



"Challenge of Digital Transformation in Chile" Seminar

24 January 2018, Sofofa Convention Center

The Chilean Manufacturers' Association F.G., the Ministry of Economy, the Interamerican Development Bank (IDB) and the Strategic Investment Fund (SIF) hosted this seminar designed to share national and international experiences and lessons learned from cases of successful digital transformation.

SOFOFA president Bernardo Larraín welcomed those in attendance to the event, followed by the Minister of Economy, Development and Tourism, who also spoke at this important event.

Larraín said "this is a challenge for both the public sector and the private sector. We must recognize that there are gaps in each of these worlds and we cannot afford to be complacent in these matters. We must challenge ourselves to further and accelerate the path to digitization".

Regarding areas where digitization can be executed, he stated that "better public policies in the public sector can be formulated by means of Big Data, in order to identify which segments of the population could be covered by a public policy with a subsequent evaluation".

MundoChile provided professional simultaneous interpreting services in English and Spanish at this important event.