

SEPE NEWS

No 10 April - June 2004 English Edition



DR. KOSTAS KARAMANLIS

**The ICT Revolution at the Spotlight
of the New Government**

**The Greek ICT Sector
Outlook for Growth**

GIANNA ANGELOPOULOS-DASKALAKI

**Olympic Games
and New Technologies**

WCIT 2004: The Future is Now



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SEPE NEWS

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The Future is Now



The Future is Now. This is the theme of the 4 World Congress on Information Technology 2004 (WCIT 2004) that we proudly host in Athens from the 19th to the 21st of May. WCIT is the world's leading technology forum that brings together top corporate executives, policymakers from national and international organizations, distinguished academics and leading personalities from the ICT sector. Around 2.000 people are expected to participate in the Congress this year, taking an active role in shaping the future directions of our ICT industry.

The Congress theme could also be the best way to describe the tone of our local ICT market. High optimism, resulting from the anticipated growth in our markets' hardware, software, services and telecommunications sectors is the driving force behind our accelerated journey to a true Information Society for all. In this annual international edition of SEPE News you will read articles highlighting this optimism, not only in reports from EITO but also in the words of our Prime Minister who illustrates the government commitment into making the best use of the ICT developments.

In August, all eyes will be in Athens again for the 2004 Olympic and Paralympic Games, the top event in the international sports calendar. In this edition of SEPE News, you will read about the active role of technology in the Games, the ways that ICT facilitates sports activities inside and out the sports fields.

And in September, just after the Olympic Games 2004, Athens is gearing up to welcome the junior members of the international ICT community – high-school students from all over the world will come to Athens to take part in the 16th International Olympiad in Informatics, the premier worldwide high school computer programming competition.

This is an exciting year for Athens and an exciting year for our ICT industry. In all these opportunities, we look forward to welcoming you, discussing with you and establishing the fruitful cooperation that SEPE's members actively seek in building up of next generation ICT.

*Yannis Sirros,
General Manager, SEPE*

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The role of SEPE in the Greek

The Federation of Hellenic Information Technology & Communications Enterprises (SEPE) is a non-profit organisation, established in 1995. Over 450 companies are currently members of SEPE and collectively they hold more than 95% of the country's turnover in the Information Technology and Telecommunication Industry. The main objectives of SEPE are to promote Information Technology and Telecommunication in Greece and to enlarge the IT and Telecommunication (ICT) Industry's market. SEPE also represents the interests of the Greek ICT Enterprises vis-à-vis the Greek Government, the European Commission and other bodies of influence.

SEPE's IMPERATIVES

SEPE is an advisor to many national and international bodies, as well as the Government, the Academic and Research Communities, Business Bodies and Fora. Utilising this role, SEPE is currently lobbying for:

- ▶ The rise of the public awareness on the importance of ICT and the transition of our society to an information society for all.
- ▶ The modernisation of Public Administration with the use of Information Technology
- ▶ The development of a high - speed telecommunication network to address and assist the current Communication Infrastructure
- ▶ The design and implementation of programs aimed at addressing the needs of Small and Medium Enterprises (SMEs) and improving their competitiveness in the market



The main objectives of SEPE are to promote Information Technology and Telecommunications in Greece and to enlarge the IT and Telecommunication (ICT) Industry's market

- ▶ The engagement of Information Technology into all levels of the educational system and the evolution of computing literacy and technology expertise.
- ▶ The cooperation between the ICT market and the educational system in order to coordinate the design of the study curricula according to the market needs.

JOINT VENTURES, INTERNATIONAL ALLIANCES AND INVESTMENT IN THE ICT INDUSTRY

SEPE represents the interests of the Greek ICT Enterprises via its membership to the World IT and Services Alliance

(WITSA), the European IT Services Association (EICTA), the International Telecommunication Union (ITU) and other bodies of influence.

SEPE considers joint ventures of Greek companies with international ones to be a key contributor in promoting its members' interests and enlarging the industry's market. To this end, SEPE is encouraging and supporting collaboration of Greek enterprises with others in the Balkans and Mediterranean region via fairs, business projects and export promotion programs.

