

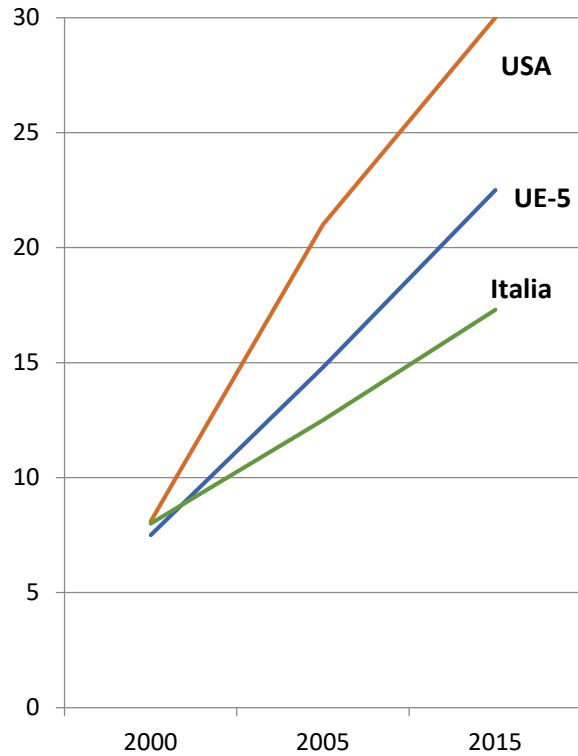
THE CHALLENGES OF INNOVATION AND DIGITAL TRANSFORMATION

Elio Catania
Presidente Confindustria Digitale

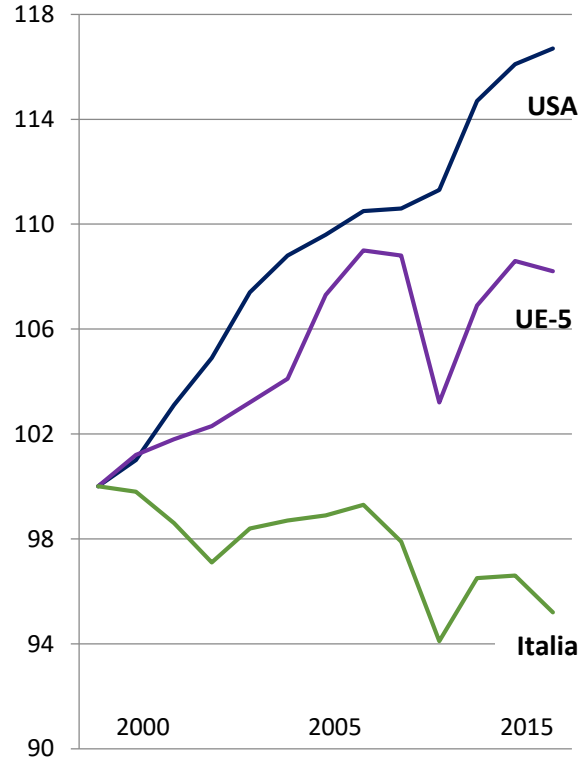
