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ABOUT THIS ISSUE

Last May 26-27, 2021, *BusinessWorld* successfully held its Virtual Economic Forum 2021 Special Edition with the timely and relevant theme “The Digital Economy PH: Towards a Faster Economic Recovery.”

The two-day, engaging online forum featured several local and international speakers who shared their insights about digitalization and the important matters surrounding it.

This issue of *BusinessWorld In-Depth* summarizes the key takeaways from the *BusinessWorld* Virtual Economic Forum with the main story, “Tracking the path towards a digital economy,” explaining the theme further and noting the highlights from the speeches of the keynote speakers and *BusinessWorld* executives.

The story, “Clearer directions for organizations’ digital journeys,” talks about how digital transformation can build a better normal for businesses.


“Optimizing an omni-channel retail strategy” explores how retailers can effectively converge the physical and digital worlds to boost their businesses while enhancing the consumers’ omni-channel experience.

The story on “Bridging the digital divide in the Philippines” tackles the necessity and ways to address this digital divide or the lack of equity in access to digital tools.

“Foundations of the hybrid office” talks about how workplaces are evolving due to the COVID-19 pandemic and the factors that organizations must consider in building a hybrid (work from office, home or anywhere) office.

The story, “Facing and responding to a digital reality,” illustrates what a digitally-capable future looks like for the country and the steps needed before this can be achieved, as well as the tedious process of digitalizing the Philippine economy.

“Aiming for a sustainable, inclusive digital future” shares experts’ take on building brands through sustainability and purpose, and on helping SMEs survive and thrive through digital innovations.

We hope that these stories will help you understand better the value of a digital economy and guide you well in your respective journeys towards a speedy recovery. 

Josielyn Luna-Manuel

Special Features Editor