



NEWS RELEASE

CeBIT BİLİŞİM EURASIA AND CeBIT SYNERGY SUMMIT RECEIVE THUMBS UP

CeBIT Bilişim Eurasia and CeBIT Synergy Summit, top Eurasian IT, Technology and Communication Platform, welcomed the world of IT.

Participants and visitors from the sector pulsed with the deliverables of "CeBIT BİLİŞİM EURASIA"

Top IT, technology and communication platform, CeBIT Bilişim Eurasia, which took place between 6th and 9th October 2011 at the Tüyap Fair and Convention Centre, staged a windup yesterday, receiving thumbs up from sponsors, participants and visitors. Having provided the most lucrative 4-day platform to the business world and IT professionals, the event revealed the following figures:

- 121.349 visitors for 4 days
- An 1000 people VIP delegation from Anatolia
- 1078 Fair participants and sponsor companies from across 17 countries
- 2220 people registered for the Synergy Summit
- The Synergy Summit welcomed participants for 95 forums, panels and conferences. The number of participants hit over 4000
- The event took place on a 15.242 m2 area.

Having frisked the IT sector for 4 days, **CeBIT Bilişim Eurasia** hosted **1078 companies**, with their products and services being exhibited for scores of visitors nearly equaling to **121.349**. The simultaneously-held **CeBIT Synergy Summit**, opening on Thursday, October 6th 2011, was honored **by a senior protocol and a delegation comprising 6 ministers**.

Six ministers honor debut

CeBIT Bilişim Eurasia and CeBIT Synergy Summit was inaugurated at 11:00 a.m. on Thursday, October 6th 2011, with the participation of 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 Atun**, 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.

Followed by an inauguration accompanied by the highest-ever number of ministers and a senior protocol, **Alexander Kühnel**, **general manager of Hifas A.Ş.**, evaluated CeBIT Bilişim Eurasia 2011 as having resounded across the continent, reaping enviable results both for companies and for visitors. He said it was utterly a right

move to simultaneously organize CeBIT Synergy Summit and CeBIT Bilişim Eurasia, considering this the key to the overwhelming success of this year, which would hopefully ensure sustainability for the upcoming years.

Delivering his speech during the opening ceremony, **Binali Yıldırım, Minister of Transportation**, said: "Turkey is now a critical hub. Have a look at the history: Turkey, a centuries-long intersection connecting east, west, north and south, has been bridging three continents in communication, too", 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 Kavranoğlu, Deputy Minister of Science, Industry and Technology, said the improvement of IT and communication technologies eliminates borders, remarkably 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.

Mustafa Kaplan, President of the Small and Medium Enterprises Development Organization (KOSGEB) expressed his support for the participation of SME's in this fair, introducing the organization's SME-centered stand at the 3rd hall that focused 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.

Simultaneously-held CeBIT Synergy Summit pervades the IT sector with hot topics and esteemed spokespersons

CeBIT Synergy Summit was accompanied by a voluminous influx of visitors in its first year. The summit zestfully continued until Sunday October the 9th, with comprehensive seminars, panels and conferences, each tackling different sectors.

The four-day summit hosted 2220 people, who participated in more than one session, creating a visitor number of more than 4000. A lucrative platform was generated by hot topics and leading figures at the summit, in order to deliver remarkable results to the business world and IT professionals.

E-finance, Mobile Technologies, Cloud Computing, SMART Boards, AKOS (Intelligent Life Concepts) and World Hosting Days were amongst the conferences that saw the highest participation. Current ICT trends were discussed under two headlines: "**IT Day, Mobile Technology, Electromagnetic Fields and Developments**" and "**Internet: Tomorrow's Technology**". The "**Information Society and Supporting IT Technologies**" conference, held by **Telia Sonera Eurasia, the majority shareholder of Turkcell, became the mostly-followed event of the summit's schedule on the first day.**

The summit also hosted **World Hosting Days**, the world's barnburner for webhosting that welcomes CEO's and CTO's of the ICT sector, for the first time in Turkey. The event took place under the name "WHD. Local" as part of the promotion tour spreading across 10 European cities: Istanbul, Moscow, Warsaw, Köln, Klausenburg, London, Amsterdam, Madrid, Paris and Zurich.

The second day of the summit witnessed the meeting highlighted as "Electromagnetic Fields and Social Health", followed by the speech of **Murat Dursun, president of MOBİSAD (Association for Mobile Communication Devices and Information Technologies)**. The meeting was enlivened thanks to the speeches of figures such as **Dr. Tayfun Acarer, President of the Board of Information Technologies and Communications, and Abdullah Ralit Gülhan, MOBİSAD Secretary General.**

The opening remarks for the panel "**Mobile IT and Women's Entrepreneurship in the Communications Sector**" were delivered by **Fusun Sarp Nebil, president of TİD (All Internet Association) and general manager of Turk.internet.com.** The E-finance meeting, on the same day, covered panels named "**Istanbul Finance Centre Project from IT experts' perspective**" and "**R&D opportunities in the Finance and Collaboration with Universities**".