The Greek economy and the enterprises of the ICT Industry will focus their efforts on two main challenges:

1 The first challenge is to capture the opportunity of leveraging funds and investments for the modernization of the Greek Enterprises, especially SME's. This effort will strengthen the ability of the Greek ICT industry to participate in joint ventures and international alliances from a much better position than now.

2 The second challenge, which comes as a second step, is to expand more aggressively the relative businesses and investments outside Greece mainly in the South East European area.

SEPE'S INITIATIVES FOR ICT DEVELOPMENT IN SOUTHEASTERN EUROPE

Greece is well placed within the South East European region culturally and geographically. The participation of Greece in this region, as a full member of the European Union and the Euro zone, provides significant economic advantages as well. Therefore Greek ICT enterprises are working towards capitalising the above advantages accordingly.

The most important of those activities is the ISIS project. Under the Information Society Technologies (IST) Programme, the European Union has started the implementation of the ISIS project with SEPE's participation. The main objective of ISIS is the promotion of Information and Telecommunication technologies within South-eastern Europe based on the principles of the e-Europe initiative.

Among ISIS's goals is the rise of awareness for the development of

innovative applications and services for Information Society as well as the cooperation of partnering organisations within South-eastern Europe as well as the European Union.

SEPE'S COMMITTEES

COMMITTEE FOR PUBLIC SECTOR ICT PROJECTS FOR THE INFORMATION SOCIETY

The main focus of the Committee is to advise Public Administration Organisations in the design of ICT projects and their procurement process. The Committee also undertakes research projects for issues relative to the successful implementation of the Operational Programme for the information Society and presents findings in cross-collaborative fora between State and ICT Enterprises.

COMMITTEE FOR PRIVATE SECTOR PROJECTS

This Committee is tasked with advising Public Sector Organisations in the design and deployment of ICT projects that call for the engagement of the Greek Private Sector in order to boost their e-enablement, increase their productivity and competitiveness and grow the importance of e-commerce.

COMMITTEE FOR INTERNET AND VALUE ADDED SERVICES

The main focus of this Committee is to advise Public Sector Organisations

in the design and deployment of ICT projects that have a strong G2C (Government to Citizen) element, in the creation of electronic content, in the growth of broadband services as well as the taxation and development incentives required for the increased usage of Internet services.

COMMITTEE FOR TELECOMMUNICATIONS

This Committee is tasked with monitoring the Telecommunications projects

undertaken under the Operational Programme for the Information Society and advising for their successful design and procurement process. It also advises on the legal framework for Telecommunications required in Greece and on the harmonisation of EU regulations with the respective Greek regulations in order to assist in the growth

of competitiveness of Telecommunications companies in the Greek market.

COMMITTEE FOR THE DEVELOPMENT OF SEPE

This Committee is tasked with the development of SEPE, including future outlook and imperatives, objectives and programmes, as well as with growing both the number of SEPE's members and their engagement with SEPE's activities. 

SEPE is an advisor to the Government, the Academic and Research Communities, Business Bodies and Fora

The Greek ICT Sector - Outlook

The ICT sector is one of the most dynamic sectors of the Greek Economy, creating new business opportunities and contributing to employment through more new jobs. The last decade, the Greek ICT sector

has experienced a very strong two-digit growth up to 2000. Although the sector suffered a decline in the last two years (something that ICT sectors of other European countries experienced as well, as in Table 1), it is now back on course

for steady rise.

The total ICT market in Greece is expected to grow by 4.2% this year and by another 5.3% in 2005 (Figure 1).

