

Thematic Session 5

ICTs: new strategies to value generation

Information and Communication Technologies (ICTs) comprise a set of technologies that are pervasive to the overall productive structure. This table focuses on telecommunication and its interaction with software productive system in Brazil, that has been facing several changes aiming at strengthening national industrial competitiveness and the growth of the local value added, due to the rising external competitive pressures.

Those changes aim at reversing a process that started in the 1990s in Brazil with trade openness, privatization and telecommunication restructuring, as well as the lack of a development strategy in conjunction with software area. Such movements negatively affected most of the industrial and technological capabilities developed during the seventies and eighties, rendering the national industry highly dependent of imports and of the setting up of multinational enterprises. In the meantime, several governments in the developing world such as China and India implemented policies focused on the creation and consolidation of industrial and technological telecommunication capabilities with the development of embedded software that, particularly in the Chinese case, culminated in the creation of multinational enterprises that have been increasingly enlarging their world market. In India, ICTs were used to facilitate the access of rural population to market information, financing, fighting pests, among other things that not only allowed the increase of the income of these populations, as promoted the rapid expansion of the ICT in the low-income strata of the country.

The new telecommunication policy implemented in Brazil comprises the designing of new industrial and innovation policy instruments towards the technological densification intertwining the telecommunication productive systems and software. Such instruments were envisaged in the Productive Development Policy (PDP) in the 2008-2010 period, and were strengthened in the current policy, mainly through the implementation of the Broad Band National Programme (PNBL) and other specific instruments in order to enable both wider consumer access and competitive conditions to compete with international monopolies. New and existing instruments aim both at enlarging broad band services and public procurement actions in order to strengthen industrial and innovative capabilities in telecommunication and software.

Guiding Questions:

1. What is the new role of the State in the design and implementation of the new industrial and innovation policies to telecommunication and software?
2. What kind of industrial and innovation policies developing countries have been adopting with the objective of strengthening competitiveness in their enterprises? What are the main instruments used?
3. What is the role public procurement power in the new telecommunication policies permeating the software productive system?
4. Besides increasing access to broadband services, what other policy instruments in the area of ICT could be implemented in Brazil to strengthen the process of combating poverty, contribute to social inclusion and increase the domestic market?