Vedat Akgiray, the president of the Capital Markets Board (SPK), taking the floor for the inauguration of the E-finance panel at IT Synergy Summit, which also touched upon the project Istanbul Finance Centre, said “We have been undertaking critical tasks as capital market institutions. It is obvious that people in IT sectors will be reaping rewards. But, we also opt for planting trees for this as myriad demands will arise, such as software, resulting in a voluminous market that comprises all the derivatives of hardware and software”.

Serhat Özeren, president of the Information Technologies Platform and Internet Board, said "Base stations are not hazardous for health. The majority of the public reaction stems from lack of information", alleging that this situation unnecessarily provoked people for fierce reaction. “The number of base stations is proportional to the lowering of communication signals that arise from mobile phones, which, subsequently paves the way for reduced power thereof and securing our health,” he also added.

AKOS Project introduces 500 municipalities with the “magic box for municipal services”

AKOS project, occupying a 2.000 m2 stand at the fair, hosted more than 500 municipalities countrywide. Şekip Karakaya, AKOS president and Board Chairman of Sampaş A.Ş. reported “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 open 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 R&D projects, and EuroCities, and deliver exertive efforts beneficial for the future of Turkish intelligent cities and supportive of an e-transformation process, as the provincial administrative pillar”. Mr. Karakaya also underlined that municipalities need to allocate at least 2% of their annual budgets to IT, for the smooth provision of urban IT services that comply with EU standards.

This year’s CeBIT IT Eurasia partner country: Azerbaijan

CeBIT Bilişim Eurasia Director Murat Özer believes that Turkey, enjoying her leading position in the region, will soon be recognized as the region’s ITC hub, besides its magnet-like role for many other sectors. Recently signed agreements, which focus on visa-free travel and facilitating customs and transportation procedures, paved the way for an overwhelming attraction to Turkey, says Özer, adding that Azerbaijan showed its influential participation this year, with more than 30 companies and shareholders within the scope of the new partner country implementation.

İltimas A. Mammadov, Deputy Minister of Azerbaijan Communications and IT Technologies, stated that this year’s larger team was stimulated by the target of higher profits while participating in CeBIT Bilişim Eurasia. Represented by 30 companies at the fair- he said- Azerbaijan unearthed the opportunity to approach both Turkish and international companies”.

Murat Özer stated that CeBIT IT Eurasia, the largest IT, technology, and communication platform in its region, broke new ground this year with the participation of Azerbaijan, its partner country. CeBIT saw distinguishable momentum this year, according to Özer, who revealed the strategy of this year’s 4 segments concept: **CeBIT IT Pro:** IT Solutions for the Business World;” **CeBIT IT Gov:** IT Solutions for the Public Sector;” **CeBIT IT Life:** IT Technologies for End Users; and **CeBIT IT Lab:** Innovative IT Technologies and R&D for Visitors.

Education technologies shine at this year’s CeBIT IT Eurasia

The most recent education technologies and tools, from smart blackboards and touch-operated voting systems, to interactive education software, were also among the enthusiastically-followed topics at CeBIT IT Eurasia. All were exhibited; highlighting the education system’s shift to learning with fun, calling for class integration and multiple working groups.

SMART Boards, in particular, which came to the fore following Fatih project, have transformed into a 300 million dollar sector. Amid targets of providing students and teachers respectively with 15 and 1 million tablet computers

in 4 years, now it is planned to place smart boards in all classes. **Sürat Eğitim's Fahri Eren**, smart board solution provider, who exhibited the brand's products at CeBIT Bilişim Eurasia, said 25 thousand smart boards have been sold in Turkey up to day, stating that 70% of the private schools have been utilizing this technology. "Propped up by Fatih project, the sector will hit TL 5 billion. Placement of six hundred thousand smart boards in classes will boost the sector. Besides functions as a board, smart boards offer contents and software to users, as well", Mr. Eren said. Eren **also added**: "Smart boards are key actors in interactive education, increasing the quality of education with visual and video contents. The concept also ensures active use of three teaching methods which are seeing, hearing and touching, while old-fashioned boards only feature hearing methods. Adopted by majority of private schools, the system will now be rolled out at state schools owing to Fatih project." 25 thousand smart boards are being used in Turkish schools. This 300 million dollar sector is expected to zoom up to 5 billion TL following Fatih project.

Bio-identity featured POS machines to detect fingerprints!

The finance sector was represented by İşbank at the summit, the bank sponsor of CeBIT Bilişim Eurasia. Making Istanbul a finance centre, a hectically-negotiated topic of the current times, was brought up to the agenda, based on the supports from the Bank. İşbank introduced its bio-identity featured POS, işPad 2.0 solutions at CeBIT Bilişim Eurasia. Hakan Aran, İşbank Vice General Manager, reported İşbank's introduction of **bio-identity POS** system on the back of bio-identity cash dispensers and said "Our new POS will relieve credit card users from the obligation to keep in mind their passwords all the time. The veins of their fingers will be detected by the new POS solution". Also noting İşbank's refreshed internet page, Aran made the following remarks: "Mobile applications have become the emerging agenda item of today. We prove our presence in every field thereof. We also boast smart television-related applications. Use of smart phones is also following a peaking track. Thus, we invest in these areas, including a 30-million dollar investment for transition to an IP-based communication infrastructure."

