

INTRODUCTION TO THE DIGITAL COMMITTEE'S 2024 PRIORITIES

Dear members of the Digital Committee,

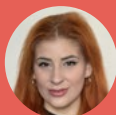
Following our Digital Committee meeting on December 20, 2023, I am sharing with you an updated and more detailed overview of the agenda for the AmCham Digital Committee. This revised document includes a more comprehensive table of the proposed projects and priorities for 2024, complete with summarized descriptions.

We value your input and would greatly appreciate your feedback on these topics. Kindly review the attached table and indicate your level of interest for each item by Wednesday, February 7, COB. Please send your preferences

either via email to zora.fresova@amcham.sk or in direct replay to this email. Please specify whether you would like to be an 'active participant', a 'passive participant' (to be kept informed about developments), or if you have 'no interest or participation'.

We apologize for the need to request your input again and thank you for your understanding and cooperation. Your contributions are essential in shaping our committee's direction and activities for the upcoming year.

Thank you for your time and we look forward to receiving your feedback.



MORE INFO

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ARTIFICIAL INTELLIGENCE

AI is attracting greater attention within the public sector (Deputy Prime Minister Office, MIRRI) from the governance, policy, implementation and regulatory point of view. We would like to continue in our discussions with them in order to provide business perspectives as well as serve as a platform from broader discussions.

Further, there is a great opportunity to discuss this topic and existing approaches that affects your daily operations as impact on data management, process automatization, future of work, workforce or impact on business models per se.

In addition, AI Act will bring many obligations for almost all that develop or apply AI in any aspect so it would be crucial to be informed in advance before their become effective. Therefore, we will approach MIRRI for cooperation in this regard.

AmCham as a member of AI Slovakia will co-operate with public sector and academia on most pressing issues concerning AI. More information will be provided soon.

CYBERSECURITY

We understand that your business are getting dependent on digital solutions which inherently brings cybersecurity risks (stated as one of the top 10 global risks in WEF report). Building more awareness and providing education of your employees may precede such threats, so we plan few events and activities in this field.

Further, we plan informative events with public sector authorities responsible for cybersec regulations (NSA, CyberSec Competence Centre) in order to help you be better prepared.

DATA GOVERNANCE

As data becomes and invaluable resources for companies and cybersecurity risks heightened data governance, we believe the topic of data governance becomes of utmost importance. For the business sector good data governance can make business operations more optimal, streamline them and offer improvements to business model.

For the government good data governance, data standardization and sharing can foster an environment of innovation and progress.

DIGITALIZATION OF SMEs

Slovakian SMEs face challenges in digitalization, particularly in digital literacy and resource constraints. According to the 2022 DESI report only 43% of Slovakian SME's meet at least basic level of digital intensity. But SME's create more than half of the added economic value in Slovakia.

Therefore, we believe discussions around implementing digital technologies are essential to address their untapped potential. Boosting the digitalization of SME's creates further options for developing new business potential but also moving Slovakia forward as a whole.

PRIORITIES

SOCIETY 5.0

This innovative topic presents a new area of focus for the digital committee due to its implications for global trends, business innovation, and societal enhancement. This concept embodies the integration of advanced technology with societal needs, offering members a roadmap to remain competitive and innovative.

Opportunities for developing new products and services arise in many sectors. particularly in sectors. Moreover, as Society 5.0 reshapes the future of work, it becomes imperative for AmCham members to adapt to these workforce transformations, embracing new working models and technological integration.

LEGISLATION

Currently there are many new legislations being discussed or coming into effect, but it can be overwhelming to stay on top of all of them and have thorough understanding.

We wish to incorporate the relevant legislations throughout other topics and events such as the Artificial Intelligence act as well as creating an overview event.

Therefore, we wish to focus on the major ones with biggest implications for the members of the Digital Committee.

We also wish to have an open dialogue with the relevant ministries when it comes to implementation to of these legislations in Slovakia.

PROJECTS/INITIATIVES

ETHICAL AI AND REGULATION DISCUSSIONS

- Algorithmic bias, transparency in AI decision-making, and accountability for AI actions crucial to ensure that AI technologies are developed and used in ways that are fair, responsible, and aligned with societal values and human rights.

AI IN EDGE COMPUTING

- Vital due to the increasing need for real-time data processing in many modern applications
- Reduces latency, enhances data privacy by limiting data transmission, and ensures operational continuity even with intermittent cloud connectivity

AI FOR PERSONALIZATION

- Essential due to its potential to significantly enhance user experience and engagement
- By analyzing vast amounts of data, AI can understand individual preferences and behaviors, allowing businesses to offer highly customized products, services, and marketing strategies

DEMOCRATIZATION OF AI

- Open-source AI tools, user-friendly platforms, and cloud-based AI services that make it easier for smaller businesses, researchers, and even individuals to develop and deploy AI solutions
- Fostering a collaborative and innovation driven environment for AI use and growth
- Increasing frequency and sophistication of cyber attacks, underline the critical need for robust cybersecurity measures.
- The potential damage from these attacks includes not only financial loss, data breaches, and disruption of services, but can greatly damage the company reputation and the customer trust
- Due to growth in remote work and its security implications - Remote work environments often lack the controlled security measures of traditional office settings, leaving systems more vulnerable to attacks.
- Mobile devices often access sensitive business data and can be vulnerable to various security threats, from malware to unsecured Wi-Fi networks

IMPLEMENTATION OF AI IN CYBERSECURITY

- AI/ML can analyze vast amounts of data to detect patterns and anomalies that might indicate a cyber threat
- AI can automate certain security tasks, reducing the workload on human security professionals and allowing them to focus on more complex issues.

CLOUD AND IOT SECURITY

- As more organizations migrate to cloud-based services, ensuring the security of data and applications in the cloud is a key trend
- Protecting against data breaches, ensuring compliance with data protection regulations, and managing the shared responsibility model of cloud security
- IoT devices often lack robust built-in security features, making them susceptible to attacks

USER AWARENESS AND TRAINING

- There are many legislations mandating cybersecurity compliance but they can be hard to navigate
- Proactive approach towards cybersecurity is often overlooked as managers do not see the added value
- Even the best technical defenses can be compromised by human error

BIG DATA AND ANALYTICS

- Heightens the need for robust governance.
- Proper governance is vital for meaningful insights from big data while adhering to regulatory compliance and maintaining data integrity.

CLOUD GOVERNANCE

- This involves managing the data and services in the cloud effectively to ensure security, compliance, and optimal performance.
- Effective cloud governance provides a framework for making strategic decisions