

Dear colleagues,

The digital sector has helped drive unparalleled growth, prosperity and opportunity for our global community, yet we find ourselves in times of enormous individual and collective challenges and uncertainty. Facing these constraints demands of us very hard work and difficult decisions that must be driven by qualified leadership.

As an entrepreneur and business man in the Americas and the European Union regions and after many years of ad-hoc service as chairperson, executive director or board member in several national and international business organizations –including WITSA before 2010-, I left to politics and spent 8 years –first as vicechairman of the national public bank and later as Cabinet member as Minister of Foreign Trade-.

During my times in politics and business I have learned that team work is the foundation to success. I have formally expressed my interest to become an active member at WITSA's Board of Directors by working and supporting the organization using my political skills and still fresh high level relationships and contacts in the multilateral and regional system organizations, several government, private companies and international forums.

Before continuing, let me congratulate Yvonne CHIU and Jim POISANT and their respective teams for their hard work and devotion towards WITSA.



Alexander MORA-DELGADO,
Candidate to WITSA
Chairperson, Nov. 2020.

Digital technologies (ICTs) and its enabled services are and will be at the heart of economic, social and political debate to restore economic growth and “the new normality”. In this debate, the digital sector must be present with a strong voice. That voice must be projected globally, regionally and locally. I see WITSA as the most significant tool to articulate a cohesive sectoral message and to serve as a voice to disseminate it. To do so, it is essential to ensure WITSA’s financial sustainability while simultaneously strengthening its structure and programmes.

WITSA:

**a means and
not an end**

We must be realistic and as for next two years at least, we will be engaged in a transition period to review and adjust WITSA's:



business model and business plan to adapt them to "the new normality" and ensure its medium and long-term financial sustainability. This requires reviewing of its flagship program – WCIT – as well as the identification and activation of alternative sources of income;



goals and messages with appropriate and objective segmentations -global, regional and national/local- and consolidate our presence to multiple stakeholders;



roles, positioning and action plans on some key/strategic industry topics -levering the field to non-Chinese companies into China's IT marketplace, WTO's E-Commerce and SMEs on going plurilateral agreement negotiations, ITU 5G standards discussion, UNCITRAL Modeling Laws; OECD and UNCTAD convergent standards and guidelines, among others-;



relationships and programmes with its regional and national members;



linkages and programmes with multilateral and regional organizations;



green/regenerative action programmes;



commitments on social inclusion and equality, with an emphasis on raising the voice and profile of SMEs.

2021-2023:

years of transition

While this "new normality" in our societies will not settle until beyond 2023, I am convinced that WITSA must not only strengthen its capabilities as a "think-tank" of global perspective and scope, but also expand its capacity to act regionally and locally. We all should be very proud of the current achievements and congratulate WITSA's leadership – Madame Chiu and the board members as well as Dr. Poissant and his staff - and welcome the incorporation of new members and new ideas to our great alliance – WITSA.

**“Think global –
act local”**

Dear WITSA colleagues,

With all that in mind and after having a very open conversation to our Armenian friend Alexander Yesayan and several personal reflections and consultations to several of my colleagues in ALETI, I express my decision to withdraw my aspiration to chair WITSA and to provide full support to my friend Alexander Yesayan nomination to replace Yvonne as our next chairperson.

Mr Yesayan is a qualified entrepreneur and business man. He is a young man with business and political relevant experiences and abilities in very challenging environments. He showed his skills –in the political and business arenas- when he led one of our recent most successful World Congresses.

Thanks to all of you for your attention.



Alexander MORA-DELGADO