CeBIT BİLİŞİM Eurasia's main sponsor, Türksat A.Ş., Turkey's only satellite and cable TV operator launches Hologram TV Applications at CeBIT Bilişim Eurasia

CeBIT Bilişim Eurasia 2011's main sponsor Türksat A.Ş. surprised the fair with three products. Türksat Education Portal, set to provide Fatih project with content support, attracted tremendous attention at the fair, which also proved its compliance with the curriculum of the Ministry of National Education. The specially designed "Hologram and 3D TV" show, staged at the Türksat stand, gained visitors' recognition. "New Technologies for Satellite Broadcasting and Global Trends", Türksat-led conference by Prof. Dr. Gwan James Hag, Fellow Lecturer at the Radio TV Department of the Communication Faculty, Harvard University, spurred remarkable participation. "Türksat A.Ş. IT Conversations", hosting eminent figures from IT, media and law, addressed at visitors. Moreover, added-value Türksat A.Ş. services, which focus on satellites, cable TV platforms and IT, were introduced to visitors. Türksat A.Ş. will enjoy the main sponsorship of next year's CeBIT Bilişim Eurasia, too.

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, were being introduced, Türksat also brought visitors together with eminent figures in information-IT, management, technology, culture and the arts, within the scope of "Türksat Conversations." TV broadcasting in 3D format was introduced to visitors in HD and 3D hall. Scientific meetings also took place, regarding "Geographical Information Systems," which are transmitted via observation satellites under the brand TürksatGlobe.

Huawei becomes Communication Sponsor of CeBIT Bilişim Eurasia

As the communication sponsor of the fair, Huawei provided participants and visitors with wireless Internet access both at the fair area and throughout the summit. Huawei also exhibited new solutions at CeBIT Bilişim Eurasia, accompanied by Zihui Liang's, President of Huawei Corporate Business Solutions, announcement of Huawei bidding for the tender regarding smart board applications within the scope of Fatih project.. Liang said "we may consider a production facility in Turkey, if we win Fatih project which feature smart boards, tablet computers and a data base. Rolling up sleeves for the smart board tender in November, Liang said "We are also awaiting the tender specification for the tablet tender. We are ready for production in Turkey, which is our headquarters in the region, with an R&D centre. We will invest 50 million dollars in R&D works within 3 years." Highlighting Huawei's

growth from a simple telecommunication equipment provider into an infrastructure provider for IT technologies, Zhihui reported the company's future provision of safety monitoring services for the fast train project, to be built between Ankara and Eskişehir. Leon He, on the other hand, Deputy Head of Huawei Corporate Services, said Turkey is a market pledging voluminous potential for them.

Beyoğlu faces a new period: "Citizens' Rule"

Beyoğlu Municipality's new automation project "**Citizens' Rule**" was also introduced at CeBIT Bilişim Eurasia. The project has been finalized in seven years, under the catchphrase "Citizens Rule Beyoğlu", which is designed to offer citizens four basic services: The reception unit "Citizen's representative", e-municipality system, "24/7 Uninterrupted Service Platform" and "Mobile Team". "Dial 4440160 in order to contact us and share your complaints, which will be transmitted to the related unit as an assignment, without any need to personally ask the mayor. Thus, it is citizens who rule. We receive approximately 400 calls to our call centre and 100 e-mails on a daily basis", said **Ahmet Misbah Demircan, Beyoğlu Mayor**, believing that the project will in this way allow Beyoğlu residents to directly contribute to the management.

Türk Telekom "Belbil" approaches municipalities at CeBIT BİLİŞİM Eurasia

Sampaş A.Ş. introduced the **Türk Telekom "Belbil"** service at **CeBIT BİLİŞİM 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 for municipalities from investments made in infrastructure, software, hardware and applications. The system was introduced to municipalities 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 its innovative "Belbil" service, the system is 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 an added value both to municipalities and citizens requiring their services.

Ford's SYNC technology makes debut at CeBIT BİLİŞİM Eurasia

Ford boasted its SYNC technology at **CeBIT Bilişim Eurasia**, which sends emergency calls and SMS's in the language of the country that witnessed the accident, makes drivers and passengers online, as an application used in the medium class B and C segments for the first time, apart from premium or luxury classes.

Transportation sponsor Onur Air

Onur Air offered free-of-charge flight tickets in a limited number for VIP professional CeBIT Eurasia visitors coming from Anatolia. In addition, visitors from Anatolia also enjoyed Onur Air's discounted tickets.

For further information



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