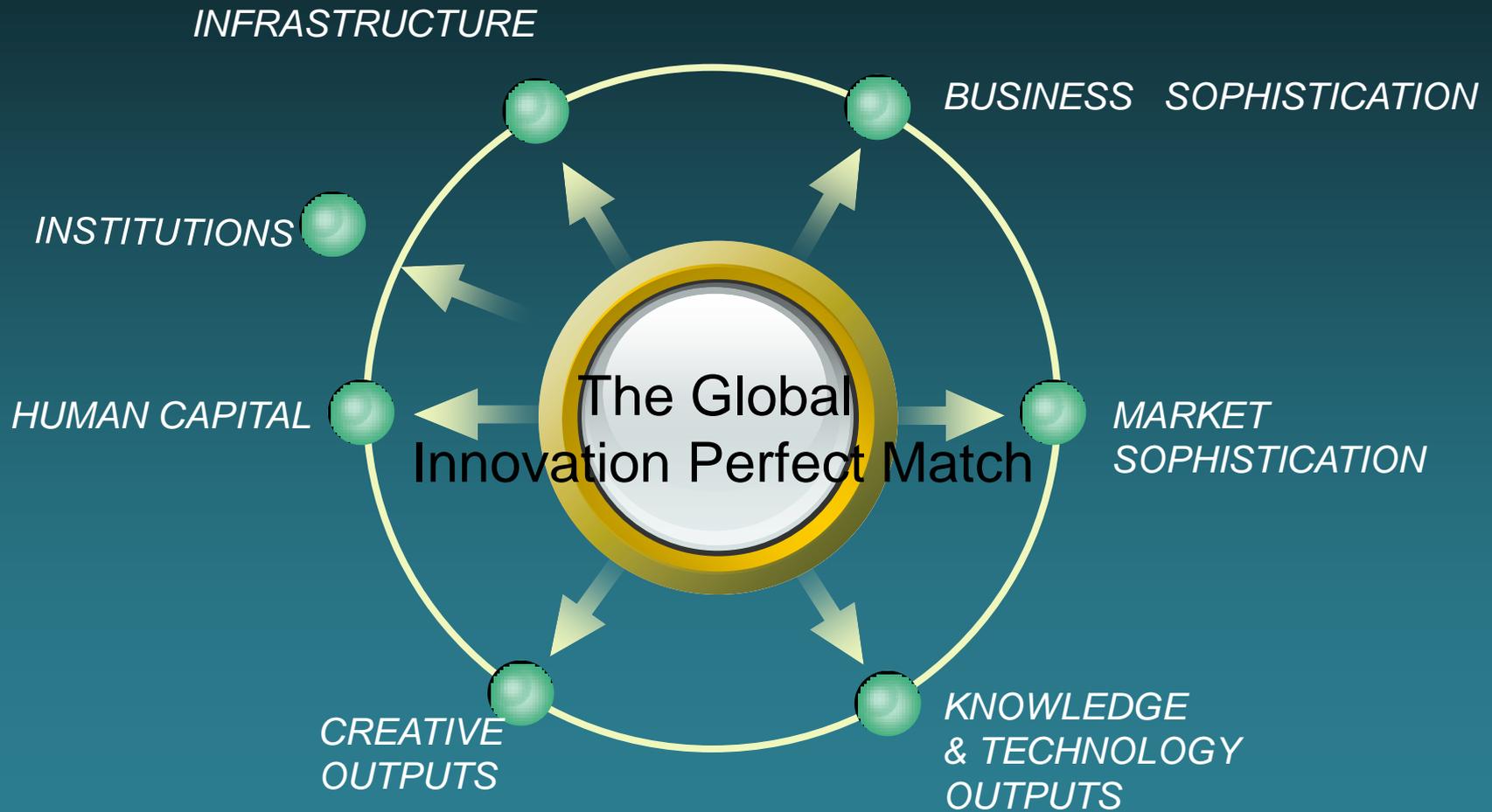
**UNITED STATES OF AMERICA**  
Royalty & license fee  
receipts

