



From Digital Transformation to Green Transition: an EU-Asia Perspective

with

Dr Sonia Chikh M'hamed, ESSCA School of Management, Shanghai
Dr. Peter Hefele, Director Asia-Pacific, Konrad-Adenauer-Stiftung (KAS), Berlin

25th March 2021 at 5 p.m. (CET) | online via Teams

Abstract:

Digitalisation and the quest for sustainable development are major forces in reshaping Asian societies and geopolitical relations. Based on two recent studies, the webinar aims at providing an overview of current trends in digitalisation and sustainability in Asian and European countries.

The diversity of concepts of green transformation and sustainability is huge in Asia. While there is great openness among the population towards digital technologies and data usage, most nations lack a coherent, combined and comprehensive national strategy of both digitalisation and green transformation in the short and mid-term perspective. Progress has to be made in regulatory frameworks, linking different policy fields together and creating ecosystems for innovation. The role of the state in providing infrastructure remains key but should not suppress local and entrepreneurial activities.

The EU has traditionally been a pioneer in setting ambitious targets and promoting global cooperation regarding environmental policies to foster sustainable development within Europe and on a global level. With the EU Green Deal, the EU aims to commit Europe to become “the World’s first climate-neutral continent by 2050”. This programme can also be seen as a major contribution to the “great transformation” towards more sustainable and inclusive economic models. It will strengthen the role of the European Union as a normative power in shaping multilateral frameworks to achieve the goals laid down in the COP21 and other global agreements on sustainable development. It will also reinforce the EU's global position as a world leader in the circular economy and green technological innovation.

Similarly, other green initiatives have been announced in different countries and region. In the Asia-Pacific, China, Japan and recently Singapore have also announced to reduce their emissions to zero by 2050/2060. In our contribution, we will particularly attend to answer the following questions: What influences have digitalisation on the economy and on the green transition? To what extent can digitalisation and innovation be drivers towards the green transition? How will the EU and Asia respond to these challenges, and what future trends are likely? What are the short-mid and long-term impacts on the business level and international level?

A successful transformation strategy has to go beyond technological innovation and has to include issues such as trust in government and enterprises. A lack of intra- and interregional cooperation in Asia

and with Europe remains one of the biggest obstacles for fully exploiting the potential of both transformation processes. This is of particular importance in recovering from the Covid-19 crisis.

Keywords: Digital transformation, Green transition, Climate change, Growth strategy, Innovation, International relations, EU, Asia.

The speakers:



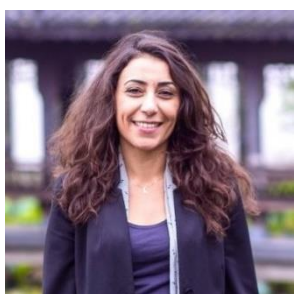
Dr Peter HEFELE

Dr Peter Hefe finished his PhD Studies in Economics and Economic History in 1997 at the Catholic University Eichstätt-Ingolstadt (Germany). He joined Konrad-Adenauer-Stiftung (KAS) in 2003 as Head of the Department of Economic Education. In 2006 he became Head of Division China, South East Asia, India.

From 2010 to 2015, he worked as Director of the KAS China Office KAS in Shanghai. Between 2015 and 2019 he acted as Director of the Regional Project “Energy Security and Climate Change” (RECAP) in Hong Kong. Since May 2019 he is Director Asia-Pacific at KAS in Berlin.

His main fields of expertise are economic policy, international politics and energy/climate policy in Asia.

He is fluent in German, English and Hungarian, has a good command of French and basic knowledge of Chinese.



Dr Sonia Chikh M'hamed

Dr Chikh is an Associate Professor of Strategy and International Management at ESSCA School of Management in Shanghai. She is also in charge of the research coordination of Shanghai Campus. Prior to her current position, Dr Chikh worked at Renmin University of China as an Associate Professor in Management Control, where she has received the Teaching Excellence Award in 2016.

Dr Chikh obtained her PhD in Management Sciences from the University of Angers in 2012, an MBA in Audit & Financial Control and a degree of Master Research from the IAE Lyon and EM Lyon Business School.

Since 2009 Dr Chikh has held several teaching positions in various universities and business schools in France, Italy and China and conducted consultancy in strategy and international business.

Her areas of research focus on collective strategies, business models and innovation as well as sustainability, in particular in Europe and Asia.

In 2020, she receives a fellowship on the European Green Deal of Konrad-Adenauer-Stiftung in Berlin.