



PRESS RELEASE

IT WORLD SHOW DEBUTS!

CeBIT BİLİŞİM EURASIA, TOP ONE IT, TECHNOLOGY AND COMMUNICATION PLATFORM IN EURASIA, STARTED WITH “CeBIT Synergy Summit”, on Thursday, October 6th 2011: A LONG-AWAITED ORGANIZATION BY THE INDUSTRY’S PROFESSIONALS

CeBIT Bilişim Eurasia, top one IT, Technology and Communication Platform in Eurasia, made its debut today. This 4-day fair is going to take place during October 6th-9th, 2011, at Tüyap Fair and Convention Centre. What sets this year’s event apart from the previous organizations is the “CeBIT Synergy Summit”, an attempt to simultaneously open a fair under “Fair” and “Summit” concepts, for the honor of its 12th anniversary.

CeBIT Bilişim Eurasia and Summit started on October 6th 2011, with participations of a senior protocol and a delegation comprising 6 ministers.

Starting off at 11:00 am on Thursday, October 6th 2011, CeBIT Bilişim Eurasia and CeBIT Synergy Summit welcomed 6 ministers and one deputy minister including **Binali Yıldırım**, Turkish Minister of Transportation, **Erdoğan Bayraktar**, Turkish Minister of Environment and Urban Planning, **Ali Abbasov**, Azerbaijani Minister of Communication and IT, **Hamza Ersan Saner**, Minister of Public Works and Transportation from the Turkish Republic of Northern Cyprus, **Rövşan Mammadov**, Minister of Communications and IT from the Nakhchivan Autonomous Republic, **Sunat Altun**, Minister of Economy and Energy from the Turkish Republic of Northern Cyprus and **Prof. Dr. Davut Kavranoğlu**, Turkish Deputy Minister of Science, Industry and Technology.

The senior protocol comprising Mustafa Kaplan, President of KOSGEB (SME’s Development Organization), **Murat Yalçıntaş**, Chairman of Istanbul Chamber of Commerce, **Dr. Özkan Dalbay**, General Manager of Türksat A.Ş., **Adnan Bali**, General Manager of Isbank, **Prof. Dr. Wolf-Dieter LUKAS**, General Manager of German Ministry of Education and Research, **Şekip Karakaya**, President of the Intelligent Cities Platform (**AKOS**) and **Wolfgang Lenarz**, Board Member of Deutsche Messe AG, and a ministers’ delegation honored the first day of the CeBIT Synergy Summit, following the inauguration ceremony and speeches.

Binali Yıldırım, Turkish Minister of Transportation, said the number of the e-state applications’ users increased up to 3 million, noting, however, the arduous path to accomplish in the field of e-state, given the percentage of internet usage. He also stated that IT utterly gives shape to daily life and that it delivers extensive values to every aspect of life: "The flow of data soared 17-fold within the last year. Some prospect it to skyrocket as much as 66 folds. In the current phase, we should take steps towards implementing over-the-air reinforcements for underground cables. Governments should be anticipating a serious bottleneck in the very near future. So, it is not enough to improve infrastructure only in the neighboring countries. We should also support global opening-up", the Minister said, also addressing at the lack of necessity in terms of setting long-term targets in the world of IT. He expressed that as follows: “We need to follow-up monthly or daily plans, rather than yearly strategies. One

can clearly see our pace at the implementation of e-state applications. Currently, the number of daily users drifts along 3 million, while 45 million are using internet daily. We should more focus on this issue". The Minister highlighted the collaboration with the Turkish Republic of Northern Cyprus, in the area of e-state applications, which brings with it increasing responsibilities in the region: "Turkey is now a critical hub. Have a look at the history: Turkey, a centuries-long intersection connecting east, north and south, has been bridging three continents in communication, too", he said, adding that the broad-band access has globally zoomed around 800 times in the last decade, while Turkey has skyrocketed up to 7.777; and that even this figure is not sufficient".

Davut Kavranođlu, Minister of Science, Industry and Technology, said the improvement of IT and communication technologies eliminates borders, overwhelmingly influencing commercial, economic and social relations, and that the governments resisting the perpetual change are going to be forced to change by their own people.

Laying great emphasis on information and communication technologies, Kavranođlu addressed at the critical role of the industry-university collaboration. In his terms, the amount allocated for R & D expenses is an indicator of the support of a state, provided to science and technology. Kavranođlu also stressed the state support provided to young entrepreneurs since 2009, which, this year, offers a 50 million TL fund for this program, the application period of which has just started as of October 1st.

Murat Yalçintaş, the Chairman of the Board of Directors of Istanbul Chamber of Commerce (ITO), addressed the enviable progress Turkey showed in the IT and technology sectors in the last decade. He said the construction sector has been outperformed by IT, with a dramatic multiplier effect, which has climbed up to be the most lucrative industry in Turkey, when it comes to triggering other industries and challenging them to compete.

TWINNING STAND FROM KOSGEB

Mustafa Kaplan, President of the Small and Medium Enterprises Development Organization (KOSGEB) expressed his support for participation of SME's in this fair, introducing the organization's SME-centered stand at the 3rd hall, focusing on twinning with foreign businesses. He addressed at the organization's welcoming approach toward collaborations, and recorded that scores of applications were made and meetings were planned in this framework.

