

SACC DIGITALISATION COMMITTEE



BACKGROUND

Digital transformation is changing business models, methods of production and distribution, and the way companies compete. Digital technologies have reduced the cost of entering some markets, even across borders. Digitalisation has also reduced the costs of scaling up production, advertising and distribution for new entrants.

According to the Organisation for Economic Cooperation and Development (OECD), Sweden is among the leading countries in the use and diffusion of digital technologies across a broad range of industries.

In Australia, Swedish companies are leading the digitalisation of industries such as mining, manufacturing and banking and finance, thereby enhancing aspects such as competitiveness and sustainability.



WHY THE COMMITTEE IS FORMED

Swedish companies working in this space are advanced and leading the way. The SACC decided to create a platform for a Digitalisation Committee, bringing together Swedish companies to initiate collaboration and innovative breakthrough solutions across industry sectors to stay competitive and in the forefront.



FOCUS

- To provide a platform to showcase the digital capabilities of SACC member companies to industry, government and the education sector.
- Raise the profile of the digital capabilities of the SACC Digitalisation Committee member companies in Australia.
- Share best practice in digital technologies and among SACC member companies and other stakeholders.
- Organise events such as seminars, webinars and visits to SACC members companies and other organisations who are leaders in the digital space.



OUR MISSION

Our main goal is to educate about digitalisation in meaningful ways and by doing so, establish our leadership position as a committee.

We know the terminology. We know how - and understand the need - to advance it further.

Collectively as a committee we have unique best practise user cases that look at the bigger picture and not just the technology aspects, and we will bring them to life as this is the best form of genuine engagement and education. We will look for ways to do this through our own channels (member level and SACC level) but we acknowledge that there are important 3rd party channels that play a role too: media, conferences and seminars.

As a group we understand that our collective efforts can influence at a higher level than our individual member efforts and our commitment is to find ways to do so in a way that it benefits all committee members.



OUR AUDIENCE

We are interested in reaching and engaging with the senior decision makers and those who influence them.

Whether it's the C-suite of a commercial organisation, the leadership team of a government organisation, or the principal researchers of R&D organisations or Universities our focus remains on those who have executive powers.

But there are other influencers that carry weight in the internal workflows of these organisations too and our messaging needs to resonate with various internal management teams and in particular engineering and IT departments, as they hold the keys to the internal systems that benefit the most from digitalisation initiatives.



WHY OUR VOICE MATTERS

For the members of the committee and unlike the wider industry, digitalisation is not a new concept.

Being of Swedish corporate heritage, collectively as a group we have it in our DNA and have all been early adopters of digitalisation, some spanning back several decades.

This puts the committee in a leadership position as we speak from experience, not purely from ambition, and that's how we intend on adding value to its adoption in Australia.



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INDUSTRY



INDUSTRIAL
TECHNOLOGY



HEXAGON

INDUSTRIAL
TECHNOLOGY



INDUSTRIAL
SAFETY



RETAIL
HOME FURNITURE



ENGINEERING



ADVISORY
ENERGY & RAIL
INDUSTRY



RETAIL
HOME APPLIANCES



HEALTHCARE



COMMUNICATIONS

*EVOLVING DIGITALISATION THROUGH COLLECTIVE
EXPERIENCE AND INNOVATION –
SACC DIGITALISATION COMMITTEE*

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