

Market Intelligence Digest

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The Department of Trade and Industry - Export Marketing Bureau (DTI-EMB) is mandated to oversee the development, promotion and monitoring of Philippine exports. The DTI-EMB provides the exporters the enabling environment to make them globally competitive.

Export Marketing Bureau

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Smart Sustainability

Chilean start-up Justwe! creates an Internet of Things (IoT)-based solution to help consumers and companies to optimize energy and water consumption.

Source: www.gettyimages.co.uk



News brief

Justwe! is a new Chilean start-up that has created an app to provide consumers and businesses with tools to optimize their sustainable efforts.

When installed on phones, the app intervenes in water and electricity facilities to automatically control stream, pressure, and overall water and electricity consumption, while also monitoring, establishing controls, and notifying consumers when something has gone wrong. Also, Justwe! partnered with My2Drops, a smart system that cuts back water consumption in sprinkling.

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Why it matters

Smart tech will improve consumers' lives in so many ways, which exceed optimization of time and automation of chores. As Justwe! proves, these developments can help consumers manage and reduce their environmental footprint by connecting, tracking, and analyzing the output of their resources. This system proves that people are searching for partners that provide the necessary tools to adopt greener and more sustainable practices.

What we've seen

Home Is Where the Smart Is: GS Engineering & Construction has built an artificial intelligence (AI)-based smart home system that enables remote management of IoT appliances and improves security.

The True Price: Penny supermarkets are now listing the true environmental cost of their products as well as their normal price.

What's next

IoT and smart devices will take off as 5G networks spread across markets and demographics, as predicted by Trend Driver Technology. Although handy, the smartification of life can also trigger environmental damage due to the energy requirements of its infrastructure. Consumers' environmental concerns will meet their convenience expectations, pushing businesses to develop systems that do not have a detrimental effect on their surroundings, as highlighted by Trend Driver Surroundings. As such, their demand for renewable energy sources and circularity will reach new heights.



Photo by Adrienn from Pexels



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