

DIGITALEUROPE 

Pushing the Digital Agenda

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Creates “21st century” jobs & growth

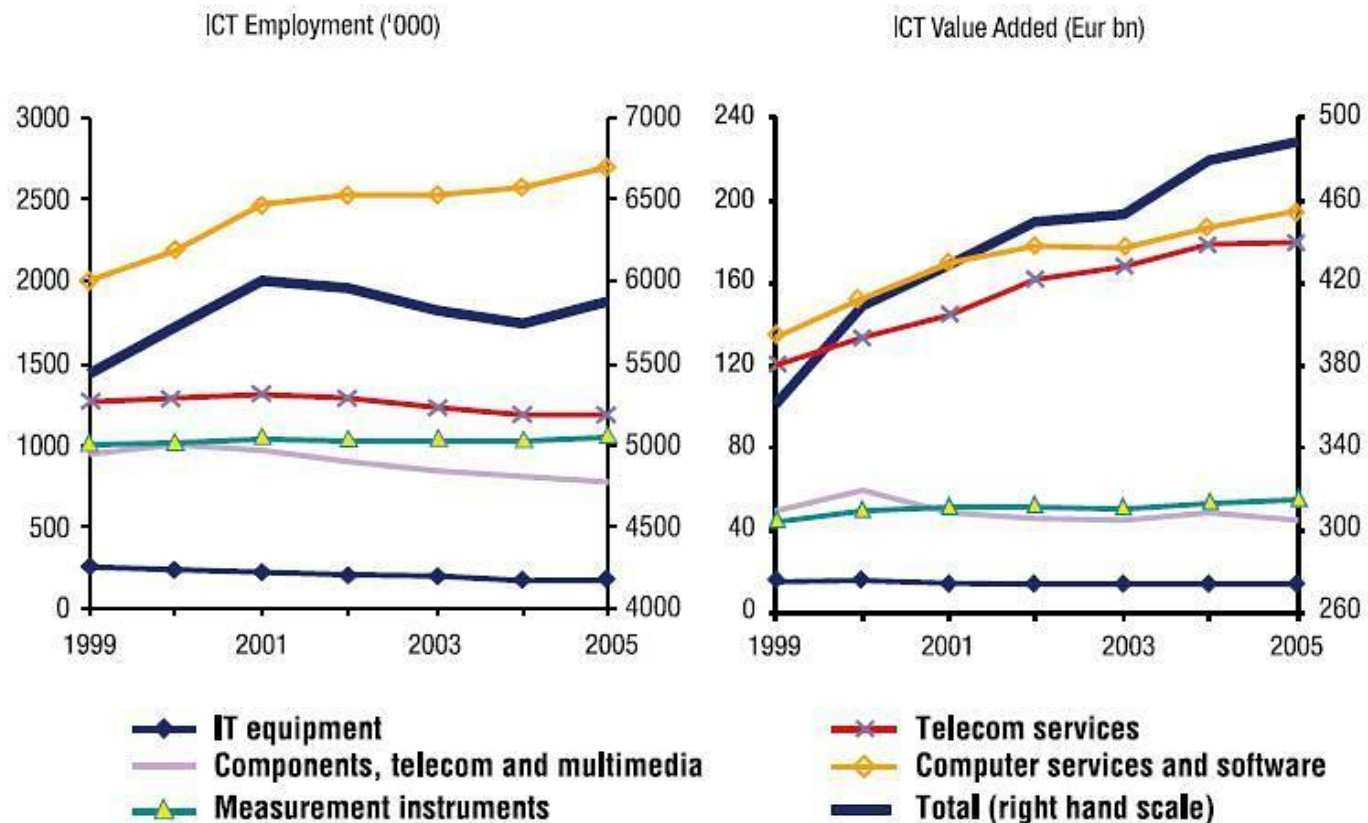
Enhances EU global competitiveness

Reduces carbon use & ensures sustainability

