



Lina Tayara

2023 Insights 2024 Trends



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41 articles

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I started this newsletter in 2020 with an article on the international competition amongst cities to position as data hub. Site selection, power and cooling continue to be determining factors of success of the data center business.

On Lets Talk Tech's third year, I launched a [dedicated page](#) which will run in parallel to this newsletter where I am grateful to have a valuable community, our launch subscriber base.

I curate the content, experts I video-interview share their perspectives, often introducing new elements. With this flexible editorial approach we keep an open curious mind, which allows us to explore more themes of public interest and expand our coverage into verticals as more sectors mobilise in this all-encompassing digital transformation.

What's in it for Society

Having had the opportunity to speak with a number of smart people across the spectrum, I heard two recurring observations around B2B and B2C engagement:

- The multiple industries that make up the ecosystem work largely in silos.
- The urgent need to communicate the benefits of tech to communities.

Both of these challenges align with the purpose of Lets Talk Tech. It is in this spirit that we seek knowledge direct from actors to accompany the evolution of tech, connect the dots and the players, grow collective learnings and collaborations. The social acceptance piece is key going forward. We have seen the start of deployment of CSR initiatives such as heat reuse in homes and swimming pools and planting of trees in the vicinity of data centers. We expect more useful initiatives as companies give back to communities and the environment where they operate.

The Digital Transformation and Energy Transition Twin

Digital transformation and the climate crisis are hot themes for investors and that specifically impact energy intensive data centers. The challenge is further exacerbated by the advent of AI and no doubt future data and compute intensive technologies. Conversations on next generation digital infrastructure are from hereon twinned with energy transition.

Last year we saw the private sector mobilise for climate change with intent to get things done. The year closed with an agreement made for the first time at COP28 to move away from fossil fuels. This aligns policies with investments and will accelerate climate finance.

Recap of Insights & Trends in Quotes

Lets Talk Tech is thought leadership rather than just news. I consolidate in a new format main insights from 2023 acquired first hand from multi-disciplinary leading experts in the complementary fields of technology, digital infrastructure and energy. These macro insights are indicative of 2024 trends by theme: energy transition, decarbonising the global economy, sustainable infrastructure, public and private climate finance, investing opportunities and growth markets.

They can all be found on [this page](#), please visit to view and follow. Thank you and best wishes for a kinder more widely prosperous 2024.



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Please check our 2023 recap in quotes, a collection of human intelligence. Thank you to [Platform Markets Group](#), the value content enabler in the digital infrastructure space. And to all those who contributed to make us smarter. Looking forward to more collaborations and insights this year. Wishing all a happy kinder collaborative 2024 🍀

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2024 is a year off to a great start for infrastructure growth!
Thank you to Lina Tayara and [Platform Markets Group](#) for gathering industry experts once again, to connect, collaborate. [#United Nations](#) [SDG Action](#) [#Aldiscovery](#)

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Thanks Lina for your tremendous contributions!!

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