Türksat General Manager Özkan Dalbay said that a primary school-level education portal was put into service as of today, and that it would deliver valuable contributions to the FATİH project. Dalbay recorded that 276 services are being rendered via e-state applications, with number of users zooming around 10 million. The provincial administrations are, too, starting to offer services via e-state initiative in the upcoming months, he added.

AKOS President Şekip Karakaya, prospects that AKOS project will welcome more than 500 municipalities Turkey-wide, with a 1.000 m2 stand in the fair. When asked about his opinions on projects, he said: "Under the leadership of Sampaş, we gathered as 30 companies and created a platform for the Intelligent Cities of the 21st Century. Drawing on our 30-year knowledge and experience in Information Systems for Provincial Administrations, we are actively engaging in the generation of intelligent cities in Turkey. Driven by international standards and state-of-the-art technology, we bring our projects to life; we design our works and practical accumulation according to the topics sharpened by social groups such as those of the EU projects, R&D and EuroCities, and deliver exertive efforts to be beneficial for future Turkish intelligent cities and supportive of an e-transformation process, as the provincial administration pillar." According to Mr. Karakaya, municipalities need to allocate minimum 2% of their annual budgets for IT, for smooth provision of urban IT services that comply with the EU standards. The field of ICT, he added, requires expertise, accurate strategies, intelligent planning and sufficient resources, which lays bare the necessity of a legal infrastructure for administrative and financial incentives focusing on IT investments in municipalities.

Thursday, October 6th 2011, the first day of CEBIT Synergy Summit, stages three major events, to be continued with seminars, panels and conferences, until Sunday, October 9th.

The first day of CeBIT Bilişim Eurasia staged three major events. Current ICT trends were discussed under two headlines: **"IT Day, Mobile Technology, Electromagnetic Fields and Developments"** and **"Internet: Tomorrow's Technology"**. The summit's comprehensive schedule is set to generate a 4-day prolific ITC environment in Istanbul, for business and IT professionals, NGO's and academics. **"Information Society and Supporting IT Technologies"** conference, held by Telia Sonera Eurasia, the major partner of Turkcell, took place within the framework of the summit's first day schedule.

Hifaş General Manager Alexander Kühnel; ***'Turkey as an emerging hub of IT sector'***

"Attention to CeBIT Bilişim Eurasia boosts with Turkey's participation to this world-leading ICT platform as a partner state. "CeBIT Bilişim Eurasia and CeBIT Synergy Summit shall benefit from the synergy between commerce and information exchange. The fair acts as a tailor-cut platform, not only for closer ties in this industry, but also for a fertile gathering of all professionals and efficient organizations. The fair also serves the promotion of ICT sector in Eurasia", said Kühnel, highlighting positive outcomes of the project "Partner State Turkey" in CeBIT Hannover.

Kühnel revealed striking figures seen in Turkey's fast-growing IT sector. Laying great emphasis on having a place in the **Turkish IT market, he recorded that, according to the report of Business Monitor International**, Turkey will boast the fastest growing IT market between 2009 and 2014. In his terms, internet usage by Turkish people ranging from 16-74 years of age, has climbed up to 24,3% between 2004 and 2010; and Turkey's average monthly mobile telephone usage time is ranked above those of Ireland, Norway, England, Spain, Italy, Portugal and Germany. Moreover, the report of July 2011 argues that Turkey enjoys the 4th rank in the use of Facebook across the globe, preceded by the US, Indonesia and England, while **24,8** million people are **3G** users and **11,1** million are internet subscribers. Kühnel said Turkey will perform a 6,5% and 5,3% growth in 2011 and 2012, respectively, OECD reports also show. The country's economic volume is on the 16th rank globally and 6th at European scale, said Kühnel, also noting the 7,2% kick vis-à-vis 2010 in ICT sector, making Turkey an emerging IT hub.

This year's CeBIT Bilişim Eurasia partner country: 'Azerbaijan'

Murat Özer believes that Turkey, enjoying her leading position in the region, will soon be recognized the region's ITC hub, besides its magnet-like role for many other sectors. Recently signed agreements, which focus on visa-free travels and facilitating customs and transportation procedures, paved the way for an overwhelming attraction to Turkey, says Özer, adding that Azerbaijan will show its influential participation with more than 20 companies, within the scope of the new "partner country implementation".

CeBIT Bilişim Eurasia interested in continuing partner country implementation in the next years

Murat Özer, CeBIT Bilişim Eurasia Director;

CeBIT Bilişim Eurasia, the largest IT, technology and communication platform of its region, broke a new ground this year, with the participation of Azerbaijan, the partner country. Özer expressed the event's commitment to further continuing this concept, and said that the current period is a major opportunity for Turkey. CeBIT performed a distinguishing momentum this year, according to Özer, who revealed participant and visitor targets of CeBIT Bilişim Eurasia 2011: Participation from 16 countries and visitors from across 67. The director is also pretentious in delivering innovative solutions to every participant sector, owing to the concept of "4 Segments" of this year.

