

BOLETIN ADE ALERTA 20 (JULIO 2016)

[Cyber security in the Middle East: A strategic approach to protecting national digital assets and infrastructure](#)

The continuing success of digitization initiatives among the countries of the Middle East brings with it an added and growing exposure to the risk of cyber attacks. These attacks — by other states and by increasingly sophisticated criminal rings from around the world — have the potential to derail the progress of digitization, and threaten the benefits delivered through it.

Fuente: strategyand

[When globalization goes digital](#)

Martin Neil Baily and James Manyika argue that a world in which flows of data outstrip flows of goods puts the US at a clear advantage.

Fuente: Euromonitor Internacional

[AI Is the Talk of Tech Leaders at Code Conference 2016](#)

When top tech evangelists such as Bill Gates, Jeff Bezos, Sundar Pichai, and Ginni Rometty all sing from the same hymn book, it's a good time for the congregation to pay attention. The hymn at [Code Conference 2016](#)—the annual tech industry get-together (BCG is a founding sponsor) organized by Walt Mossberg and Kara Swisher—was that artificial intelligence (AI) will drive the next wave of technology disruption in business.

Fuente: bcg.perspectives

[Castilla y León impulsa el posicionamiento de 'Tierra de Sabor' en EE UU](#)

Milagros Marcos, consejera de Agricultura y Ganadería de la [Junta](#), y Donald J. Salazar, presidente de la Junta Directiva de la Cámara de Comercio Hispana de EE UU ([USHCC](#)), mantuvieron este miércoles una reunión de trabajo, a la que también asistieron, Eduardo Cabanillas, secretario general de la Consejería, y Alex Guzmán, presidente de la Junta Directiva de la USHCC en Utah, que supuso un primer avance en la elaboración de un convenio marco para incentivar las relaciones comerciales y, especialmente, la posición de los productos de *Tierra de Sabor* bajo la marca *Heart of Spain* en EE UU.

Fuente: Castilla y Leon Economica

[Top 10 Resources for Digital Commerce Strategic Planning](#)

Technology has impacted every industry across the globe, from how companies create products to the way consumers purchase said products. Digital commerce has even impacted the travel and consumer foodservice industries, as consumers order food and book travel all via their mobile devices.

Fuente: Euromonitor Internacional

[Digital Disruptors: Commerce Lessons from Pokémon Go Craze](#)

The augmented-reality mobile game Pokémon Go has captured the attention of consumers to the point of creating mobile zombies who walk into light poles or into traffic as they explore their local communities to catch virtual Pokémon via their smartphones.

Fuente: Euromonitor Internacional