



## **ESTONIA**

For a fascinating insight into how all countries could benefit from eGovernment I recommend that you take a look at this multimedia review on Estonia from Gemalto.

The review explains Estonia's transformation over the past 25 years from a cog in the Soviet machine to an eGovernment pioneer. Such is their success in building a streamlined digital infrastructure of cutting-edge public and private services, Estonia is now being talked about as a case study of how all countries could reap the rewards from the development of eGovernment services.

We are certainly looking at this with great interest. TISA's newly launched Technology Innovation Policy Council is considering the lessons the UK could learn from the Estonia experience, especially around consumer engagement in financial services and implications from the EU Single Digital market strategy paper, to create better customer experiences in digital financial transactions and investing.

<http://review.gemalto.com/estonia/#sthash.A9tnPaNI.dpuf>

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