



;New and emerging technologies, startups and knowledge-based economy were discussed in the round table

The role of innovation ecosystem in the sustainable development of world trade

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The round table of new and emerging technologies, startups and knowledge-based economy was held on Tuesday Morning, 30 April, 2024, in Nesfe Jahan conference room, the Isfahan Chamber of Commerce, with the presence of the representatives of the member countries of the Asian Cooperation Dialogue.

In this round table, the representatives of Asian countries discussed about the stabilization of intellectual property, ways to support SMEs to survive in the digital age, ways for businesses to transit from traditional structures to modern mechanisms, the role of the innovation ecosystem for the sustainable development of global trade, replacing creativity, ideas and talent instead of using cheap labor. They discussed the features of the creative ecosystem and the important challenge of Asian societies in forming a creative scientific and business environment. Also, several activists of the knowledge-based economy of Iran and other Asian countries shared their experiences in relation to the issues raised.

Asian countries should use the capacity of joint activities;

Mozhgan Yazdipour, head of the Center for Scientific and International Cooperation of Isfahan Science and Research Town, emphasizing that governments can reduce business challenges through networking and political cooperation, said: One of the solutions to deal with this issue is that international partners and national programs should be employed to increase the communities' capital in order to expand businesses in today's competitive society.

She added: Today's science and technology environment has provided good opportunities to the Islamic Republic of Iran, one of which is Isfahan Scientific Research Town. There are many departments in this town and its mission is to provide conditions for the advancement of technologies with the help of experts and the promotion of international relations.

Yazdipour noted: Isfahan Scientific Research Town is trying to support research and improve technology issues in the region and has established many workshops in other countries including Nigeria, Indonesia and China. She stated: The priorities of the Town is the ability to hold educational workshops with the aim of interactive technology between countries and economic development. Empathy between countries has been done in the technology sector, so that we can have proper marketing and share our brands.

She further said: Consultative meetings have been held to transfer technology and by using the capacity created by joint activities such as B2B marketing, networking can be established on a permanent basis.

She continued: Cooperation and a common goal can be very helpful; therefore, special meetings should be held in business field so that we can cooperate with each other to survive in this market.

The way to escape from the destruction of businesses is to go digital;

Rasool Saraiyan, a member of the knowledge-based economy commission of the Isfahan Chamber of Commerce, also pointed to the challenges of Asian countries in the digital era and said: There is an important principle that "we don't want technology just for itself", but technology for facilitating business conditions, reducing its costs and to better in efficiency that become important. Emphasizing the need to pay attention to synergy between Asian countries and study international laws to support businesses from small and personal to very large organizations, he added.

SMEs and businesses are the main support of the world economy due to their strategic role in the gross national product of countries; therefore, attention should be paid to their role in the digital age; because almost 40% of these companies will disappear in the next 20 years if they don't benefit from technology.

A member of the knowledge-based economy commission of Isfahan Chamber noted: 68% of SMEs are fighting with the challenges of the present age to continue their activities, the case that is not specific to one countries only, which should be taken into account. He said that digitization does not happen easily and besides being expensive, it also requires a lot of knowledge.

He continued: Businesses are merging with technology in such a way that managers and leaders must first change and move towards digitalization; the competency that any company that strives to survive must move towards.

Referring to a study that assessed the penetration of digital technologies into the businesses of two thousand companies, Saraiyan said: This study had four dimensions. In the first level some businesses did their work and did not care about the digital age, the second level were merely observers. The third level had not yet entered the technology age, and the fourth level was a member of the digital age.