Growth is largely due to:

Western Europe	2001	2002	2003	2004	2005	2002/01 %	2003/02 %	2004/03 %	2005/04 %
Austria	13.574	13.526	13.762	14.261	14.926	-0.4	1.7	3.6	4.7
Belgium/Luxemburg	17.582	17.207	17.232	17.788	18.624	-2.1	0.1	3.2	4.8
Denmark	12.028	12.049	12.189	12.708	13.281	0.2	1.2	4.3	4.5
Finland	9.004	9.163	9.287	9.637	10.112	1.8	1.4	3.8	4.9
France	88.912	88.867	88.484	90.847	94.544	-0.1	-0.4	2.7	4.1
Germany	128.879	125.721	126.234	129.324	133.452	-2.5	0.4	2.4	3.2
Greece	7.249	7.377	7.525	7.844	8.259	1.8	2.0	4.2	5.3
Ireland	5.888	5.895	5.981	6.247	6.570	0.1	1.5	4.4	5.2
Italy	63.563	64.402	65.243	67.254	70.365	1.3	1.3	3.1	4.6
Netherlands	31.020	30.884	30.943	31.928	33.510	-0.4	0.2	3.2	5.0
Norway	9.998	9.813	9.920	10.230	10.642	-1.8	1.1	3.1	4.0
Portugal	8.214	8.200	8.433	8.837	9.338	-0.2	2.8	4.8	5.7
Spain	33.924	34.353	35.401	37.362	40.014	1.3	3.1	5.5	7.1
Sweden	20.705	20.674	20.551	21.169	22.138	-0.2	-0.6	3.0	4.6
Switzerland	20.688	20.263	20.184	20.697	21.479	-2.1	-0.4	2.5	3.8
UK	119.325	119.424	121.030	124.917	130.496	0.1	1.3	3.2	4.5
Western Europe	590.553	587.817	592.399	611.032	637.751	-0.5	0.8	3.1	4.4

Table 1 - ICT Market by Country in € billions (Source: EITO, 2004)



Figure 1 - The Greek ICT Market in € billions (Source: EITO, 2004)

✓ the Operational Programme for the Information Society (OPIS), an EU-funded programme, in the framework of the present Community Support Framework (2000 -2006), and

✓ the 2004 Olympic Games. The contribution that technology can make in the Olympic Games is particularly important.

for Growth

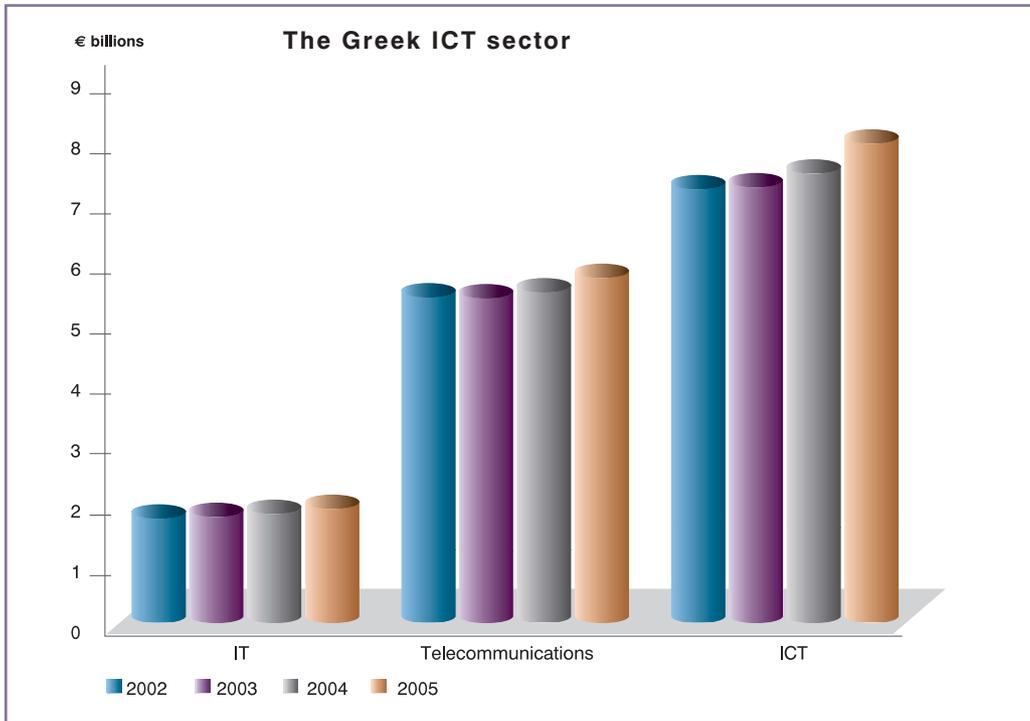


Figure 2 - The Greek ICT Market in € billions (Source: EITO, 2004)

