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ADVANCING DIGITAL TRUST: THE ROLE OF CYBERSECURITY IN EMERGING MARKETS

DIGI AMERICAS ALLIANCE MEMBERS



On January 21, 2025, at the margins of the World Economic Forum (WEF) Annual Meeting in Davos, Switzerland, the Digi Americas Alliance - with the support of Mastercard - hosted a roundtable on 'Advancing Digital Trust: The Role of Cybersecurity in Emerging Markets.' The discussion focused on practical strategies for fostering digital trust, focusing on data privacy, transparency, and public engagement. The following report summarizes the insights, strategies, and recommendations discussed at the event.

INSIGHTS

The opening session of the roundtable focused on cultivating a trust-first cybersecurity culture in emerging markets. Participants explored the cultural and organizational shifts needed to build a cybersecurity mindset, with a strong emphasis on digital trust and combating cybercrime. The conversation highlighted practical approaches for fostering trust in the digital environment, underscoring the importance of awareness, transparency, and collaboration between the public and private sectors. Key recommendations included prioritizing cybersecurity as a strategic concern, investing in cyber capabilities, and strengthening public-private partnerships to tackle global cyber threats. By promoting secure-by-design policies, investing in connectivity, and creating cross-sector partnerships, emerging markets can lay the foundation for a trust-first cybersecurity culture that enables secure digital transformation.

The second session pivoted to concrete strategies for crafting trust-centric cybersecurity frameworks. Participants discussed the urgent need to translate the principles of a trust-first culture into actionable cybersecurity strategies, especially as digital economies in emerging markets continue to grow. The conversation emphasized the necessity of identifying and addressing key challenges, such as regulatory gaps, compliance hurdles, and data protection concerns. It was acknowledged that these barriers often hinder the development of robust cybersecurity frameworks. Solutions centered on regulatory harmonization, where aligning with global cybersecurity standards and fostering a unified, trust-based approach would create a more secure digital landscape. Participants stressed the importance of balancing regulation and innovation, enabling countries to strengthen their cybersecurity defenses while maintaining a dynamic and competitive private sector.



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The importance of public awareness and education was also underscored as a critical factor in the success of cybersecurity frameworks. Raising awareness and developing education programs will help build the knowledge base necessary to respond to the growing challenges posed by cyber threats. Furthermore, participants emphasized the value of information sharing and collaboration, with most agreeing that sharing best practices and intelligence across borders is vital to strengthening global cybersecurity. Leveraging advancements in technology can facilitate harmonized regulations and promote cross-border cooperation, allowing countries to design cybersecurity solutions that are both locally relevant and globally compatible.

The group then focused on creating actionable roadmaps for cybersecurity growth in emerging markets. Practical steps for moving forward included enhancing public engagement, setting clear and achievable cybersecurity goals, and aligning with international standards. Participants also discussed the importance of simplifying the user experience by reducing complexity in cybersecurity requirements. This would empower users to focus on implementing solutions that suit their specific needs without being overwhelmed by technical details. Additionally, the conversation turned to the integration of economic and risk management theories into cybersecurity policy discussions, emphasizing that strategic investment in cybersecurity yields broad benefits for governments, businesses, and society as a whole.

The event concluded with a call to action, highlighting the urgency of translating ideas into tangible outcomes. Panelists agreed that expanding global cybersecurity capacity and building trust in emerging markets requires ongoing engagement from all stakeholders. Governments, industry leaders, and other key actors must work collaboratively to ensure that emerging markets are equipped to combat cyber threats and foster secure digital economies. Finally, the event highlighted the importance of continued investment in cybersecurity and its role in driving economic growth, security, and trust in the digital age. Governments and businesses that prioritize cybersecurity will not only protect their citizens and assets but also unlock significant economic and societal benefits.

PARTICIPANTS SHARED THEIR VIEWS ON POTENTIAL RECOMMENDATIONS FOR EMERGING MARKETS

- **Invest in Capacity Building:** Prioritize cybersecurity training, public awareness, and skill development across all sectors to foster a trust-first culture and equip individuals with the tools to combat cyber threats.
- **Enhance Public-Private Collaboration:** Establish and strengthen Public-Private Partnerships (PPPs) to share expertise, resources, and best practices, while ensuring collaborative efforts in cybersecurity policy and response.
- **Develop Real-Time Cybersecurity Capabilities:** Build systems that can quickly detect, respond to, and mitigate cyber threats, with clear goals to reduce response times and ensure agile, adaptive defense mechanisms.
- **Simplify Security:** Create clear, user-friendly cybersecurity frameworks that allow businesses and governments to adopt and implement solutions easily, removing complexity and promoting fast adoption.
- **Foster Global Cooperation and Regulatory Harmonization:** Align national cybersecurity regulations with international standards to facilitate secure cross-border collaboration and ensure coordinated efforts in addressing global cyber threats.



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NEXT STEPS

- March 13-14, 2025: A Cybersecurity Best Practices Exchange Between Mexico and USA will be hosted in Washington, DC.
- February/March 2025: Launch of Information Sharing Report.
- March 2025: Support the launch of Frente Parlamentar in Brazil.
- April 2025: Launch of Cybersecurity in LATAM Financial Sector Report.
- April 30, 2025: The Digi Americas Alliance, with support from Cloudflare, will host its yearly breakfast at RSA in San Francisco.
- May 2, 2025: Participation in the INDEX Cybersecurity Forum in Queretaro Mexico.
- May 13-14, 2025: GFCE Global Conference on Cybersecurity - Info Sharing Session in Geneva Switzerland.
- September 11-13, 2025: The Digi Americas Alliance will host its LATAM CISO Summit in Rio De Janeiro. The Summit will include participation of the Institutional Security Office (GSI) of the Presidency of Brazil. Representatives from Alliance Members and high-level executives from the region are expected to participate.

PARTICIPANTS

- **Linda Kirkpatrick**, President, Americas, Mastercard
- **Catherine De Bolle**, Executive Director, Europol
- **Doreen Bodgan-Martin**, Secretary General, International Telecommunication Union
- **Florian Schütz, National Director**, Swiss National Cyber Security Centre
- **Cas Coovadia**, B20 Sherpa
- **Belisario Contreras**, Coordinator, Digi Americas Alliance
- **Helmut Reisinger**, Chief Executive Officer, Europe, Middle East, Africa, Latin America, Palo Alto Networks
- **Michelle Zatlyn**, President, Co-founder and Chief Operating Officer, Cloudflare
- **Dr. Dorit Dor**, Chief Technology Officer, Check Point
- **James Hodges**, GVP and Chief Strategic Advisor, Cisco
- **Thierry Chilosì**, Chief Business Officer, SWIFT
- **Philip Reiner**, Chief Executive Officer, Institute for Security and Technology
- **Denise Anderson**, President, Health ISAC
- **Drew Bagley**, Chief Privacy Officer, CrowdStrike
- **Mauricio Benavides**, Chief Executive Officer, Metabase Q
- **Diana Zamora**, Global Public Policy Director, International Government Affairs, Mastercard
- **Sadie Creese**, Professor of Cybersecurity, University of Oxford
- **Danil Kerimi**, Member, Independent Oversight Advisory Committee, World Intellectual Property Organization
- **Selene Giupponi**, Managing Director, Resecurity

PICTURES

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