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Partner of the Italy Pavilion at Dubai 2020 Expo

# THE LAZIO REGION IN THE RUNUP TO EXPO2020DUBAI

“INFORMATION AND TRAINING 4.0” - DIGITAL MEETINGS CYCLE

# Digital internationalisation processes and E-Government

**Digitalisation** can be defined as *“the use of digital technologies to integrate a business model and supply new earning and value production opportunities. Digitalisation is the process of transition of a company into digital”*.

The **digital transformation** may represent an **engine for internationalisation processes** as through **digital marketing** there can be for instance the opportunity to carry out client-targeted campaigns which are often more efficient than traditional and generic ones. **Online commerce**, when integrated with traditional protocols in an *omnichannel* strategy, allows us to reach consumers with lower investment expenditure. At an organisational level the digital sphere allows a company to be more **flexible** and **efficient**. Any digitalisation process needs to have an underlying strategy: **digital identity** - Does my site represent me? Do people understand what I sell? Is it functional to what I need? Do I need an e-commerce model or just a shop window? What are my strategies for **digital communication**? Who plans it and who programmes it? **Digital marketplace**: should I rely on existing entities or create my own?



- Highly digitalised population: the digitalisation rate is 90%.
- In the first five months of 2020 an increase of 300% was recorded in the request for e-commerce services in the UAE.
- A range of e-commerce operators: Noon, Namshi, Amazon, Ounass, etc.
- Digitisation projects in the UAE date back to the end of the 90s. These were brought about through the creation of urban areas such as Dubai Internet City and Dubai Media City where the main ICT players of the world gathered. Today they number around 1,600 companies.

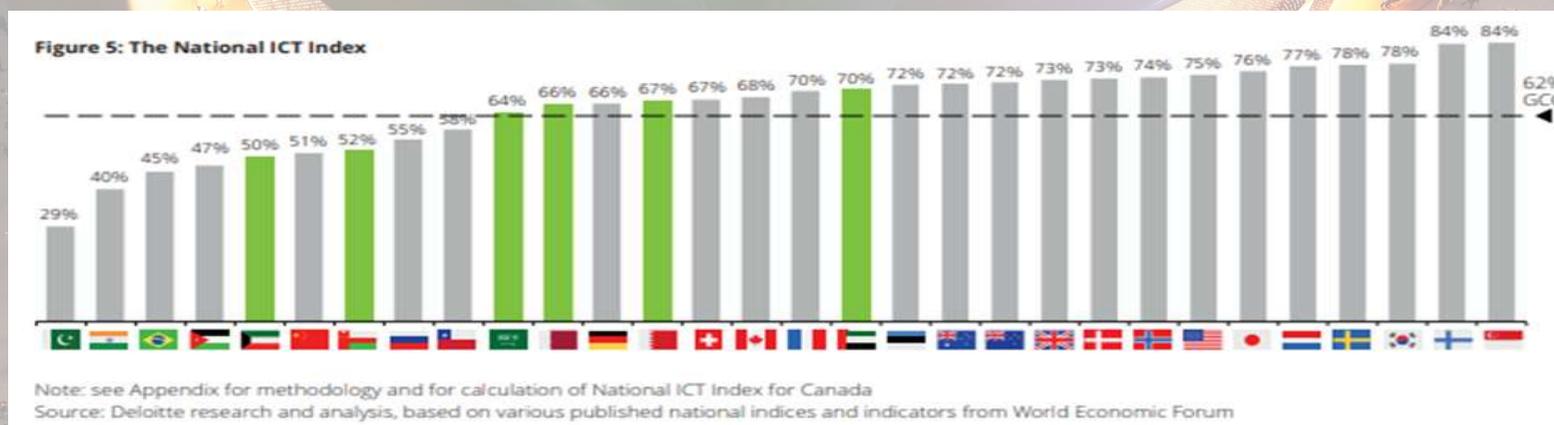
- Demographic changes, new behaviours and increase of technology infrastructure are the key drivers transforming the public sector. For the UAE, the challenge to supply government services is defined mainly by demographic data. The population of the UAE includes a mix of nationalities, with a non-local often transient population making up around 88% of the whole. Given this diversity and mobility, the government needs to supply high quality services.
- Mohammed bin Rashid Al Maktoum: *“A successful government reaches out to its citizens rather than waiting for them to call out”.*
- In May 2015 Sheikh Mohammed announced that 96% of services to citizens in the 337 most important departments of the government had successfully made the shift to digital.