**INDIA**  
Communications, computer  
& information services  
exports

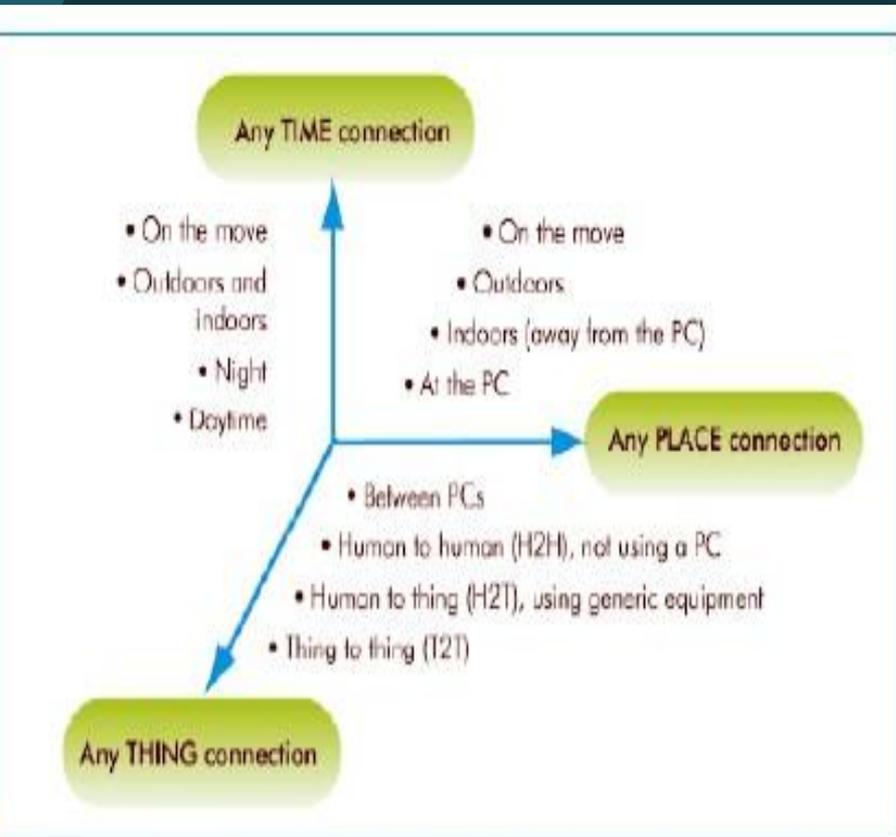
**IRELAND**  
High-tech &  
medium-  
high-tech  
manufactures

# IN A PERFECT WORLD FOR INNOVATION

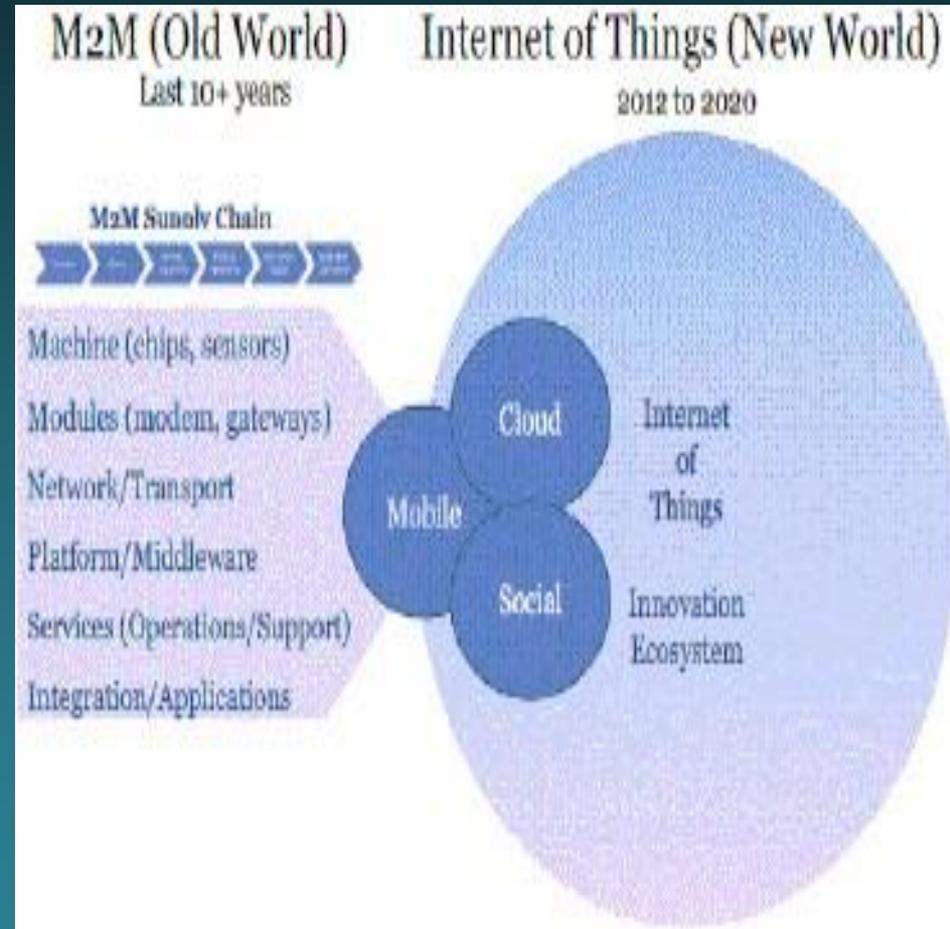
## - Most Related to Knowledge & Internet



