



Webinar 2 - 2023
The role of Data Analytics in Organisation

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Thank you, Jesmond. In 2019 we had conducted the INSULEUR Forum here in Gozo. During that Forum we had tackled specifically the subject of digitalisation. Little did we know that a few months later we will be facing a significant crisis i.e. the COVID-19 pandemic, during which digitalisation would be playing an important part.

It was the only thing that kept us together during the difficulties that we faced. While in that Forum we were arguing that digitalisation was an important tool for islands to bridge the gap, when it came to the difficulties emanating from their geography, its importance was noticed by all, when the COVID-19 pandemic put to a halt the mobility between places and countries.

Nonetheless, the difficulties related to accessibility, for islands such as Gozo, still remain. During that Forum we had highlighted the importance of the European Commission adopting a digital roadmap for islands. To this end as a Chamber we still believe in the importance that our businesses and organisation make the most out of digitalisation. This webinar falls within that area of assistance, highlighting the importance of an area of digitalisation, which is perhaps less known, but extremely important, data analytics.

We are also happy on our part to be organising this webinar in collaboration with our EUROPE DIRECT Office which has for the past three years on an annual basis, been organising this event. The objective is to raise awareness among students about potential areas of digitalisation in which they can specialise.

I wish you all a fruitful webinar.
