

Fostering Greater SME Participation in Global Value Chains 2023 Phase 2: Digitalisation and Utilisation of Emerging Technologies

Agenda

Session 1: Introduction to a framework for digitalisation and adoption of technologies

Date: Wednesday 26 July 2023

Time: 11:00am – 12:30pm Australian Eastern Standard Time

Objectives

To outline the range of technologies that could boost SME efficiency, including their supply chain processes, and introduce a framework for adopting these tools for future growth and resilience.

Outcomes

Participants will:

- Gain awareness of the scope of tools available and their benefits
- Share experiences and insights, including ongoing challenges
- Gain initial exposure to a guide for future planning and adoption of technologies
- Understand the essentials of cybersecurity
- Meet and connect for the first time

Topic/ item	Speaker	Timing
Welcoming remarks	Export Council of Australia (ECA) / Department of Foreign Affairs and Trade	3 minutes
Scene setting (outlining the benefits of technology and introducing the framework for adoption of technologies and future planning)	Mr Arnold Jorge, ECA (Australia)	10 minutes
Business experiences – utilisation of technology	Ms Kaye-Maree Dunn, Making Everything Achievable (New Zealand)	5 minutes
	Mr Sebastian Oyarzo Hernández, Willi KiTRAL - Authentic Indigenous Flavors (Chile)	5 minutes
Q&A and discussion		10 minutes
Technology provider: Signal-based marketing	Ms Evelyne Wilton, H2H Collective (Australia)	5 minutes
Technology provider: Translation	Mr Nathan Aherne, T-Street (Australia)	5 minutes
Q&A and discussion		10 minutes
Challenges in adoption of technologies	Ms Jessica Soto, Red de Mujeres Líderes (Peru)	5 minutes
	Ms Logie Toñacao, Anthologie General Merchandise Inc (Philippines)	5 minutes
Q&A and discussion		15 minutes
Cybersecurity	Mr Richard Baker, Red Piranha (Australia)	10 minutes
Close and next steps	ECA	2 minutes