The total ICT market in Greece is expected to grow by 4.2% this year and by another 5.3% in 2005

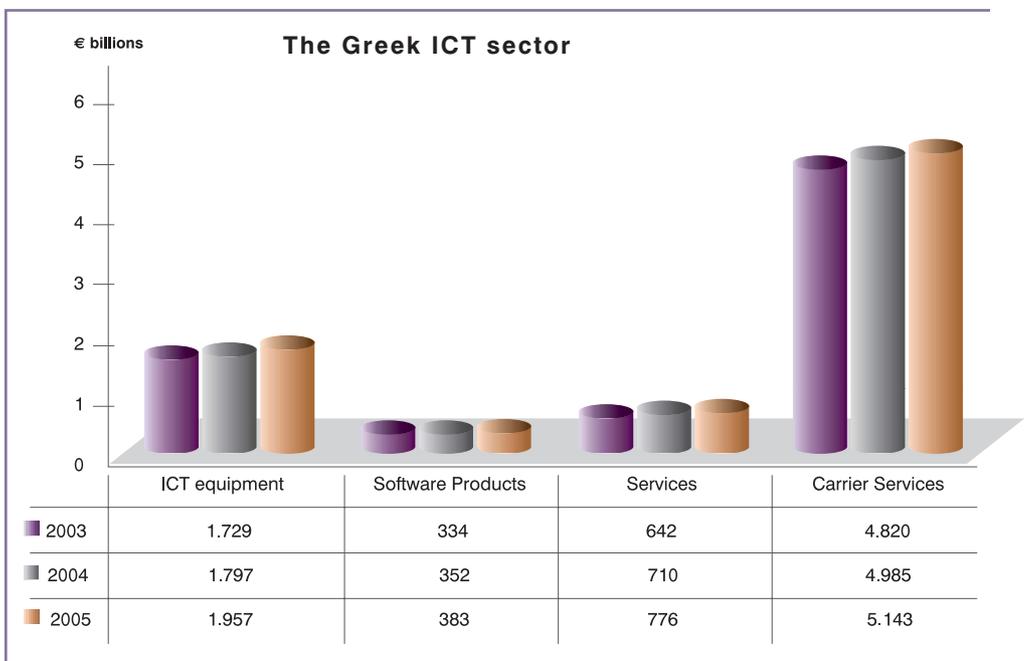


Figure 3 - The Greek ICT Market components in € billions (Source: EITO, 2004)

The Greek ICT Sector- Outlook for Growth

	2000	2001	2002	2003
Austria	6.6	6.7	6.5	6.4
Belgium/Luxemburg	6.7	6.9	6.6	6.5
Denmark	7.2	7.0	6.7	6.6
Finland	7.5	7.2	7.1	6.9
France	6.3	6.4	6.2	6.0
Germany	6.6	6.4	6.2	6.1
Greece	6.1	5.9	5.6	5.3
Ireland	7.2	6.6	5.9	5.3
Italy	5.5	5.6	5.4	5.3
Netherlands	8.5	8.1	7.6	7.3
Norway	6.4	6.3	5.9	6.0
Portugal	7.6	7.6	7.1	7.0
Spain	6.3	5.9	5.6	5.4
Sweden	9.6	9.5	9.2	8.8
Switzerland	8.2	8.3	7.9	7.9
UK	8.9	8.7	8.4	8.1
Western Europe	7.0	6.9	6.6	6.4
US	9.4	8.6	8.2	7.9
Japan	7.1	7.4	7.8	7.8

Table 2 - ICT Expenditure as a % of GDP (Source: EITO, 2004)

Technology will cater for the development of the necessary infrastructure for lighting, wiring, and coverage of all Games facilities.

