

The Internet is for everyone  
~~that it can afford it.~~



David Sneddon  
Director LCS DACH/CEE/Greece  
Responsible for EMEA Export and Global Expansion Team

# (Almost) everyone will be connected

2016

7.4 BN

Global Population

3.5 BN

Internet Population

2021

8 BN

> 7 BN



# Applied Machine Learning: Google Translate / Paralympics



# Mobile : A new eco-system





# Virtual-Augmented Reality





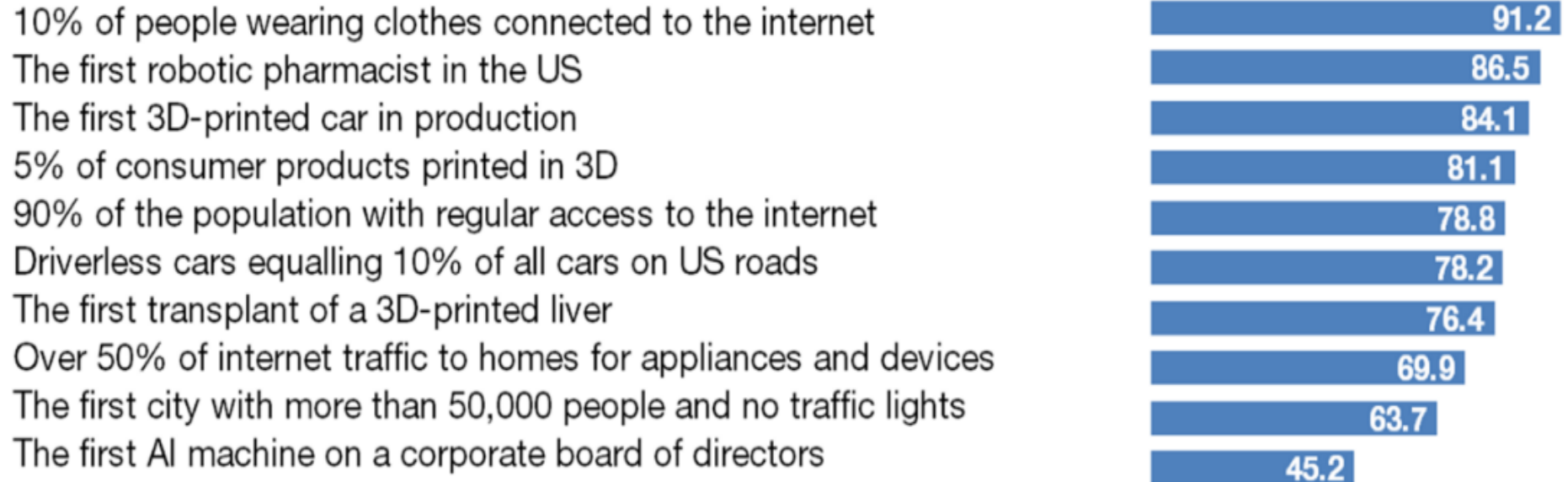
# PROJECT MUZE

Fashion inspired by you, designed by code

# Every company will be a tech company

## Technology tipping points expected to occur by 2025

## Percentage of respondents



Today is early and slow





# What about Belgium?







**BELGIUM IS AN EXPORTING POWERHOUSE**

2.9% of world trade

\* WTO Secretariat \*\*APPA World Port Rankings and \*\*\* IMF, CBS & ING Calculations



....BUT THERE'S MASSIVE OPPORTUNITY OUT THERE

0.2% of digital exports

4 markets per exporter (EMEA ave

Belgian domestic digital business growing faster than the export business



Say "Ok Google"



Want answers before you ask?

See weather, traffic, and other info when you need it on Google Now



GET STARTED



Dark chocolate made with lavender  
is distinguished by its strong, but  
subtle hints of herbs and flowers.

Donkere chocolade op basis van  
lavendel die ook springt naar voren in  
het subtiel smaak van honing.

Chocolat noir à base de safran de  
Provence se distingue par son caractère  
épicé, aromatisé par des notes de miel.



# 10 seconds to identify consumer demand

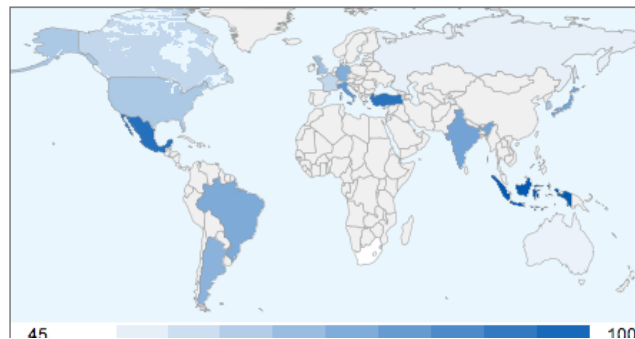


English

Your business	Search terms	Filter
Select your location: <input type="button" value="Belgium"/>	Keyword(s): <input type="text" value="pralines"/>	<input type="button" value="G20"/>
Select your language: <input type="button" value="Dutch"/>	<input type="text"/>	<a href="#">Learn more about global markets</a>
Enter one keyword per line		
<input type="button" value="Find opportunity"/>		