He pointed out: Thus, 26% of the businesses investigated in the first level, 50% in the second level, 20% in the third level, and only 4% had passed all the steps and entered the fourth level. The conditions of businesses in Asian countries were almost similar and they were often passive or did not care about the age of technology. A member of the knowledge-based economy commission of the Isfahan Chamber of Commerce added: These businesses are an important part of the economy of our countries. Therefore, by synergizing, we should facilitate the business ecosystem; because if we do not provide this platform, this sector will disappear. He said

Any company that dedicates one-eighth of its annual income to digitization can enter the digital age and move from the traditional system to the digital one in two to five years. Saraiyan considered allocating specific centers, preparing laws and business models, and providing skill training as effective measures for the survival of small businesses and emphasized: the center we are considering is supported by the government and the private sector and is focused on emerging technologies; The countries that created this center and were supported by the government in their industry have helped other countries as well; Chambers of commerce can establish one of these centers through government and university support.

We need to redefine the key conversations of the third millennium;

Also, Mohammad Gohrian, a member of the Isfahan Technology Companies Association, recalled the achievements and experiences of shared ownership and socialist and communist idealism, and said: Seventy years of communist rule in the Soviet Union is full of instructive experiences for humanity, and if it is not investigated, we are doomed to repeat those experiences. Stating that communal ownership and idealism, with an attractive initial beginning, reached a bitter end that may wake up after hibernation, he added: The Chinese nation also had a valuable experience in transitioning from communal ownership of land, resources, and means of production since 1978. It is the beginning and the ground of today's victories.

A member of the Isfahan Technology Companies Association, emphasizing intellectual property rights, innovation and intellectual property and its role in the sustainable development of nations, added: no sustainable development is possible without identifying and establishing intellectual property rights.

He emphasized the need to redefine the theory of employment, self-rent and mercenary and added: the dignity of humanity today, the growth and leap of thought, knowledge, information and insight are not compatible with the employment theories of the last hundred years and we should focus on contracts beyond employment.

Goharian stated that tradition and modernity do not conflict with sustainable development; rather, they interact, he continued: the speed of entry and exposure of eastern and developing countries with western achievements and technologies is not appropriate and applicable.

He added: The speed of change in emerging technologies may deviate from the path of productivity and rationality, and off-track speed is not necessarily desirable; therefore, attention should be paid to the role and interaction of production tools and technologies in human behavior and lifestyle.

The member of Isfahan Technology Companies Association emphasized on redefining sustainable development indicators according to culture, geography, history, genetics, national and religious values and stated: Human being is unrepeatable. The use of general indicators should at least be the average and weighted average of the characteristics of different races, ethnic groups, cultures and regions. By stating that the dialogue with the transfer of experience makes it possible to use opportunities and resources optimally, he noted:

Dialogue is the most efficient activity and ability of humanity and it is the fastest highway of sustainable development. Emphasizing that the principles of transparent, honorable, original, efficient and scholarly dialogue should be redefined and standardized based on the strength of mathematical logic and away from suspicion, doubt, judgment and prejudice, he said:

Isfahan Knowledge-Based Companies Association is ready to design, compile and implement standards for establishing strategic and key discussions of the third millennium. A member of the Isfahan Technology Companies Association said that this association has the necessary insight, knowledge and experience for such a mission and designs, compiles and implements these history-making conversations using modern technologies and in the most efficient way. The content created in these conversations is an important guide in realizing sustainable development.

Creativity, ideas and talent are the challenges of today's market;

Referring to the role of the innovation ecosystem for the sustainable development of world trade, Mohammad Karimian, the chairman of the board of directors of Bespar Shimei Sepidan, said: "Since the early 19th century, theories about the benefits of market competitiveness have been presented, which have become laws in developing countries." He added: After the revolutions in countries' resources, their mass production began and powerful countries took over the entire market in such a way that they created limits for market management so that technology transfer became a major issue. Referring to the changes that have occurred in the talent market of underdeveloped countries, Karimian said: The rate of creativity in creative systems and the transformation of creative ideas for export and competition in global markets

has been considered. Now the problem of the market is not the workforce; rather, it is creativity, ideas and talent.

He continued: In 2015, a study was conducted to evaluate the evolution of Silicon Valley; the activists of this area were divided into three parts; Some of them dealt with the scientific space related to the future, and some of them sought to connect with big companies from the business space, but another part of them devoted their energy to the creative space between the previous two spaces and used both science and ideas.