Looking at our sector's component parts (Figure 2) we see a healthy rise in both the Information Technology sector (expected growth of 5.4% this year and 7.0% for 2005) and the Telecommunications sector (expected growth of 3.9% this year and 4.7% for 2005).

Drilling down further, we could see that growth comes from all segments of the ICT sector (Figure 3).

ICT equipment is expected to grow 4% this year and another 8.9% next year.

End-user equipment (and especially mobile phone sets) is the driver for this growth, more than traditional PC and Server sales that are estimated to be almost flat for this period.

Software products will also grow 5.4% this year and another 8.6% in 2005. System software and application software are expected to grow equally strong.

Services are the subsegment where the biggest growth is expected, 10.5% this year and another 9.3% in 2005. Consulting, Implementation, Operations Management and Support services will all enjoy similar growth and this is a clear indication that our ICT enterprises are now gearing themselves up to offer services required for our maturing market.

Carrier services are expected to grow 3.4% this year and another 3.2% next year with Fixed Data Services to be leading this growth.

ICT expenditure now stands at 5.3% of GDP (Table 2) which demonstrates the significance of the ICT sector in our National Economy. As a growing industry, it attracts better and better human capital – 100,000 people are already employed in ICT, more will be employed as the industry grows. Universities and research



We remain confident that given the opportunities outlined above, the ICT sector will continue to be a strong contributor to both our local economy and a strong partner to other ICT industries worldwide

Spyros Vyzantios,
President of the BoD of SEPE

institutes are increasingly involved in designing ICT courses and university graduates are equipped in the variety of ICT skills required to fuel this industry.

SEPE



DR. KOSTAS KARAMANLIS

The ICT Revolution at the

This is an era of fundamental change. The ICT Revolution that we experience can only be compared to the Industrial Revolution of the 19th century. It is the driving force that changes our world, the way our society evolves, our way of living. Our society is now transformed to an Information Society and everyone is called to become its member.

A New Government – A New boost to Information Technology

Our vision is for a society where growth and prosperity is shared fairly among all its members. We want to eliminate any possible social exclusion and that refers also to possible exclusion from access to IT. To this end we have planned actions for the wide dissemination of technological advances aiming to enable them as part of people's everyday life. Irrespective of the age group that people belong to, we will aim to make them embrace technology in both their working and out-of-work environment.

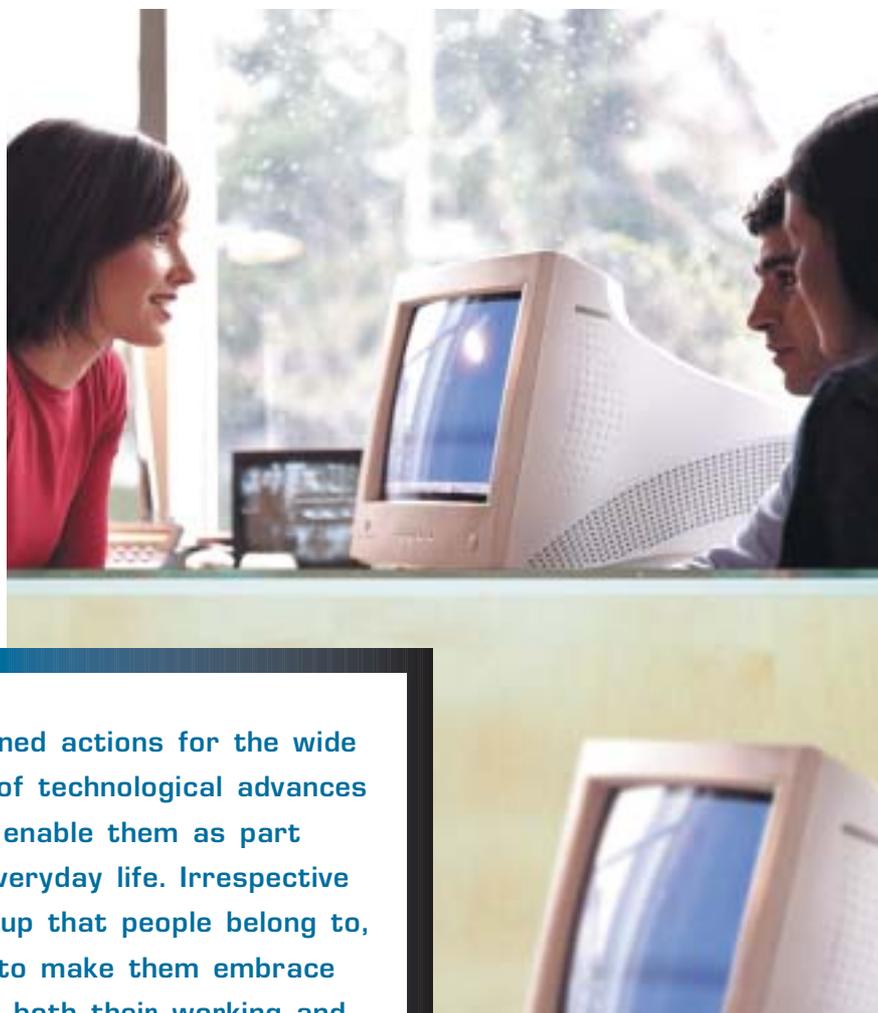
It is the Youth never the less that will be called not only to participate but to play the leading role in our IT Revolution and our New Economy. In order to build on this fundamental asset, i.e. the Youth, we have made it our priority to make technology a strong and integral part of our education system.

