



## Singularity over the internationalization process

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In order to highlight the most useful aspect of the meetings of the Barcelona HIT it should say that this was the practical application of innovation in management, breaking structures of thought, with emphasis on expanding innovation, as a proposed vision of the markets: it is true that we have a crisis, but still always will be so, so enjoy the crisis.

Since Francis Fukuyama published *The End of History and the Last Man* (1989), History insisted in his never ending way, reinventing itself in new settings and now, and usually emerging as a crisis. As of 94/95 (Tequila Effect / Mexico) of 95/97 (Dragon Effect / South-Eastern Asia), 98 (Vodka / Russia) of 98/99 (Samba / Brazil), the 2001/2002 (Effect Tango / Argentina). When you have lived and faced these movements, we realized on the nonsense of an external solution to the crisis: the international history shows us with great examples, corporations born and strengthened during these times of change (I re-read the article David Soler, Short recipe how to cope with the crisis)

Hence, the fact that an innovation related speech was directed to dealing with the crisis under the scope of the Singularity, prove to be useful, besides motivating.

Singularity -as a concept- comes from the astrophysics of black holes. This refers to the idea that accelerating technology will lead to superhuman machine intelligence, which will soon exceed human intelligence (2029/2030).



Raymond Kurtweil on the HIT

This was the beginning of the speech given by Ray Kurzweil about Singularity. A priori, we were on a different field of management or internationalization of strategy ones. However, in presenting their research on this area, focusing on [the innovation curve in history](#), this exponential curve is stable and highlighting it, the shift in decision-making processes and the socio-economic implications. Among many other roles, he was recognized Raymond Kurzweil as one of the most brilliant thinkers about the impact of technology on the future of societies and markets, among other features, because their technology predictions are almost always successful.

Among the strongest points highlighted:

- Do not think about the current crises and opportunities. If the window does not take advantage of possible future scenarios, not react to the problems of those scenarios on time.
- Consider new markets, small markets, is more than necessary: to innovate in the market in a changing world no longer a differential but a must, and does not endorse and



implement it, we arrive late in the process that will result in a true global village. And the acceleration will continue.

- The acceleration today is to think in Kazakhstan, Peru, Estonia and act two years in Central Asia, Latin America, in Eastern Europe. Was years ago and think of China today by viewing the Asia markets.

- Collateral, the disappearance of the computer before it will exceed the Turing Test and the disappearance means that we will not know where and where not a computer, because the connection may be total and continuous. We are talking about when it exceeds the 2029 Test and this will mean that much before, at least a decade, the global village will become a reality.

In short, we must accept change as a continuum. Because the only thing that remains stable is the speed of acceleration, and the only certainty is that after this crisis (which will, like all), comes another.

We prepare for the remaining change in global thinking on multiculturalism. Think and live in constant change, which begin to break and change paradigms, such as looking at the next world, nearby Global Village.

As an introduction to this article you can read ["We want to innovate ... but do not want to be the first ones"](#) from the three articles related to HIT Barcelona.