He pointed out: if a country wants to export cars, it may simply provide part to others to be assembled- CKD, but sometimes it also conveys the design method exactly. Therefore, we must proceed step by step and first use assembly and design science and then enter the car export market.

The need to pay attention to the role of technology in the economy of countries

In this meeting, the member of the Expediency Council emphasized the need to pay attention to the role of technology in the economy of countries.

Davoud Danesh Jafari said: "Undoubtedly, the main role of technology is to be able to reduce costs for production, while recognizing the special position of the government and the private sector and how they should fulfill their role should be considered." Danesh Jafari emphasized: If we understand the position of each of the sectors, we can take steps to improve technology. He added: The role of international cooperation is necessary to empower and improve the technology sector of any country.

He noted: Any country that has information technology development can share this information and experiences with others, this movement can happen with very low cost. He continued his talk by raising a question about what exactly the policy on technology improvement has taken into account and added: If we want to talk about all aspects of technology improvement, we must answer all the issues mentioned so far in a clear manner. He explained about the cost of transition from traditional to digital system: if countries allocate 1.8% of their income annually to this issue and move in this direction the transition from traditional to digital system would become practical.

Economic gap, cultural difference and political sensibility are obstacles to the advancement of technology;

A member of the knowledge-based economy commission of the Isfahan Chamber of Commerce, also said in this meeting: There are things that need to be discussed about the transfer of technology, as well as the promotion of technology in Asian countries, and in this regard, necessary coordination between Chambers of Commerce needs to be assessed.

Payam Amini stated: There is an economic gap, cultural difference and political sensitivity between countries, which makes it impossible for us to share our information and science together, and it is considered a fundamental challenge.

Amini pointed out: ACD is a big community and there is a series of protocols in each country that are different from other drawers, you have to reach a consensus. A member of the knowledge-based economy commission added: As the Isfahan Chamber of Commerce, we can present ourselves as a complementary organization among Asian countries in the field of IT and look for an opportunity to cooperate with the chambers of commerce of other Asian countries.

Science-based economy as an approach to development;

The honorary treasurer of the National Chamber of Commerce and Industry of Malaysia also said: As business personalities, we must look at the end of the road so that the business in which we operate experiences stable conditions and double growth.

Amir Hamza Bin Karim explained: To achieve this matter, goals must be taken into consideration. For example, Malaysia is the third country in the world to produce microchips. In 2003, a policy was adopted in this country based on science-based economy.

He explained: In Malaysia, we have encouraged many companies to join this type of economy. Ben Karim said: The chambers present in this conference can consider a series of new approaches using previous experiences to build a better world for the future. He emphasized: We are trying to join the growing markets and expand, while it is necessary to reach a common and clear understanding in the chambers of commerce. Some chambers of commerce in the scientific field and some in the foreign exchange sector can share their experiences so that we can see a better effect from the chambers of commerce.

He continued: Investing in the human capital and financial fields should be considered separately. On the other hand, if several chambers of commerce interact with each other, we can have a better platform for starting business globally.

The Honorary Treasurer considered the different languages of the member countries of the ACD conference as one of the obstacles ahead and said: linguistic diversity can bring weaknesses and we must overcome these problems.

We can use our resources in the best possible way, define our target market and evaluate investment in different ceilings. The most important issue is to be able to provide the right space for business. The common window that startup communities need is to reach a common chamber of commerce through the discussions.

Keeping up with technology is hard but rewarding;

Shazali bin Suleiman, the president of the Brunei Chamber of Commerce, said: Access to technology is an important issue that must be discussed in detail and evaluated from various aspects.

He emphasized: "Technology is moving fast and keeping up with it is very difficult but productive and low-cost." Ben Suleiman added: Artificial intelligence has already arrived and newer technologies will come in the future. It is very important for governments to be confident in the use of artificial intelligence and to use it effectively. Artificial intelligence is beautiful in appearance and hard in practice.