

Video Transcript for
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Antigua and Barbuda

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I am Joy Mary King, the Director of International Trade within the 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 relations, politics and multilateral trade.

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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.

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They are better able to share positions and set agendas beyond traditional channel.

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While conventional forms of diplomacy still dominates both domestic and international policy landscape, an increasing number of governments are utilizing technology platforms like Facebook, Twitter, Instagram, Telegram and more as new tools for communication and promotion of values both at home and abroad.

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Digital diplomacy is precisely designed to promptly provide adequate information, refute inaccuracies, and confirm information from official sources.

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It is an essential tool for foreign policy.

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When used responsibly, digital diplomacy is a persuasive and timely supplement to traditional diplomacy that can help a country advance its 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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International practice shows that competent use of digital diplomacy tools can bring big dividends to those who invest in it.

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Moreover, digital diplomacy is often aimed at reducing costs and once handled with skill, this tool can strengthen international relations and foreign policy in a faster and more cost effective manner.

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e-commerce and the digital economy revolutionize the way business operate and consumers access goods and services, leading to increase 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.

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The various challenges faced by developing countries, including inadequate infrastructure, regulatory frameworks and digital skills, can be addressed to enabling policies and providing opportunities for companies, small micro and medium enterprises in particular, to thrive and contribute to sustainable development.

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As such, both digital diplomacy and the digital economy, and now crucial elements in the foreign policy of small developing countries like Antigua and Barbuda.