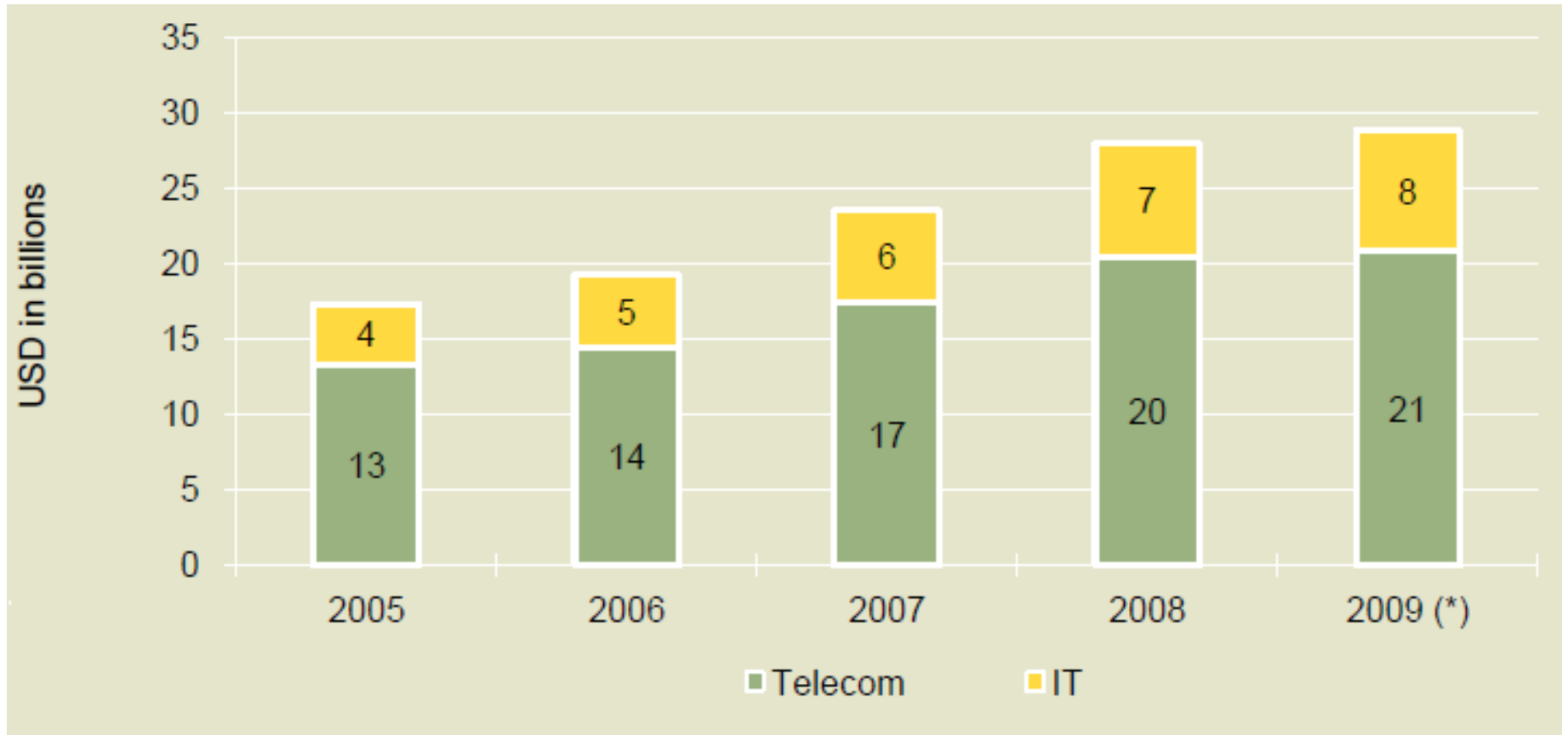
Improves delivery of EU public services

EU ICT SECTOR: 3% of Jobs 5% of GDP 26% of R&D

Figure 2-1: Employment and value added in the EU 27 ICT sector 1999-2005. 1 000 people and billions of €

