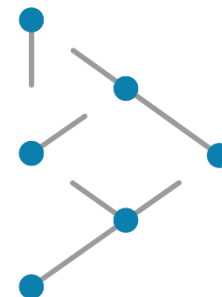


Uruguay construye su futuro
Hacia una Estrategia Nacional de Desarrollo, Uy 2050 .

ICT4V

Information and Communication
Technologies for Verticals



TICs, un vector de transformación de las matrices productivas

Daniel Kofman

Montevideo, 14 de Diciembre de 2016



ICT became a major driver for innovation in vertical sectors: **Smart** health, energy, environment, transportation, agriculture, manufacturing and banking ...
Joint value creation: digital industry and vertical industries

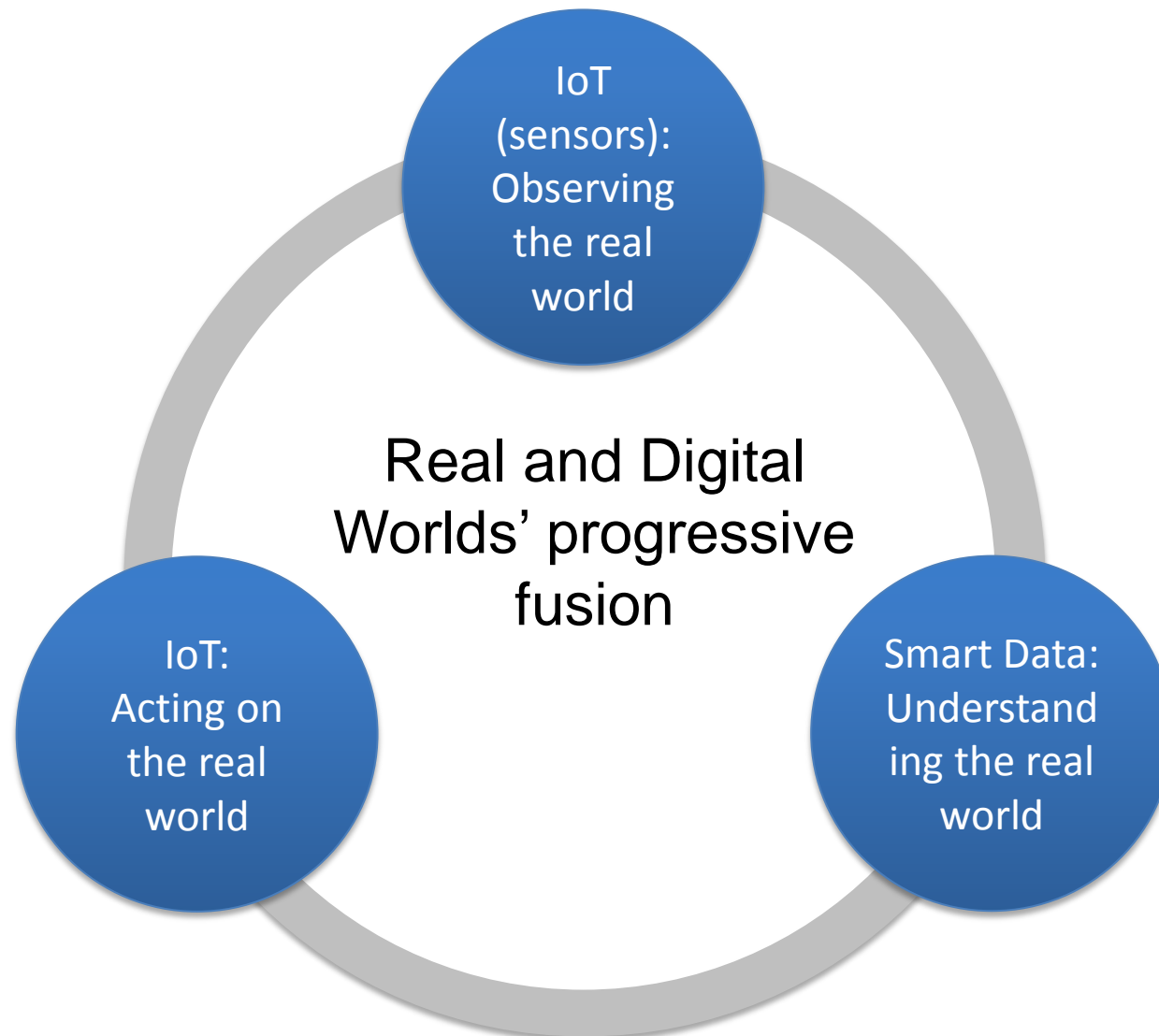


« OTT » and « Cloud »
Web 2.0 – Social Networks
Mobile Internet and High Speed 2.0
Skype-2003, Facebook-2003, YouTube-2005,
AmazonEC2-2006,
iPhone-2007



