

# THE FUTURE OF TECHNOLOGY, COMPANIES AND CITIES

Why all companies need to become software companies and why North and Latin America should come together to create inclusive communities, where people can live, work and play. Those are among the main topics brought up by **Moishe Mana**, real estate developer, and **Rodrigo Kede**, Microsoft president for Latin America, in the event held at Smith and Wollensky, in Miami, on April 20th, 2022, promoted by **Experience Club US**.

The executives showed their ideas about the future of technology and city living. In common, they are both convinced that there are better ways to live in our society and that the time ahead is very promising, but in order for that to be achieved, we need to learn how to properly use and share resources. From the land we live on, the food we share, and the way science is used.

April 2022

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## 4 insights

1

There is no good or bad in technology. The difference is how we use it

2

The explosion of data is behind each wave of technology disruption

3

Market value is and will be based on data and what is done with it

4

How technology can improve our daily living: increase security in banking, help protect the Amazon with satellite use, accelerate the development of medicines



Code is the new math,  
and data is behind all this  
technology.



**Rodrigo  
Kede**

Microsoft president  
for Latin America

## All companies will be an AI business [ ]

Microsoft president for Latin America, **Rodrigo Kede** believes that the same way covid pandemic stopped the world, the next global standstill will be caused by technological issues. At the same time, technology is the way to make the world better. “Technology is everywhere and the planet will run on it”, he says.

Kede thinks that in a near future code will be learned in schools, the same way math is. He explains that everything connected to the internet creates data, and data allows Artificial Intelligence. Our cell phones for example are not only mobile phones, they generate data all the time.

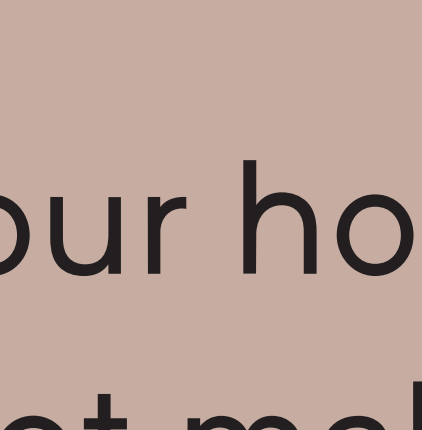
That explosion of data is responsible for the way the world has changed. If in the industrial era companies success was based on production and distribution capacity, in the digital era the biggest asset for companies is data.

That being said, it is not difficult to understand why privacy and security are the problem of the decade. And how important it is to engage markets by becoming a cloud and an AI business.

Half to the companies from 20 years ago do not exist anymore. Technology caused a big disruption. Who didn't integrate technology to the core, disappeared. Think about a banking transaction that had to be done on ATM or at a branch. Today it is done online. We needed a paper map to travel. Nowadays we don't know how to get anywhere without a GPS.

To dig a bit deeper, **Rodrigo Kede** asks us a few questions, like if we consider Tesla a car company or a tech company? And Netflix, a media or tech company? It is certainly difficult to define the threshold nowadays. And that is the kind of fusion that every single company has been facing, with all the systems, from clocking in and out to payroll, transforming the business into a software company.

But Kede also says that technology alone won't be enough, it is also about purpose and the positive impact you can create. The only way to be competitive is to do things in the most simple possible way, in order to run faster. “Companies need to change their culture and start the process of a digital transformation.”



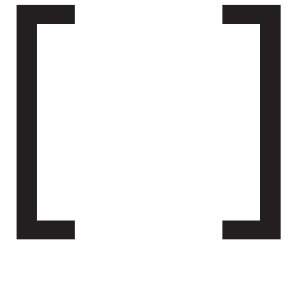
To lock your home's door  
does not make your  
house safe.



**Moisha  
Mana**

Chairman and CEO  
of Mana Group

# Live, work and play in the same community



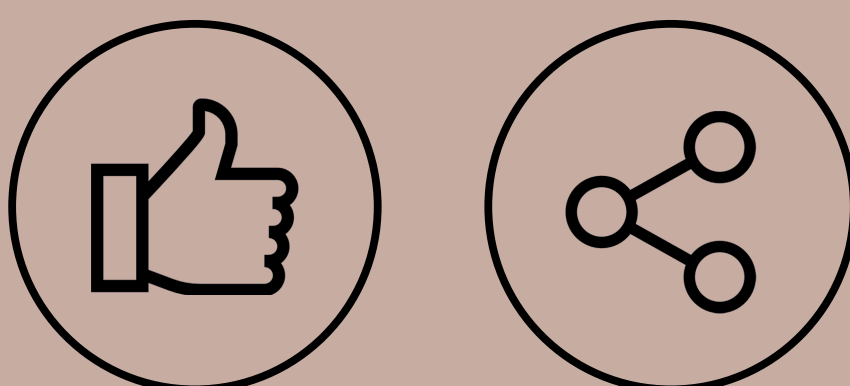
**Moishe Mana** is synonymous with Miami's evolution in the last years. He is the man behind the transformation of Miami's downtown, converting it into a global hub for tech and innovation.

The visionary entrepreneur behind Miami's Flagler District shared some of his thoughts, as for instance how Americas should fight the increasing problems of safety and food shortage. For Mana, part of this challenge is to bring North and Latin America together, unified to become stronger. "We don't need to bring it from China, we can make it here", the developer says.

In his mind, inclusive and sustainable communities are the ones where the wellbeing of people is priority, where we make sure that our neighbors are also healthy and fed, and investments are done not only inside our properties but also in the public areas. In other words, not only your apartment is well kept, but also your tenant, the building and the surroundings.

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