Rome Investment Forum 2017



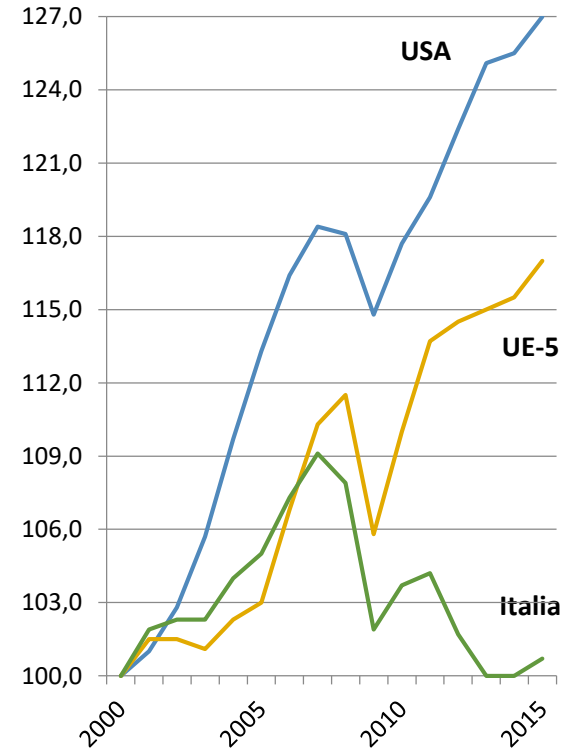
Digital: engine for growth



ICT capital accumulation (% of GDP)

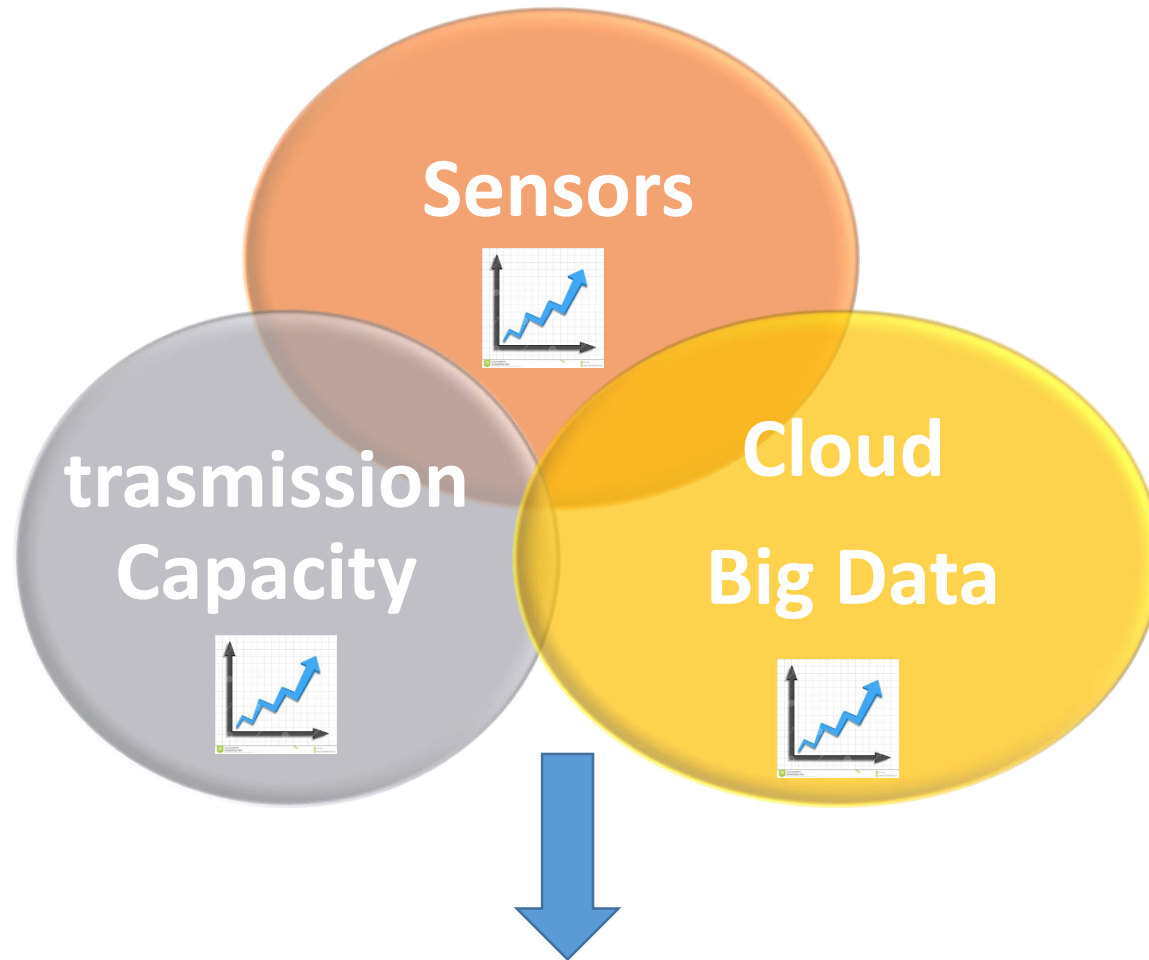


Productivity (2000=100)