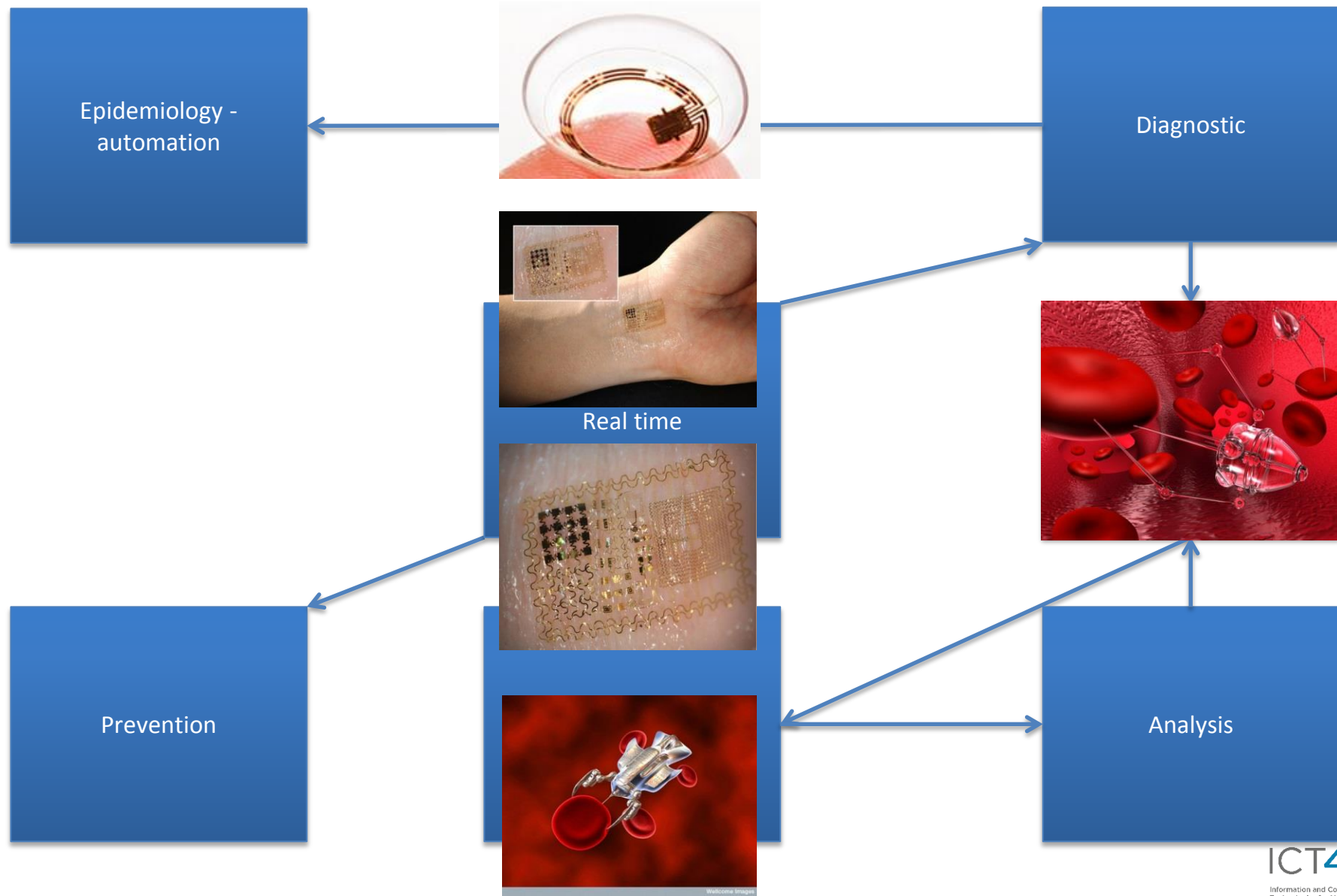
~1969 - Ancestors
~1984 - Internet
~1992 - Open to mass market
~1995 - Web 1.0
~2000 - High speed 1.0
Google-1998, Akamai-1999, Napster-1999

