

Video Transcription for Joy-Marie King, Director of International Trade, Ministry of Foreign Affairs

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Digital transformation within my professional sphere would reference digital diplomacy on one hand and digital economy on the other.

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Digital diplomacy, which utilizes communication platforms and information technologies, provide small states like Antigua and Barbuda with the ability to address a wider network in international relation.

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In a world where everyone is increasingly connected, the ability to gather and share information with wide audiences created new opportunities for policy leaders and government departments that can help a country advance it's foreign policy goals, extend international reach, and influence people.

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Digital technologies can particularly be useful in public diplomacy in the field of information collection and processing, consular activities and communication during emergencies and disasters.

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e-commerce and the digital economy revolutionize the way business operate and consumers access goods and services, leading to increased economic efficiency, productivity, and competitiveness.

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However, the full potential of e-commerce and the digital economy can only be realized in an enabling policy environment that fosters innovation, competition and trust.