Özer also explained what the concept of 4 segments stand for: **CeBIT IT Pro: IT Solutions for the Business World**", **CeBIT IT Gov: IT Solutions for the Public Sector**"; **CeBIT IT Life: IT Technologies for Latest Users** and **CeBIT IT Lab: Innovative IT Technologies and R&D for visitors**.

Türk Telekom "Belbil" meets municipalities in CeBIT Bilişim Eurasia

Sampaş A.Ş. is going to introduce the “Türk Telekom Belbil” service in CeBIT Bilişim Eurasia, an application that provides municipalities with a cloud-computing based centralized system to cover their IT requirements. Developed with the collaboration of Sampaş A.Ş., “Türk Telekom Belbil” ensures savings from municipal costs arising from infrastructure, software, hardware and applications. The system is going to be introduced to municipalities from across the country, under the scope of the AKOS project (Intelligent Cities Information Technologies). While Türk Telekom is going to take over all IT operations and management of municipalities, drawing on innovative Belbil service, the system also going to allow them to offer services in a professional manner. Türk Telekom Belbil is set to constitute an integral component of the e-state structure and create added-value both to municipalities and citizens requiring service.

Ford boasts SYNC technology in CeBIT Bilişim Eurasia

Ford is introducing its SYNC technology at its stand in CeBIT, the application that further promotes safety and communication for automobile users, offering a vast assortment such as accessing to internet, rather than just producing “familiar” audible sounds, and sending distress signals.

CeBIT Bilişim Eurasia Main Sponsor: The only satellite and cable TV operator in Turkey

CeBIT Bilişim Eurasia’s main sponsor Türksat A.Ş. is attracting visitors with its 1.000 m2 stand at the 7th Hall, where a vast array of Türksat services, such as satellite, HD and 3D broadcasting, IT and e-state and geographical information services, are being introduced. Türksat also gathers visitors with eminent figures of information-IT, management, technology, culture and arts, within the scope of ‘Türksat Conversations’.

Türksat’s Hologram TV applications first introduced in CeBIT Bilişim Eurasia

The Türksat stand will provide information on Türksat 4A and Türksat 4B communication satellites, as well as Türksat 5A, add to this the HD and 3D hall to offer 3D format TV broadcasting will be exhibited for visitors. Scientific meetings will also take place, regarding “Geographical Information Systems” which are transmitted via observation satellites under the brand TürksatGlobe.

İşbank, the summit representative of the finance sector

The finance sector will be represented by İşbank at the summit, CeBIT Bilişim Eurasia’s bank sponsor. Efforts to transform Istanbul into a financial hub are going to be discussed at the summit.

Education Technologies shines out in this year’s CeBIT Bilişim Eurasia

The most recent education technologies and tools, from smart blackboards and touch-operated voting systems to interactive education software, are also among the cherished topics of CeBIT Bilişim Eurasia. All will be introduced in an environment that welcomes almost all companies of the sector. These technologies will make learning fun, calling for class integration and multiple working groups.

Communication sponsor becomes Huawei

As the communication sponsor of the fair, Huawei will be providing participants and visitors with wireless internet access both at the fair area and throughout the summit.

Onur Air: Transportation Sponsor

Onur Air offers free-of-charge flight tickets in a limited number, for VIP professional CeBIT visitors to be coming from Anatolia. Besides, visitors from Anatolia can still enjoy Onur Air's ticket discounts.

“The Future to Come with IT” and “IT for Everyone“

Top one Eurasian IT, Technology and Communication Platform, CeBIT Bilişim Eurasia and the simultaneously held CeBIT Synergy Summit will be providing the most lucrative ITC atmosphere to business and IT professionals for 4 days, from October 6th to 9th, at Tüyap Fair and Convention Centre in Istanbul.

Other products in CeBIT Bilişim Eurasia

SMART interactive whiteboards, interactive LCD screens, voting systems, multiple touch-operated desks, data conference, class management and corporate whiteboard software. Training, presentation and meeting solutions. Mitsubishi Projection Systems, professional LCD monitors, Video Wall screens, display solutions for meeting halls, monitoring rooms and control rooms, Lumens, Document cameras, Mobotix: Megapixel IP Cameras, security camera, monitoring solutions, Overland; Storing solutions ... CeBIT Bilişim Eurasia will be exhibiting the brand new Multi Touch SMART Boards, Integration Projection SMART Boards, SMART 3D Document Cameras, SMART 70” interactive Multi Touch LCD Screens, SMART Bridgit Distance Education Software, short-range projectors, SMART Response Voting Systems, SMART Podium touch-operated LCD screens and surprise innovations.

Leading digital TV solutions such as 10 Input 50 Output CATV Amplifiers, CATV Optical Transmitter and Transceivers, office, industrial and portable Barcode/ Label printers, USB, Ethernet or PCI based two-channel or hundred-channel recording solutions for analog telephone, ISDN, radio or media volume recording requirements of small, medium and large enterprises, and state-of-the art products such as Doscvault, with the first Turkish version, will be meeting the business world.

For further information;



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