GDP (2000=100)

The «core» of Digital Revolution



Market re-definition and new business models

Drivers for organizational change

Process Driver



New business models /
launch of new services

Geographic diversification and
internationalization

Innovation in managing the
relationship between
upstream and downstream
partners



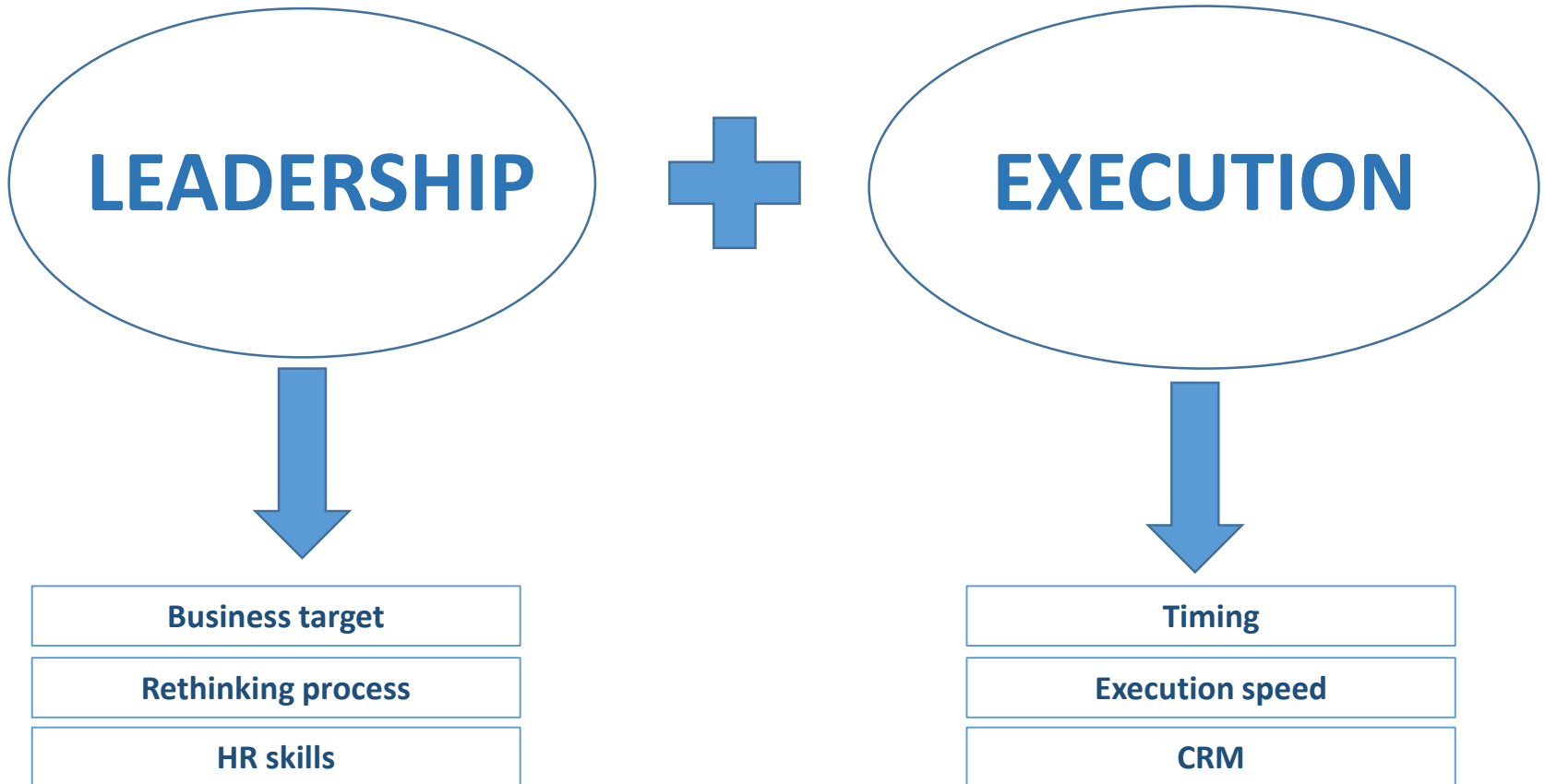
Automation of
production processes

New ways of working /
smart working

Innovation in managing the
relationship with the end
customer



Digital Transformation: a committment from the top

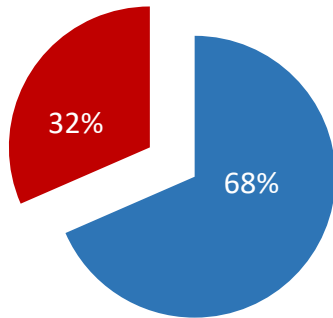


Digital transformation of italian SMEs

