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Workshop on SME Digital Transformation Strategies (I)

Date: May 22 - June 4, 2024

Application deadline: March 20, 2024

*Invitation Required: Contact R.O.C (Taiwan) embassies, representative offices or Taiwan technical missions.



Overview:

In recent years, global enterprises have been leveraging emerging technologies to optimize business operations, service models, and digitalization strategies. This workshop shares insights into digital transformation from the perspectives of governments, businesses, and the public. It also introduces the Taiwan Digital Transformation Index, aiming to globalize this assessment tool and assist partner countries with defining transformation strategies. Following this workshop, participants should be able to contribute to home countries' sustainable development capacity in the globalized trade arena.

Objectives:

- Understand Taiwan's policies and approaches for guiding industries in digital transformation.
- Consider how digital transformation impacts businesses and the public, as well as the emergence of new business models.

Contents:

- Government Support: Share how Taiwan encourages digital transformation in traditional industries.
- Business Innovation: Introduce how traditional industry operators are stepping into the realm of digital transformation, such as by developing innovative business models.
- Public Experience: Explore how the public views new services and business models.
- TDX Exercise: Introduce the Taiwan Industry Digital Transformation Index and guide participants to evaluate the statuses of home countries' businesses in the areas of digital investment.

Issues this workshop will address:

- What resources can the government provide to support enterprises in transformation (using retail, service, and manufacturing industries as examples)?
- How can we build a consumer-centric digital transformation strategy?

Who may apply:

- Background: Officials from Ministries of Economic Affairs or Ministries of Science and Technology, operational guidance officers for small- and medium-sized enterprises, and leaders of public associations.
- Expertise: Small- and medium-sized enterprise operations, ICT and IoT applications, or big data analytics.



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