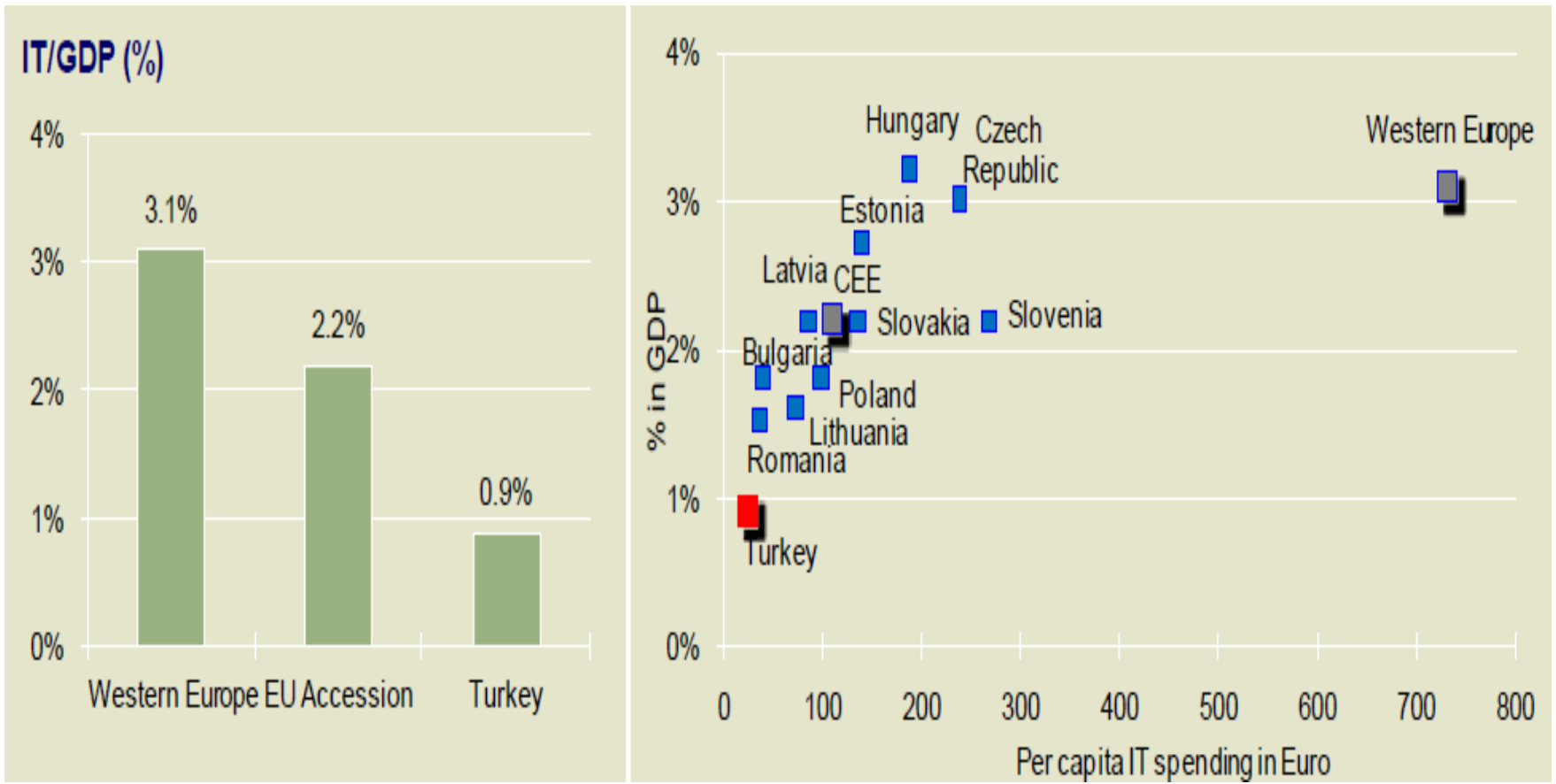


ICT MARKET IN TURKEY



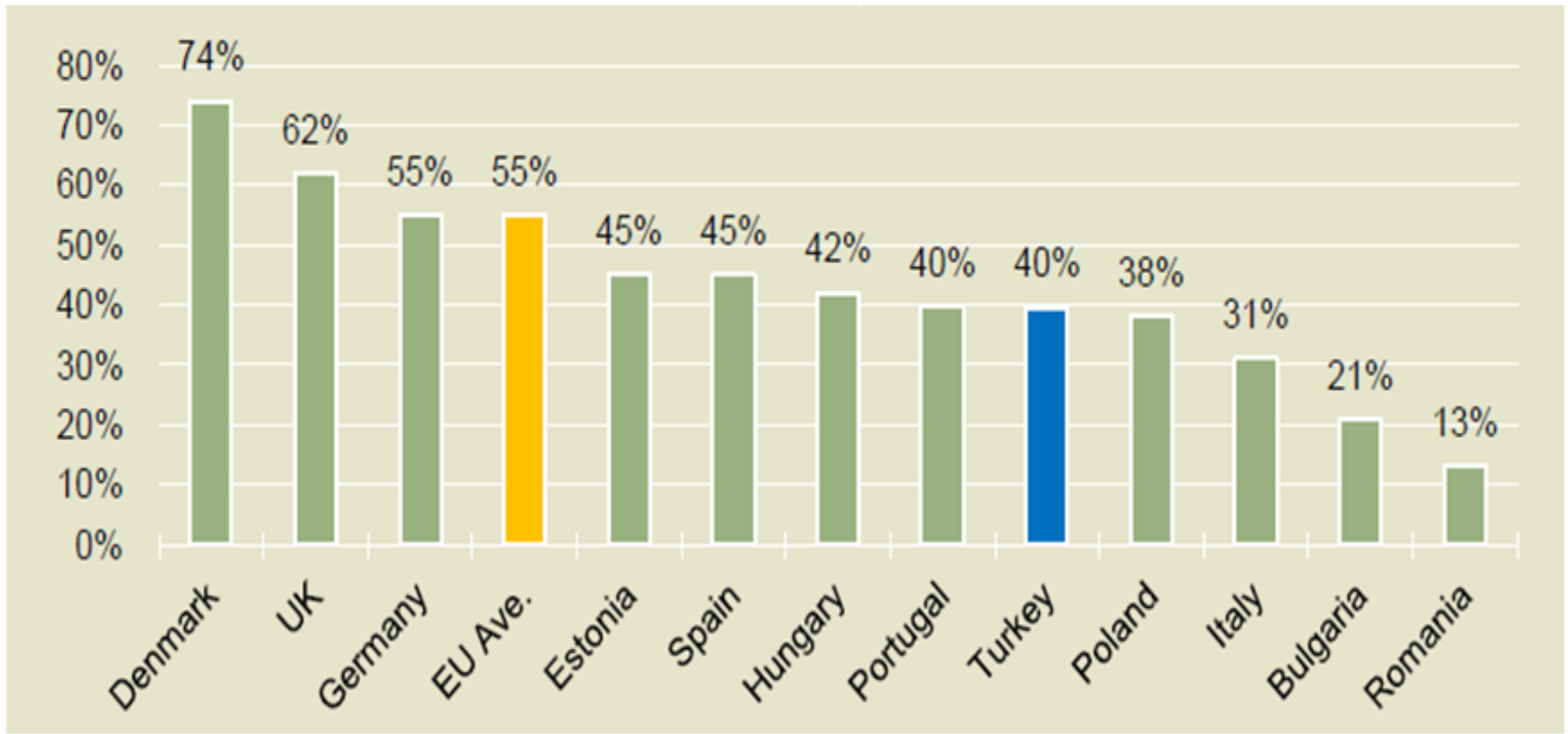
Source: Turkish ICT Industry, Republic of Turkey Prime Ministry report, August 2010