### **Examples of digital services**

- **Dubai Police**, in the safety and security category. A solution has been developed allowing citizens to **pay fines, report crimes and road accidents and to check the state of their claims**. One year from its launch in 2014, the Dubai police reported that its mobile website had recorded more than 1.3mln users and that the mobile app had been used by more than 300k people.
- The **General Women Union** app, in the social affairs category. This is a conduit for activities managed by women in order to sell their products and arts and crafts. According to the General Women’s Union only three months after launch the online shop had 200 registered traders and an offer of more than 2k products, all made by hand in the Emirates.

**Active Citizen**, in the social affairs category. The app encourages citizens to participate in surveys gaining points which can be used to receive public services for free. **E-Voting**. Electronic voting was introduced by the National Federal Council of the United Arab Emirates in 2011 in order to encourage civic engagement making it easier and more attractive to young people. The prepaid **E-dirham** card, launched in 2011. This can be topped up in self-service kiosks and used to pay any amount to the federal government, replacing postal payments or monies sent to government offices in cash.

According to the ICT development index, GCC has made significant progress in the last few years, but is still behind in terms of E-Governance with regard to other economies. The ICT development index (IDI) published every year since 2009 combines 11 indicators into a single parameter. It is used to monitor and compare the developments of information and communication technologies (TIC) over countries and time.



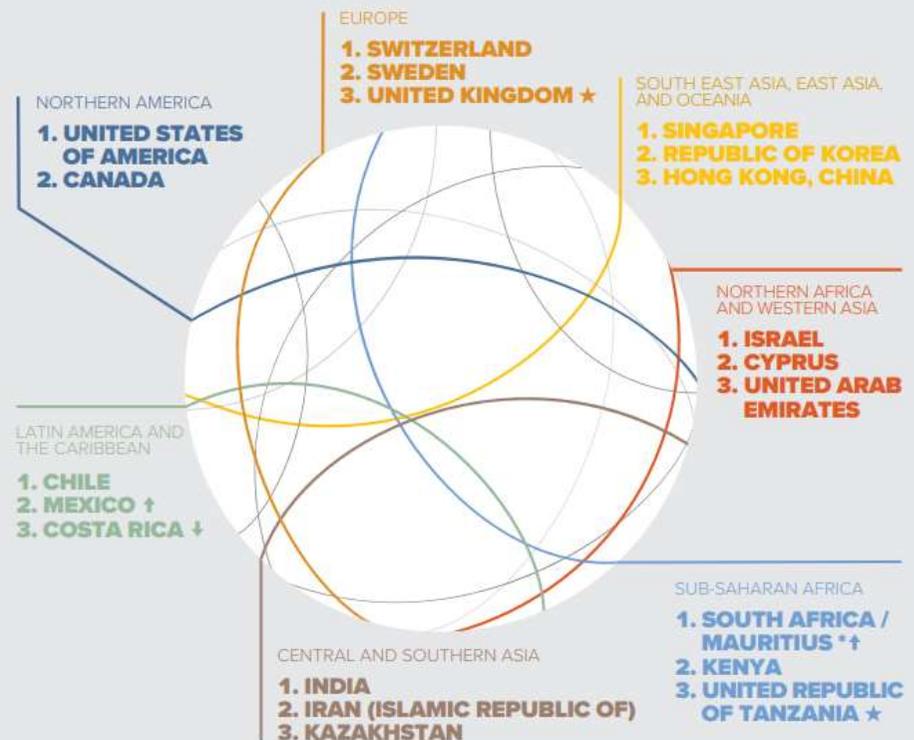
The UAE are in 34th position out of 131 countries in the **Global Innovation Index (GII)** which ranks world economies on the basis of their ability to innovate.

It is made up of **80 indicators** such as the availability of microcredit and capital at risk, grouped into innovation inputs and outputs. **GII aims at capturing the multi-dimensional facets of innovation.**

### Global leaders in innovation in 2020

Every year, the Global Innovation Index ranks the innovation performance of more than 130 economies around the world.

#### Top 3 innovation economies by region



Currently the UAE are in first place in GCC and eighth globally in the **UN 2020 Online Services Index**.

The index is structured in relation to parameters such as: **quality and quantity of official government communications towards the population; ease of finding and downloading publications, norms, laws and reports; quality of direct citizen-institutions interactions, such as ease of contact and efficiency of client services and online and telephone contact points.**