# Future Technology : Internet of Things -Anytime Anyplace Anything



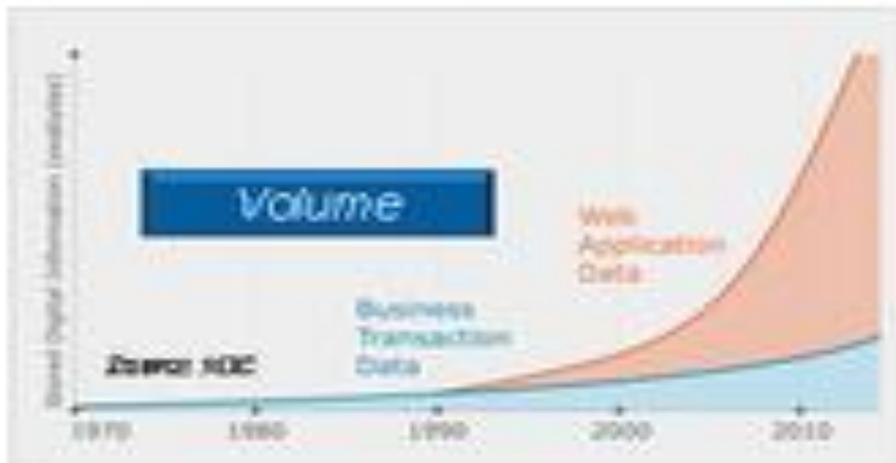
Source: ITU, adapted from Nomura Research Institute.



