

“ **Technology** is eating the world. Fast. Business models disappear. Business leaders question their own survival.

20 years ago we could not imagine a world with internet and now we cannot imagine a world without. It is **not the digital wave** that is hitting business, but those companies that started to surf that wave when it was still small. At that time most traditional companies either did not see it coming or ignored it, thinking it was small. They were convinced it would either disappear in no time, the impact would be limited or that they had plenty of time to prepare.

The world is not changing. It HAS changed and so has customer behaviour. Or rather: changed customer behaviour has been the biggest disrupter. Customers made Google, Facebook, Amazon, Airbnb, Uber into the giants of today. Winner takes all? You bet. And we all have been the kingmakers.

It is no use wondering why Belgium ended up to be number 20 on that World Economic Forum list. We should not focus on the Shit of Yesterday. We should not waste time and energy complaining about that digitized world, or trying to fight it. It is here to stay. We have missed the wave.

Entrepreneurial Belgium should focus on the next wave. It is still small. We are at day 2 of the new big thing. If we surf that wave, we have the opportunity not to have to be the winner in 2035. The name of the next internet: the golden combination of big data, artificial intelligence, robotization.

So my conclusion was: dear entrepreneurs, do it right this time. Customer first. Remember, it is us that are the disrupters. Create the ultimate convenience and combine it with joy. Act technology first. Use people to make people smile and do what entrepreneurs are good at: spot the opportunity, grab and maximize it. The world can be yours. **That is the Future of Belgium.** ”



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