TRUKISH IT MARKET in a European Context



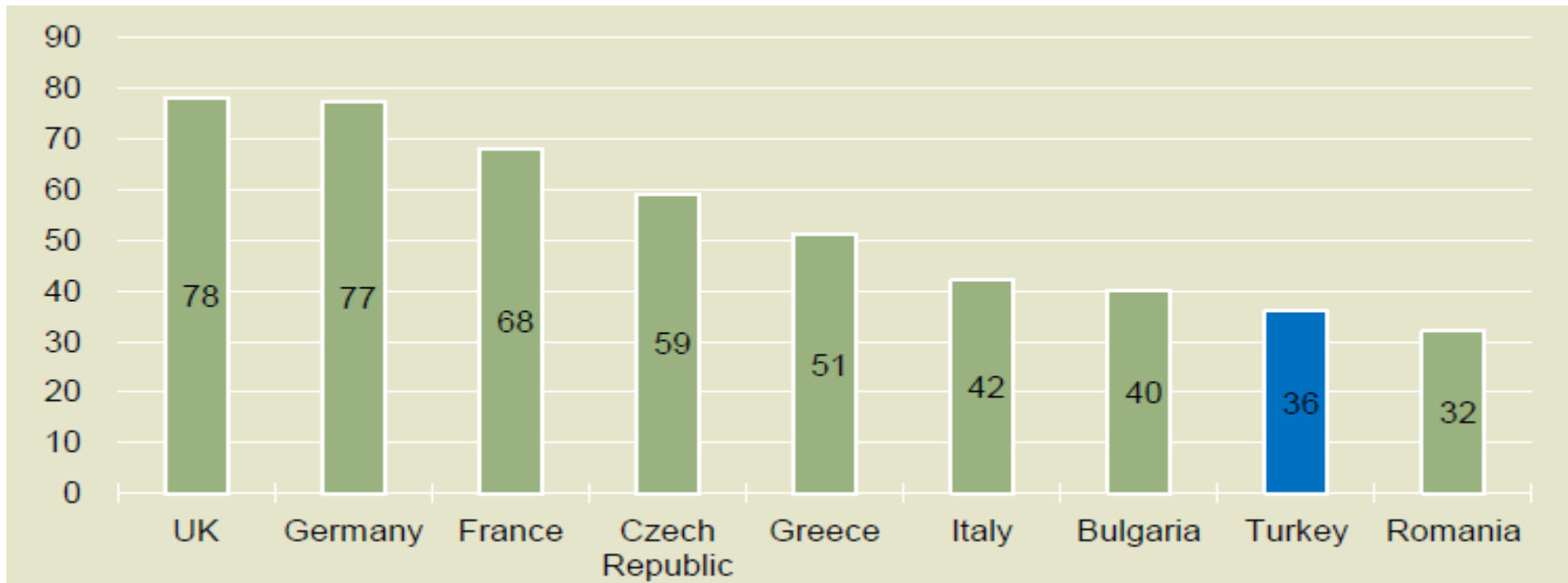
Source: Turkish ICT Industry, Republic of Turkey Prime Ministry report, August 2010

HOUSEHOLD BROADBAND PENETRATION RATES, 2009



Source: Turkish ICT Industry, Republic of Turkey Prime Ministry report, August 2010

INTERNET USERS PER 100 PEOPLE



	2010	2011	2012	2013	2014
Internet users ('000)	35,759	41,305	46,402	50,862	54,613
Internet penetration (per 100 people)	49	56	62	68	72
Broadband subscriptions ('000)	7,793	9,029	10,440	11,681	12,690
Broadband subscriptions (per 100 people)	11	12	14	16	17

Source: Turkish ICT Industry, Republic of Turkey Prime Ministry report, August 2010

Energy

- Energy Independence
- Reduce GHG Emissions
- Competitive Single Market
- Smart Grids / IP Standards
- ICT Enabled Sustainability





Factories & Auto

- Customer Driven Innovation
- Sustainable Resource Use
- Digi Tech: Pervasive Use