# Big Data Era

## What's happening?

### Explosive Growth of Data – Volume, Variety, Velocity



# Big Data Enhance Challenge to Value

## BIG DATA STORYMAP

EMC<sup>2</sup>

### CURRENT STATE

#### BI/DW CHALLENGES

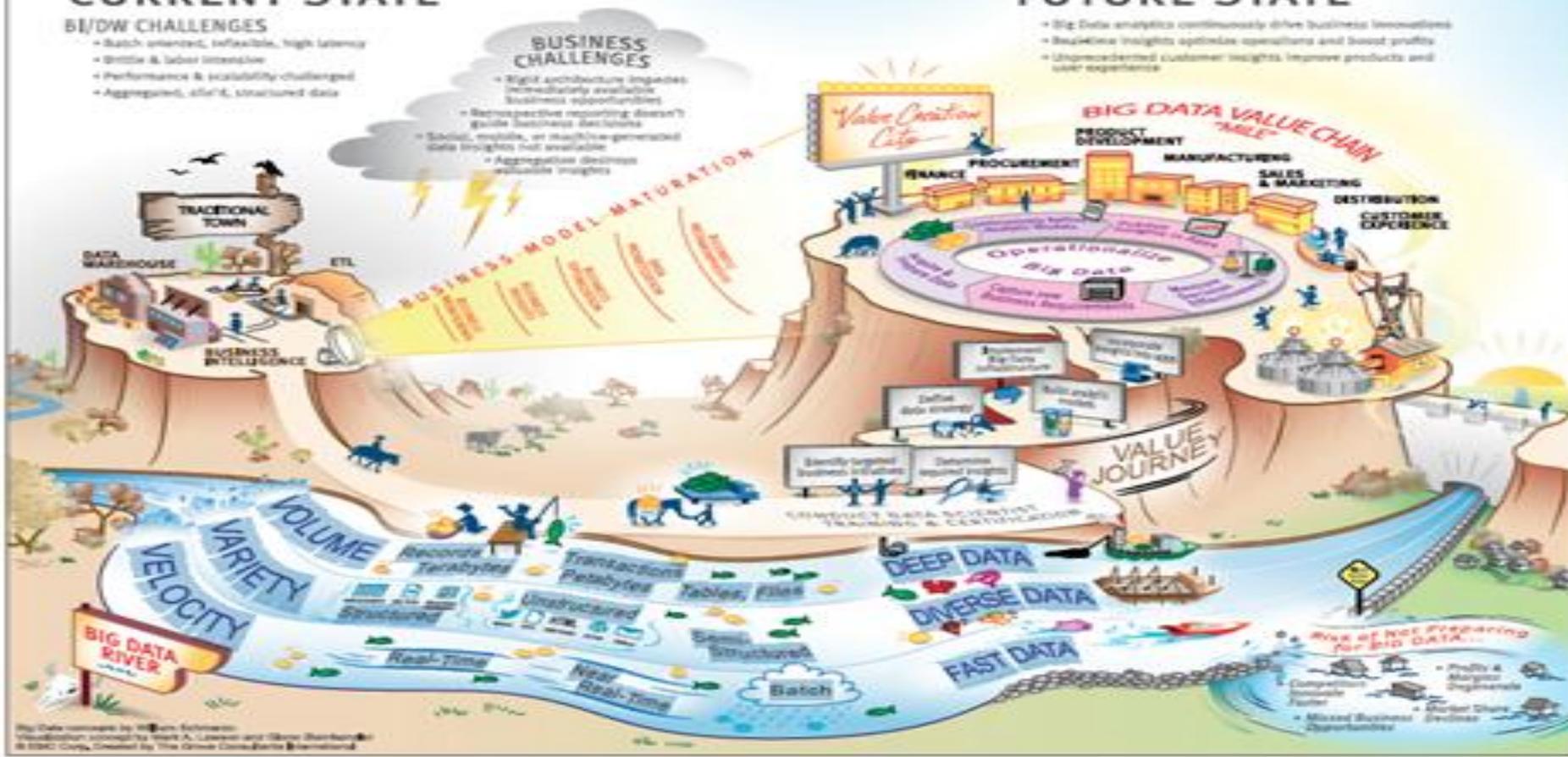
- Batch oriented, inflexible, high latency
- Brittle & labor intensive
- Performance & scalability challenged
- Aggregated, static, structured data

#### BUSINESS CHALLENGES

- Right architecture impacts immediately available business opportunities
- Retrospective reporting doesn't guide business decisions
- Social, mobile, or machine-generated data insights not available
- Aggregative decision valuable insights

### FUTURE STATE

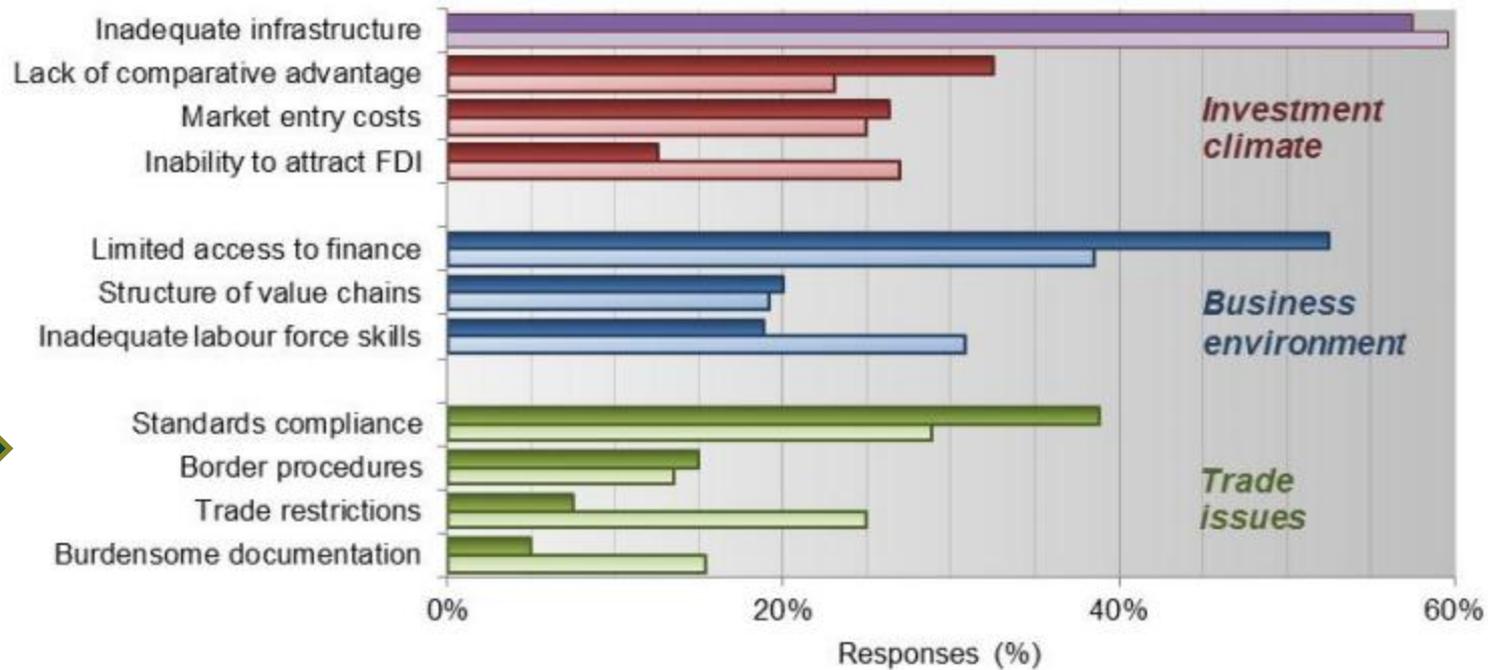
- Big Data analytics continuously drive business innovations
- Real-time insights optimize operations and boost profits
- Unprecedented customer insights improve products and user experience