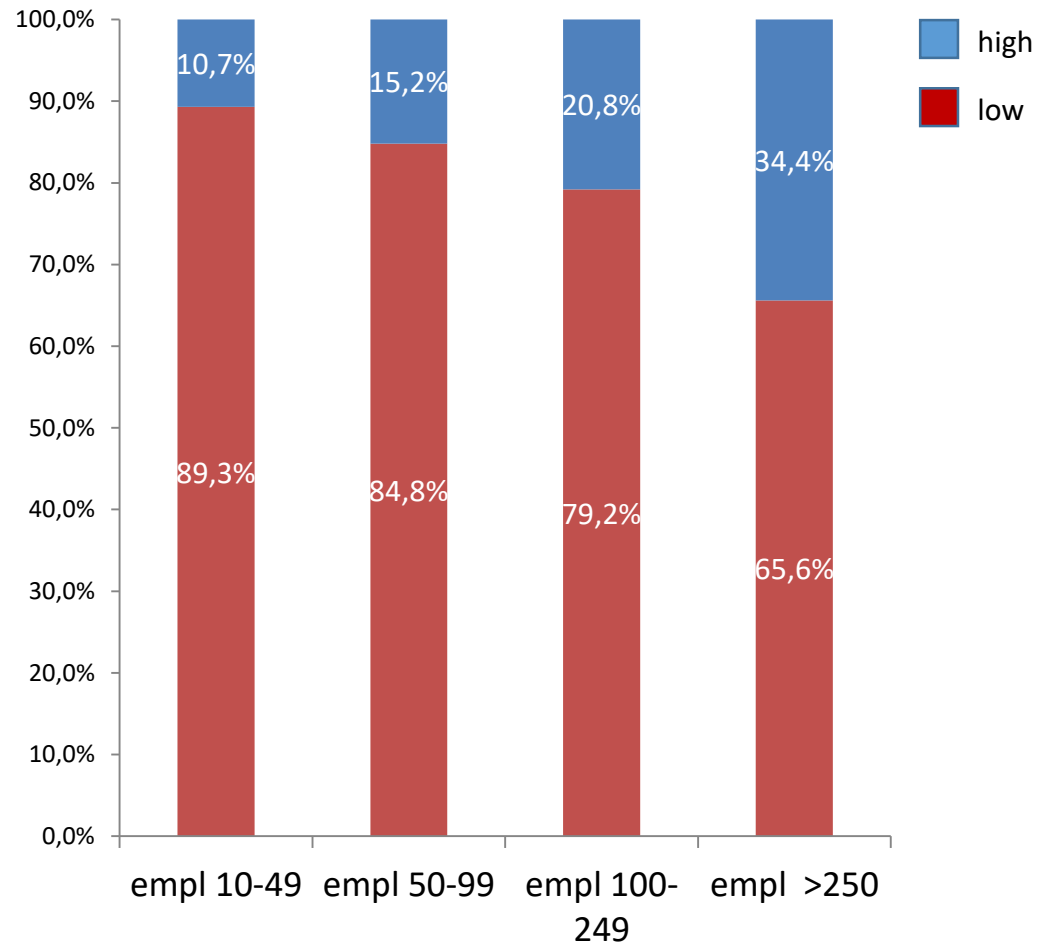
Economic system based on Micro & SMEs

% of value added in the italian economic system

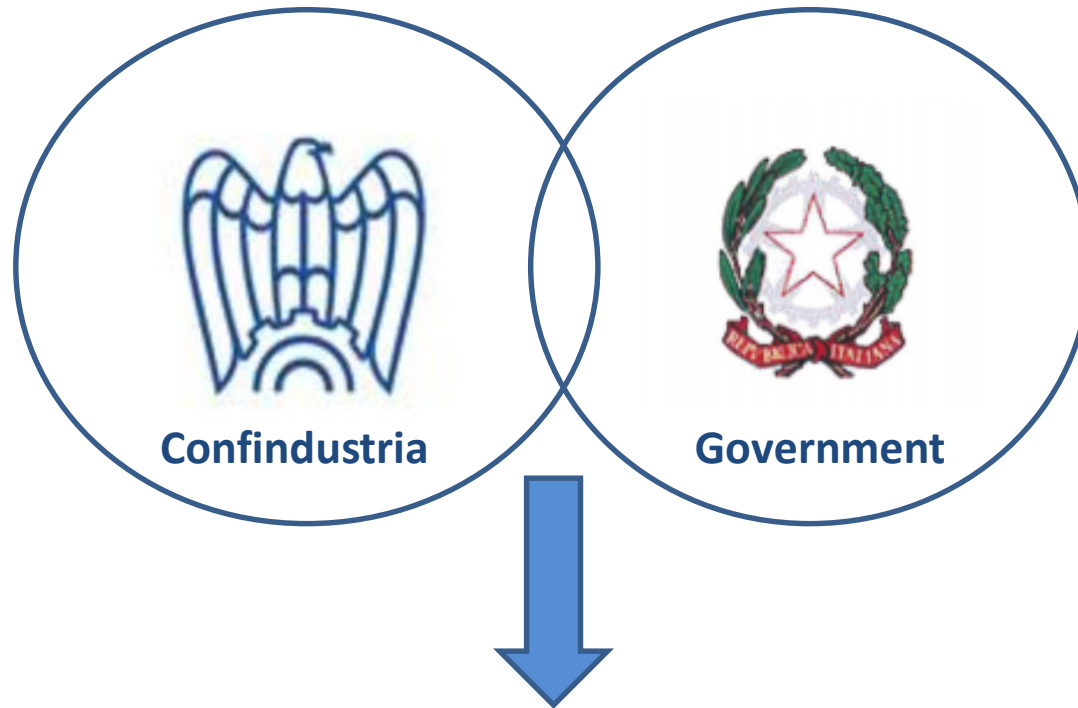
■ SMEs ■ BIG Ent



Digital intensity



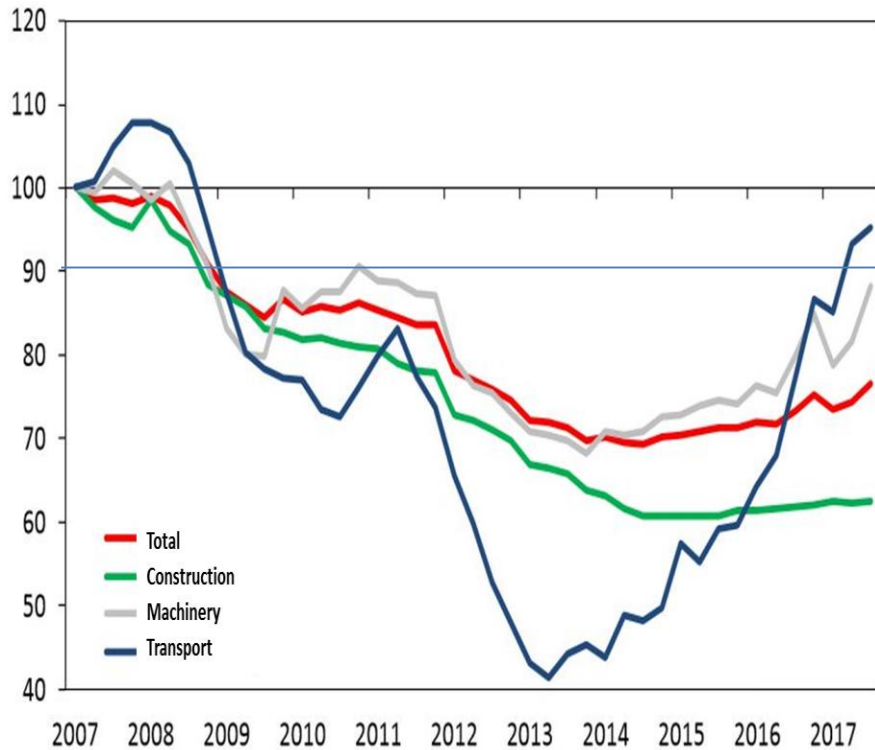
2016: digital @ the core of industrial policy



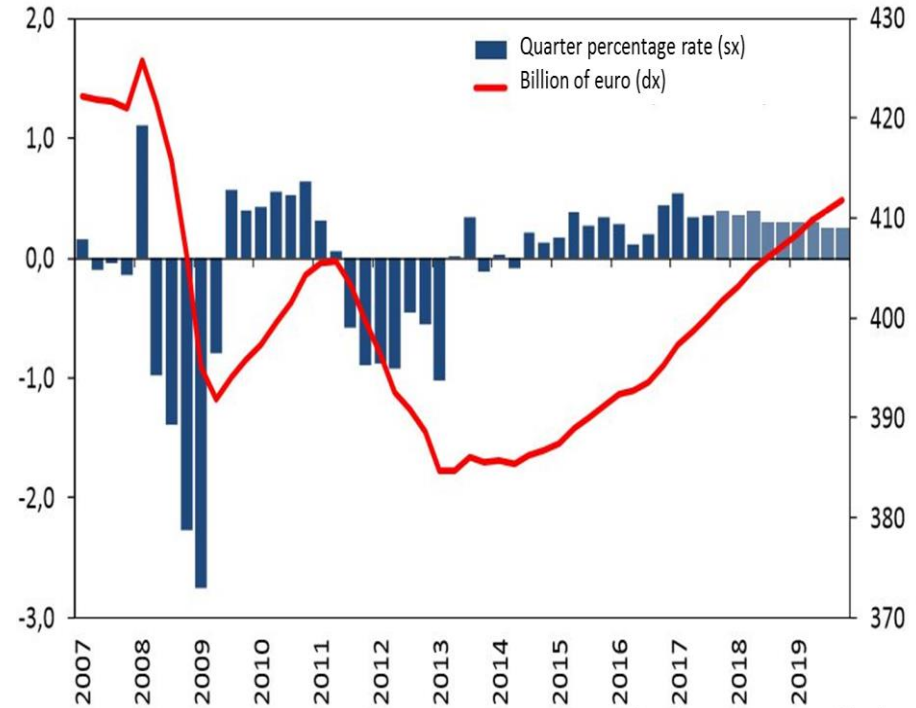
1. Industry 4.0 plan
2. Private sector commitment

Industrial Investment & GDP reprise: 2014-2017

Industrial Investment



GDP Growth



Financial institutions disruptive technologies

1. Fintech/Open Innovation

2. Big Data

3. Artificial Intelligence

4. Blockchain

Investment & Integration in Fintech & Open Innovation