## Geographic distribution

Location	Opportunity	Local Monthly Searches	Average CPC	Competition
<input type="checkbox"/> Indonesia	<div><div></div></div>	8,200	€0.14	<div><div></div></div>
<input type="checkbox"/> Mexico	<div><div></div></div>	6,000	€0.24	<div><div></div></div>
<input type="checkbox"/> Turkey	<div><div></div></div>	880	€0.01	<div><div></div></div>
<input type="checkbox"/> Italy	<div><div></div></div>	12,800	€0.49	<div><div></div></div>
<input type="checkbox"/> Japan	<div><div></div></div>	22,200	€0.51	<div><div></div></div>
<input type="checkbox"/> Japanese	<div><div></div></div>	22,200	€0.51	<div><div></div></div>
チョコレート	<div><div></div></div>	22,200	€0.51	<div><div></div></div>
<a href="#">Show additional keyword suggestions from Keyword Tool</a>				
<input type="checkbox"/> India	<div><div></div></div>	6,710	€0.20	<div><div></div></div>



# Export Journey: digital taking out friction



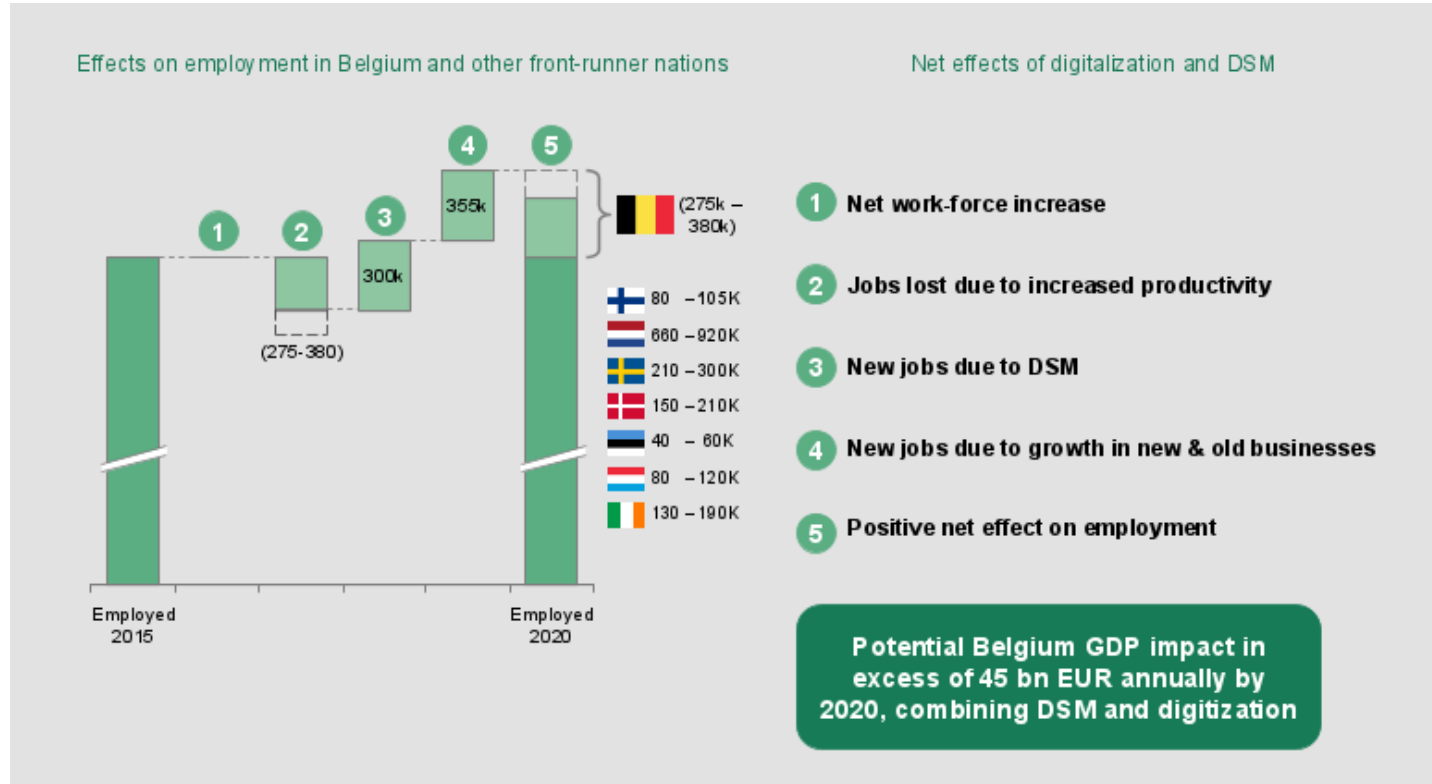
**Baunat**



**Gardibo**



# 300,000 net job additions at stake



Source: Boston Consulting Group



The Internet is for everyone  
~~that it can afford it.~~