# Barriers in entering global value chains: Public sector views

Figure 6. Barriers firms face in entering value chains: Public sector views

(Partner countries in bold, as compared to donors)

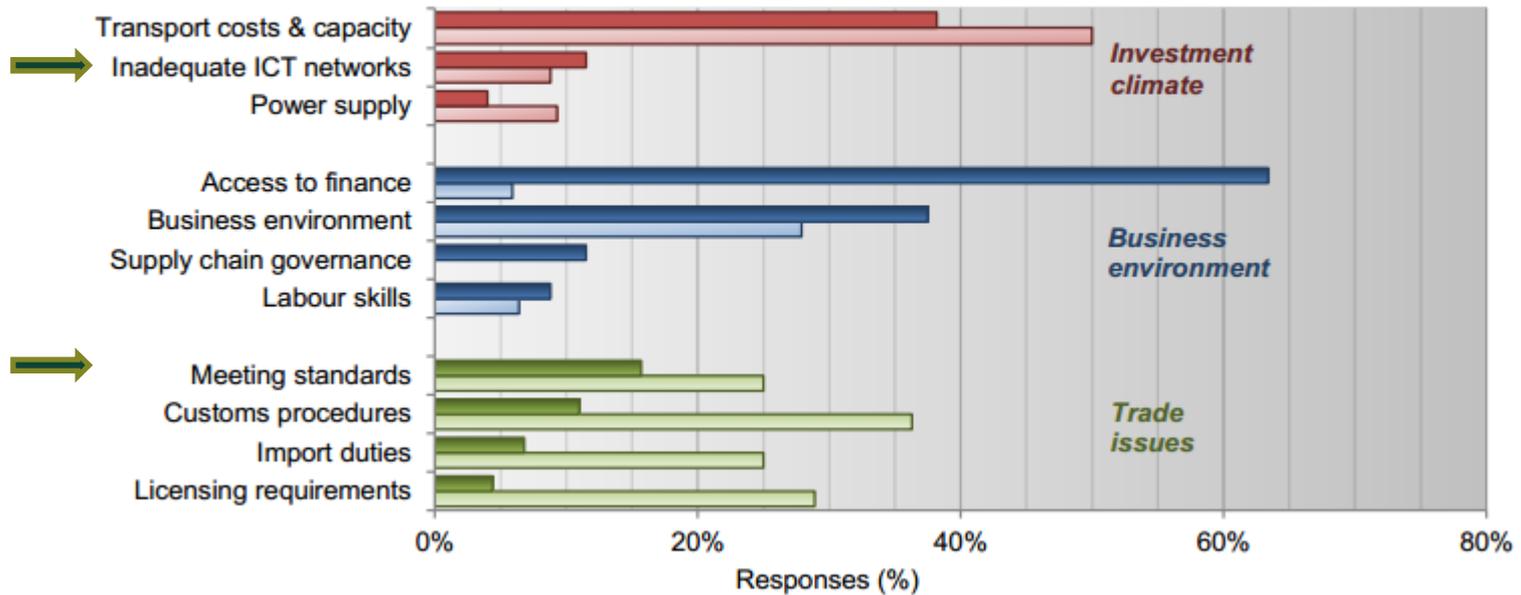


Source: OECD-WTO Aid-for-Trade Questionnaire (2013).

