

# DRIVING INNOVATION TOGETHER



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Innovations are key to any development of society, and one of the main benefits is economic growth. This growth not only fosters employment opportunities and enhances service availability but also bolsters competitiveness and addresses global challenges. The topic of innovation is undoubtedly important and is the driving force not only of the economy, but also of the entire society. Presently, we find ourselves at the beginning of the fourth industrial revolution. While the third industrial revolution was defined by mobile phones and computers, the onset of the fourth is determined primarily by AI (Artificial Intelligence) and IoT (Internet of Things). These two main themes are accompanied by other intriguing developments, including blockchain and cryptocurrencies, virtual and augmented reality, cloud computing, digital healthcare and, last but not least, cyber security.

The discourse on AI and related subjects resonates at all levels, evidenced by numerous professional studies and materials examining their impacts on specific layers of society. Thus, my role is not to replace or paraphrase these professional insights, but to focus more on how AmCham can take up and support these very current and important topics. AmCham fulfills several

important tasks, aimed mainly at supporting the business environment, competition and the rule of law. Its primary goal is to represent its membership and not only to help develop business, but also to bring ideas and suggestions for solving societal challenges.



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It is the Digital Committee within AmCham that actively brings up hot topics in the field of digitization, brings together experts and proposes solutions. This exemplifies

AmCham's strength in bringing people together, serving as a platform for discussions, but also for asking questions. And the questions can be difficult, because not everything is always easy. The digitization of society should remain among the priorities for both society and the government, given its pivotal role in fostering innovation. At the same time, digitization by itself will not work if companies and individual citizens are not sufficiently equipped with digital skills. And where do we primarily learn to acquire digital skills? In the education system.

Even this simple example demonstrates the complexity of this topic and underscores the necessity for two key elements: discussion and cooperation. Cross-sector cooperation and mutual dialogue are essential. As the newly elected president of AmCham, I am honored for the opportunity to contribute to this endeavor, together with my colleagues from AmCham and our members. At the same time, I want to express my gratitude to each and every one of you who placed your trust in me to lead this esteemed organization. As we embark on this journey together, I am keenly aware of the challenges and opportunities that lie ahead. Our mission at AmCham is to foster economic growth, advocate for policies

Following my longstanding career as an esteemed Sales and Marketing professional, I have now the great pleasure to lead Dell's business in Slovakia. My main areas of expertise throughout my 25 years in the industry are sales and marketing strategy, people management, business development with strong focus on delivering results. I have been involved with sales and marketing projects, both local and

international, where I introduced easy to use products and solutions that customers are delighted to use in their everyday life.

But outside business there is also valuable life, where I try to be active and help my community with voluntary activities believing that if every one of us does at least something small, all of us together can make great things happen.

that promote a vibrant business environment, and strengthen ties between Slovakia and the international community.

In today's rapidly evolving world, digitalization is more crucial than ever. It is imperative that Slovakia embraces digital transformation to remain competitive on the global stage. We must harness the power of technology to drive innovation, enhance productivity, and create new opportunities for businesses and individuals alike. As President of AmCham Slovakia, I am committed to advancing the digital agenda and championing initiatives that promote digital literacy, infrastructure development, and innovation ecosystems. By fostering collaboration between the public and private sectors, we can unlock the full potential of digitalization and propel Slovakia

towards a prosperous and sustainable future. I firmly believe that collaboration is the key to success, and I am committed to working closely with our members, stakeholders, and government partners to achieve our shared goals. Together, we can overcome obstacles, drive innovation, and create a brighter future for all.

In closing, I want to emphasize what I am convinced of - I see AmCham as a trustworthy and opinion-forming platform that can attract competent people to sit down at the same table, listen and discuss. This is AmCham's greatest strength. Together, let us seize the opportunities that lie ahead and make a positive impact on the future of business and digitalization in Slovakia.