Transport & Logistics



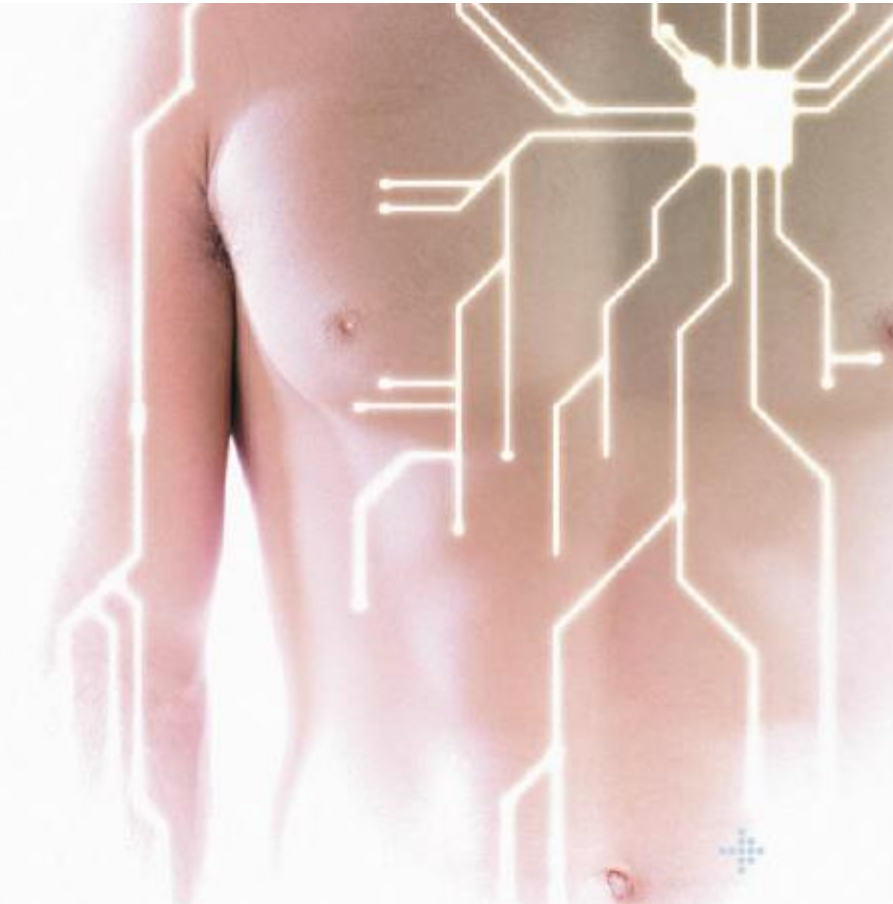
- ICT Driven Supply Chains
- Internet of Things / RFID
- Intelligent Transport Systems
- Integrated Networks

SMEs



- 99% of 23 Million Businesses
- 75 Million Jobs
- 80% of all New Jobs (2005)
- Cloud Computing
- Networked Innovation
- Funding for R&D

E-Health



- e-Health spend €20 Billion
- ICT critical to Care Continuum
- Adoption of New Methods
- Standards & Interoperability
- Globalisation of ID Management

7 Building Blocks

1. Digital Infrastructure/NGN
2. Future Internet/NGS
3. Digital Single Market
4. ICT R&D
5. e-Skills
6. Online Trust & Security
7. Trade Policy





Infrastructure

Investment Framework

Broadband Deployment Pacts

Digital Dividend

Allocation of Spectrum

Public-Private Partnerships

IPV 6

E-Skills

Infrastructure Mid-Term

- 100% Broadband Coverage
- 2Mbps
- 30% Fibre



Digital Single Market

- Copyright Levies: Consumer Rights Directive
- Enforce e-Commerce Directive
- Internal Market Scoreboard
- Improve EU Patent + Litigation
- Standardisation



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R&D



- R&D Tax Incentives
- Pre-Commercial Procurement
- Structural Funds: Innovation
- Partnerships
- EIF/EIB: Venture Capital
- Prioritise Jobs & Growth

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e-Skills



- Awareness Campaigns
- Internet Connections for all Schools
- Internships/ Open Days
- Get Technology into Education Curriculum

Trust & Security



- Awareness campaigns
- Harmonise Rules
- Review Data Protection Framework
- Harm Based Enforcement
- Improve Security
- Combat Cybercrime

E-Government



- EU Services Directive
- EU e-Gov Action Plan
- e-Gov Services KPIs
- e-ID Framework
- Govt structural reform
- Leverage « Web 2.0 »

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Thank you

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Turkish Labour Market



Year	Unemployment rate	Rank	Percent Change	Date of Information
2003	4.30 %	157		2002 est.
2004	4.70 %	152	9.30 %	2003 est.
2005	4.30 %	35	-8.51 %	2004 est.
2006	4.30 %	41	0.00 %	2005 est.
2007	4.30 %	52	0.00 %	2006 est.
2008	4.60 %	61	6.98 %	2007 est.
2009	6.10 %	74	32.61 %	2008 est.
2010	12.00 %	132	96.72 %	2009 est.

Source: CIA Factsheet