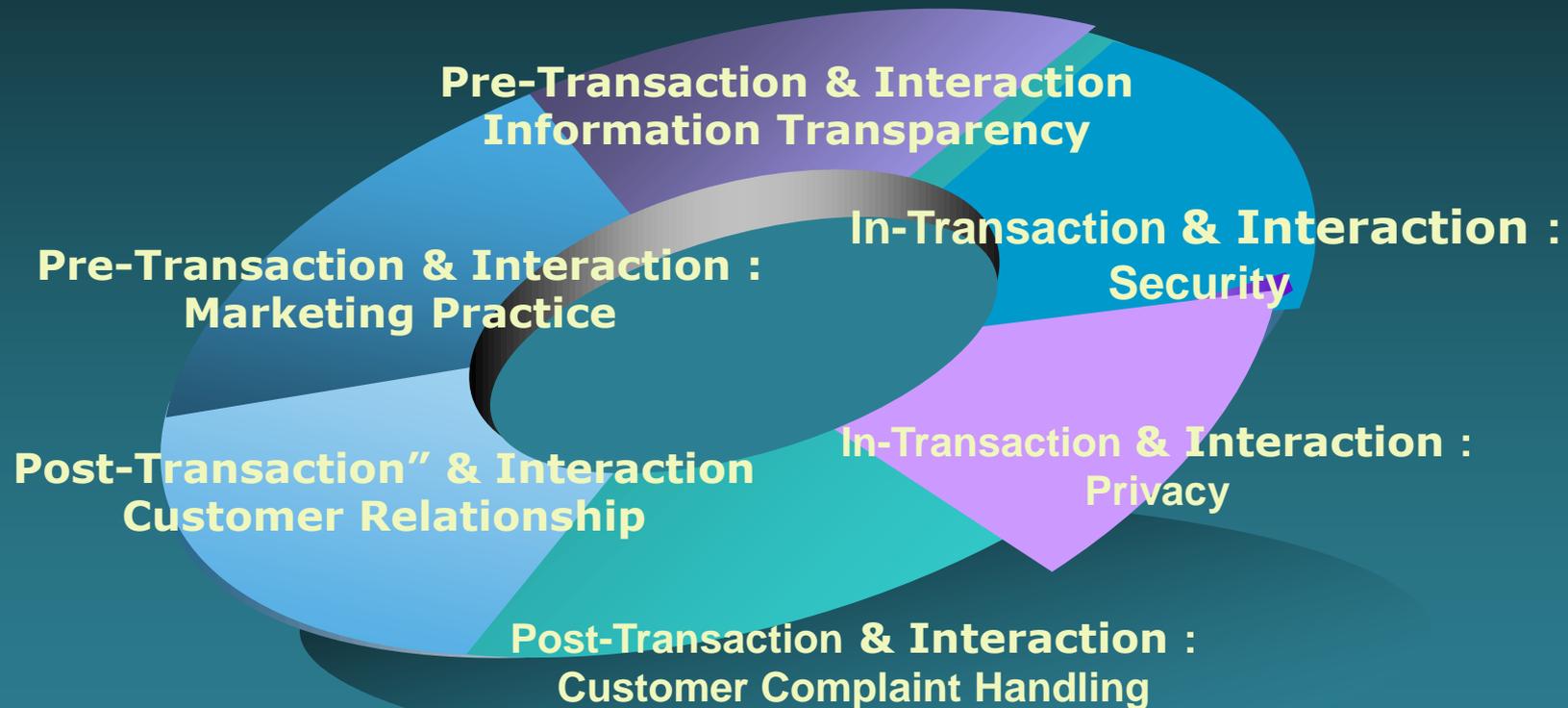
# Barriers in entering global value chains: Private sector views

Figure 7. Barriers firms face in entering value chains: Private sector views

(Developing country suppliers in bold, as compared to lead firms)

