

# The Power of Connectivity: the world in your hands

Devices, states, and people are becoming more intensively connected. In this era of globalisation, Data, Logistics, and Community come together to form one large system: An Interconnected Globe. In the process of making new connections and relations every day, opportunities arise. To explore those, the NAHSS focuses on the Power of Connectivity in the 2020 edition.

## Data Connects

*"Within five years, there will be over 50 billion smart connected devices in the world. All developed to collect, analyze and share data."*<sup>1</sup>

Devices are becoming more and more integrated. As an example, super apps such as Wechat are skyrocketing and are the integrated, digital equivalent of a one-stop shop. Moreover, the interconnectivity of (domestic) devices allows for easy control of an entire system from just one apparatus. The connectivity of Data is especially relevant when considering the recent network developments (5G) of China, with Huawei being frontrunner in the field. Other examples of 'Data connects' are Blockchain and the Internet of Things, but the list goes on and on...



## Logistics Connects

*"97% of survey respondents in emerging markets indicated that connectivity has fundamentally changed their lives."*<sup>2</sup>

Supply chains are becoming increasingly internationally oriented. To anticipate this development, China decided to invest massively in infrastructure with its Belt and Road initiative. Likewise, logistics is an important part of the Dutch economy. Partly through the Port of Rotterdam and Schiphol Airport, export makes up for 83% of our GDP<sup>3</sup>. With logistics being the Netherlands's strong suit, collaboration on this front between the Netherlands and China will be of key importance to prepare for a strong future.



## Community Connects

*"90% of CEOs believe if cross-border communication were to improve, profit, revenue, and market share would all improve as well."*<sup>4</sup>

60% of consumers indicated that being connected has transformed their social lives<sup>5</sup>. Social media has become the place where people connect with each other. Communities are becoming further connected. For example, more multinational companies adopt a diversified intercultural workforce. With the world evolving at fast pace, even the most local communities are affected.



## Connectivity in China

*"China has been a major engine of globalization, and one of its prime beneficiaries."*<sup>6</sup>

In its recent years, China's focus has been on connecting its vast mainland with the world, placing itself in the centre of trade, politics, and culture. It has done so online through its network development, as well as off-line, through its policies like the "Go West" policy and the Belt and Road Initiative. In many areas of connectivity, China is becoming frontrunner and the nation is interconnected now more than ever.



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<sup>1</sup> Evans, D. (2011) The internet of things. How the Next Evolution of the Internet Is Changing Everything. Cisco.

<sup>2</sup> Juniper Networks (2014) Global Bandwidth Index Report

<sup>3</sup> The World Bank (2019) National Accounts data, and OECD National Accounts data files.

<sup>4</sup> The Economist Intelligence Unit (2012) Competing Across Borders. How cultural and communications barriers affect Business

<sup>5</sup> Juniper Networks (2014) Global Bandwidth Index Report

<sup>6</sup> McKinsey Global Institute (2017) China's Role In The Nextphase Of Globalization. McKinsey & Company