Example of General Paradigm



Facilitated by Virtual and Augmented Reality

New health paradigms



Best Market Capitalization

	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016*
1	General Electric	General Electric	Exxon Mobil	<u>Petrochina</u>	Exxon Mobil	<u>Petrochina</u>	Apple	Apple	Apple	Apple	Apple	Apple
2	Exxon Mobil	Exxon Mobil	General Electric	Exxon Mobil	<u>Petrochina</u>	Exxon Mobil	Exxon Mobil	Exxon Mobil	Exxon Mobil	Exxon Mobil	Alphabet	Alphabet
3	Microsoft	Citigroup	Microsoft	General Electric	Microsoft	Apple	<u>Petrochina</u>	<u>Petrochina</u>	Microsoft	Alphabet	Microsoft	Microsoft
4	Citigroup	Microsoft	Citigroup	China Mobile	China Mobile	ICBC	BHP Billiton	Microsoft	<u>Petrochina</u>	Microsoft	Berkshire Hathaway	Berkshire Hathaway
5	Wal-Mart	BP	Gazprom	ICBC	Wal-Mart	Wal-Mart	ICBC	ICBC	ICBC	Berkshire Hathaway	Exxon Mobil	Exxon Mobil
6	BP	Wal-Mart	<u>Petrochina</u>	Gazprom	ICBC	CCB	<u>Petrobras</u>	IBM	China Mobile	General Electric	Amazon	Facebook
7	Pfizer	<u>Bank Of America</u>	ICBC	Microsoft	General Electric	Microsoft	CCB	Chevron	Alphabet	Johnson & Johnson	Facebook	Johnson & Johnson
8	<u>Bank Of America</u>	HSBC	<u>Bank Of America</u>	AT&T	AT&T	HSBC	Microsoft	Alphabet	Wal-Mart	Wal-Mart	General Electric	General Electric
9	Johnson & Johnson	Johnson & Johnson	AT&T	<u>Petrobras</u>	Apple	<u>Petrobras</u>	BHP Billiton	Wal-Mart	Berkshire Hathaway	Chevron	Johnson & Johnson	Amazon
10	HSBC	Toyota	BP	BP	Johnson & Johnson	Alphabet	China Mobile	China Mobile	General Electric	Wells Fargo	Wells Fargo	Wells Fargo



ICT4V: The concept in a nutshell

Research and Innovation centre on the domain of ICT and on its interactions
with various vertical sectors
Interdisciplinary

Playing a major role in the development of the innovation capacity and its
application to value creation and increasing competitiveness and
sustainability

Built as a partnership among several players, both from industry and academia,
from Latin America, Europe and North America

ICT4V present partners



General Information

Technology Centre in Uruguay officially created on June 25, 2015
Signature of international collaboration agreements

Base Funding: Public-Private-Partnership

- Public support from ANII 
- Plus per project business models and funding

Opportunities for Uruguay

Running projects

- eHealth
- Bioinformatics
- Banking (mobile payment, automatic fraud detection)
- Enterprises' productivity (tool for prototyping acceleration)
- Cyber-security (automatic attack detection and classification)
- Privacy by Design

Emerging projects

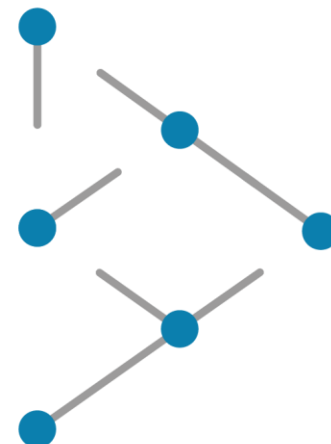
- Farming and agriculture (processes' optimization and environmental impact)
- Water quality management
- Energy (smart grid)
- Learning Analytics
- Food quality

Strategic Foresight

- Mid Term: Leveraging ICT for increasing productivity in the various productive complexes
 - Identifying trends and low signals
 - Raising disruptive opportunities
- Long Term: Identifying and analyzing possible futures
 - E.g. will 3D food printing transform the livestock sector?
 - Key control variables, possible trajectories from present
 - Risk analysis
- Collaboration program with OPP

ICT4V

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