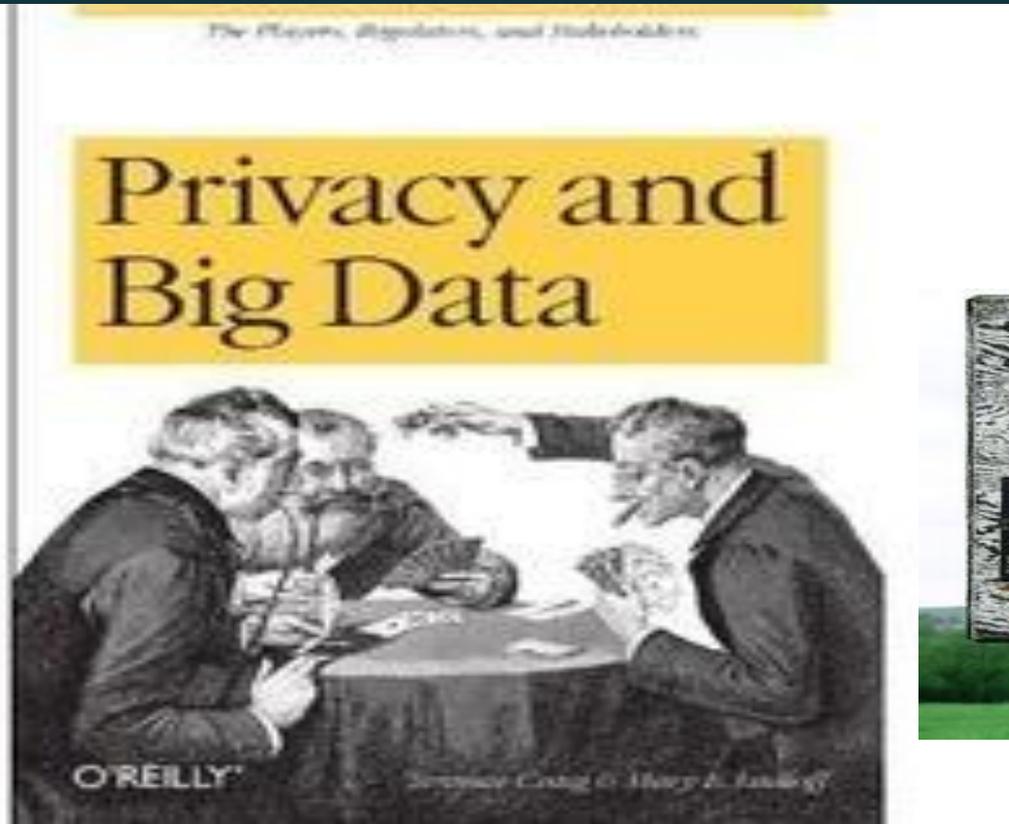


# Elements of Winning Consumer Confidence and Client Trust in Cross-Boarder Transaction & Interaction



Source: GBDe & WTA meeting reports

# Big Data Privacy



# Challenges

1

Public Sectors:  
1. Balancing needs  
between  
technological  
breakthrough and  
personal protection  
2. Regulatory priority  
to technological and  
innovational  
challenges

2

Privacy Sectors:  
1. Unclear Rules for  
new technology  
2. Evelasting Users'  
Voices  
3. Priority to  
innovation  
investment

3

Intermediary:  
1. Utilize or  
competed with  
technology trend  
2. Interests of  
Conflicts

# Conclusions

1

Public Sectors:  
1. International  
Platform for sectorial  
cooperation  
2. Efficient network  
with all stakeholders

2

Privacy Sectors:  
1. Keep collaborative  
organization and  
communication  
2. Commit to build  
and maintain trust  
and confidence of  
customers

3

Intermediary:  
1. Independent and  
Fair bridge between  
Public & Private  
Sectors  
2. Financial and  
Operational  
Suitability.

# Profile of Dr. JJ Pan



- Chief Privacy Officer and public policy director for Asia Pacific, Acxiom Corp.(2012~now)
- Invited guest of Electronic Commerce Steering Group , Asia Pacific Economic Corporation (APEC) (2012~now)
- Chair, Committee of International Affair and Public Policy, Secure Online Shopping Association (SOSA), Taiwan (2012~now)
- Voted Chairperson represented SOSA, World Trustmark Alliance (2012~2013)
- Associate Professor, Executive MBA, Department of International Business, Private Culture University ,Taipei Taiwan (2009~now)
- PhD. Technology and Innovation Management, National Chengchi University, Taipei, Taiwan (2007~now)

# Thank You !



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