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Chapter 2

Introduction

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Introduction



In a constantly evolving world, being able to anticipate the changes and possible impacts awaiting us in the medium and long term is vital for success. This enables us to identify and take advantage of the business opportunities that present themselves in the future. In order to achieve this, it is essential to have tools that are as useful as an analysis of future trends.

Bankinter created the **Fundación de la Innovación** with a clear objective in mind: to influence the present by looking into the future, and to stimulate the creation of business opportunities based on the cutting edge of both technology and management, in order to promote innovation in Spanish business. It is an ambitious and innovative project, which **Bankinter** is making available to society as a whole to foster the creation of business opportunities arising from a situational change. A project that involves over 200 multidisciplinary, international experts who are opinion formers from all over the world, along with an exceptional board of trustees, and one that also aims to reinforce **Bankinter's** commitment to society.

The Future Trends Forum (FTF) is the main and most well-established project of the **Fundación de la Innovación Bankinter**. It showcases the **Bankinter** culture: innovation and a commitment to cutting-edge thought. This is the first forum on futurology and innovation in Spain, and features the participation of leading international scientists and intellectuals. It is the only multidisciplinary, multisector, international forum in Europe. Its mission is to convey the objectivity of a forum that has been enriched by various points of view and that is not biased by any type of vested interests.

It is a forum that seeks to anticipate the immediate future, by detecting the social, economic, scientific and technological trends that can change the way we act and live today, by an analysis of the possible scenarios and impact on current business models in the sectors that are most affected, so as to obtain recommendations on how wealth can be generated from this situation, which must then be passed on to the various strategic focus areas of society.

The subjects debated at the meetings are freely proposed and chosen by a vote of the FTF members. The end result of each of these processes is the dissemination of the conclusions of this research work from entrepreneurs, professionals, senior managers, companies and institutions. The dissemination includes this publication as well as a series of conferences held in Spain's largest cities.

This latest publication, produced in collaboration with Accenture, presents the conclusions of the FTF concerning the changes taking place in the mobile technology market. The opening of the market is creating new business opportunities for companies in all sectors and is boosting innovation.

Mis notas

First, a diagnosis is given for the current situation in the mobile technology market and to what extent this will change as the market opens. The barriers currently limiting innovation in the sector are also examined.

Consideration is then given to the evolution of the range of mobile devices and services, and how that will be altered by the opening of the market. The barriers restricting the use of data services are also analyzed, along with investigation into the possible measures for removing them. The services providing the greatest business opportunities for companies are also identified.

Then follows a discussion on the impact of mobile technologies on the development of emerging countries, on helping underprivileged groups, and on the service that governments provide to their citizens.

Finally, there is an assessment of the extent to which the business models of traditional companies will change as a result of the breakthroughs taking place in the mobile market. Consideration is also given to the alternatives available to companies competing in the mobile market for improving their income.

The **Fundación de la Innovación Bankinter** once again trusts that this new publication will be a source of knowledge and, above all, a stimulus and orientation for professionals and entrepreneurs from different sectors, so that they may make the most of the advantages and opportunities that the latest breakthroughs in mobile technologies can offer them.