

## Media Release

### **Business calls for a balanced and comprehensive framework to support the digital economy**

**Cancún, 21 June 2016** – In the wake of the OECD Ministerial meeting on the Digital Economy on 22-23 June, 2016 in Cancún, BIAC, together with the Mexican business federation COPARMEX, hosted a [Business Stakeholder day](#) dedicated to *Unleashing the Benefits of Innovation in the Global Information Society*. Close to 30 speakers and 300 business and government delegates were in attendance.

In his opening remarks, BIAC Secretary General Bernhard Welschke called for comprehensive measures to foster the growth potential of the digital economy. “Innovation is the key driver of growth for our economies and societies,” Welschke said. Ambassador Pérez-Jácome, the Mexican Ambassador from the permanent delegation of Mexico to the OECD, emphasized that “creating the conditions to foster innovation, investment and labor mobility is crucial to grasp the benefits of the digital economy.” The Mexican Vice Chair of BIAC, José Ignacio Mariscal Torroella, also pointed to the importance of the digital economy for the growth potential and role of Mexico in the global economy.

Business participants from a variety of sectors and countries discussed the 6 framework conditions for success in the digital economy and information society: Infrastructure, Innovation, Information flows, Intellectual capital, Investment and Integration, also highlighting the importance of skills matching and skills availability for the digital economy.

In parallel to the stakeholder conference, together with the Mexican Ministry of Economy and with the support of the OECD, BIAC hosted a [Hackathon](#) featuring the theme “Connected Communities, Connected Lives.” Teams of up to 5 young developers competed to develop internet applications and digital solutions in the areas of Cultural Heritage, Smart City, Social Inclusion and Entrepreneurship. The event was made possible with the generous support of AT&T, Cisco, Disney, Google, Intel, Microsoft, Oracle, Verisign, and the Internet Technical Advisory Committee to the OECD (ITAC).

#### **About BIAC:**

*BIAC speaks for business at the OECD. Established in 1962, we stand for policies that enable businesses of all sizes to contribute to growth, economic development, and prosperity. Through BIAC, national business and employers federations and their members provide expertise to the OECD and governments for competitive economies, better business, and better lives.*

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