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**Contact:** Dr Jim Poisant M: +1 703 728-4547 E: [jpoisant@witsa.org](mailto:jpoisant@witsa.org)

## **WITSA Calls Digital Transformation a Powerful Force for the Common Good; Warns Against Dangers of Inaction**

**Fairfax, VA:** The World Information Technology and Services today published a Statement of Policy on Digital Transformation: Enabling Policy Principles, addressing the potential value of digital transformation, but warning that, without action and collaboration, digital transformation will not -by itself- lead to broadly shared prosperity and growth. Even though digital transformation is well under way, it is often not fully understood, fostering a number of myths that are obscuring the path to realizing its potential for value creation. The paper identifies policy guidelines in several critical areas undergoing dramatic transformation, including Internet of things (IoT), smart cities, the future of work, trust, security, and privacy, tech driven mobility, innovation, and digital entrepreneurship.

“Digital transformation provides the ICT industry an unparalleled opportunity to assist businesses to enhance competitiveness by using powerful new disruptive technologies in innovative ways. Transformation of societies and governments for larger public good hold similar opportunities,” stated Mr. R. Chandrasekhar, Chairman of WITSA’s Global Public Policy and President of the Indian National Association of Software and Service Companies (NASSCOM).

WITSA Secretary General Dr. Jim Poisant called on its members to engage with their national governments to ensure that the digital transformation will be a powerful force for the common good, valuing humans as an asset in the jobs market, fostering innovation, matching job skills with the needs of the new economy, bridging the digital gap in underserved populations, and promoting trust and security as well as driving businesses to create products that consumers rave about. “Governments must remove barriers and encourage a market-driven approach to policy focused on innovation, market competition, free flow of information across borders, mobility of skilled workers, research and development and investment in transformative technologies”, urged. Dr. Poisant.

The paper also strongly urges governments to promote digital entrepreneurship by redoubling their efforts to foster national policies supporting new and transformative businesses as well as international competitiveness.

**The paper can be found on the WITSA web site at the following link:**

<http://witsa.org/witsa-wp-site/wp-content/uploads/2013/10/Digital-transformation-final.pdf>

**About WITSA:**

The World Information Technology and Services Alliance (WITSA) is the leading recognized international voice of the global ICT industry, whose members from over 80 countries and economies represent more than 90 percent of the world ICT market. WITSA is dedicated to advocating policies that advance industry growth and development; facilitating international trade and investment in ICT products and services; strengthening WITSA's national industry associations; and providing members with a broad network of professional contacts.

WITSA members are leaders in a globally interconnected marketplace. Because the challenges facing the ICT industry are undisputedly global in nature, WITSA members work together to achieve a shared vision on important issues of common interest. WITSA makes it possible for its members — ranging from Mongolia and Argentina to Kenya and the United States — to identify common issues and priorities, exchange valuable information, and present a united position on industry issues. For more information on WITSA, please visit [www.witsa.org](http://www.witsa.org)