We have planned actions for the wide dissemination of technological advances aiming to enable them as part of people's everyday life. Irrespective of the age group that people belong to, we will aim to make them embrace technology in both their working and out-of-work environment

Our Youth and Personal Computers

The Personal Computer (PC) can no longer be considered a luxury in our age. It can neither be considered a consumer good. It should be considered a vital tool like pen and paper are. A person, be it a young one, that can not have access to technology is in a way socially excluded. The PC is

the modern equivalent of the printed book, a learning and work instrument – thus its provision to children should not be different to the provision of teaching books that the organizations of our educational system cater for. To this end, we guarantee that all children, as early as from the moment they join secondary education, will have the opportunity to work and be educated using their own PC. A PC with a modem that will allow them to access the Internet and utilize the vast information resources available in the World Wide Web. Furthermore, we



Spotlight of the New Government

will elevate the role of IT in the school curriculum so that IT courses will become part of the teaching and learning experiences available to all students. These courses will not only concentrate on the learning of technology but on its application as well through the effective use of personal computers.

Our commitment to IT also extends to embrace the youth that has already completed its secondary education and cannot benefit from the above mentioned plans – for them, we aim to bridge the digital divide, to smooth out the gap between the "rich" and "poor" of technology.

We will give everyone the opportunities necessary for effective fast-track training in technology and access to technological tools. Everyone will be able to take advantage of our offer and become educated in the use of IT – an offer completely sponsored by our government so that no young person will be left out of our journey to advance IT skills and usage in our country.

We are planning a phased increase in Education Spending to reach 5%. A fraction of this funding is enough to cover all the necessary activities for the induction of the youth into the digital age.

We will start by producing 150,000 personal computers for secondary schools to be used by students in the above mentioned initiatives. Year by year we will extend such provisions to other parts of the education system

and young people in employment. We estimate the cost of the first year to reach € 75m which represents the one thousandth of our budget (and less that 0.5 of the thousandth of our national product.

Just think about the outcome of such an investment: the increased familiarity

We will give everyone the opportunities necessary for effective fast-track training in technology and access to technological tools

with new technologies, the boost to productivity, the prompt realization of the Information Society in one big leap forward. This is an investment for the future, an investment for the people. And it is the means for our country to bridge the technological gap with other countries effectively.

We also want to promote e-learning with the use of multimedia as well as through the internet. This is our means to enhance participation to our Information Society. It is a complementary way of teaching and learning to the traditional ways our educational system provides while at the same time it caters for the segment of the population that is marginalized in education because of their geographical location or distance from educational establishments. Learning is possible for all – and technology makes this happen.

Electronic Government (e-Government)

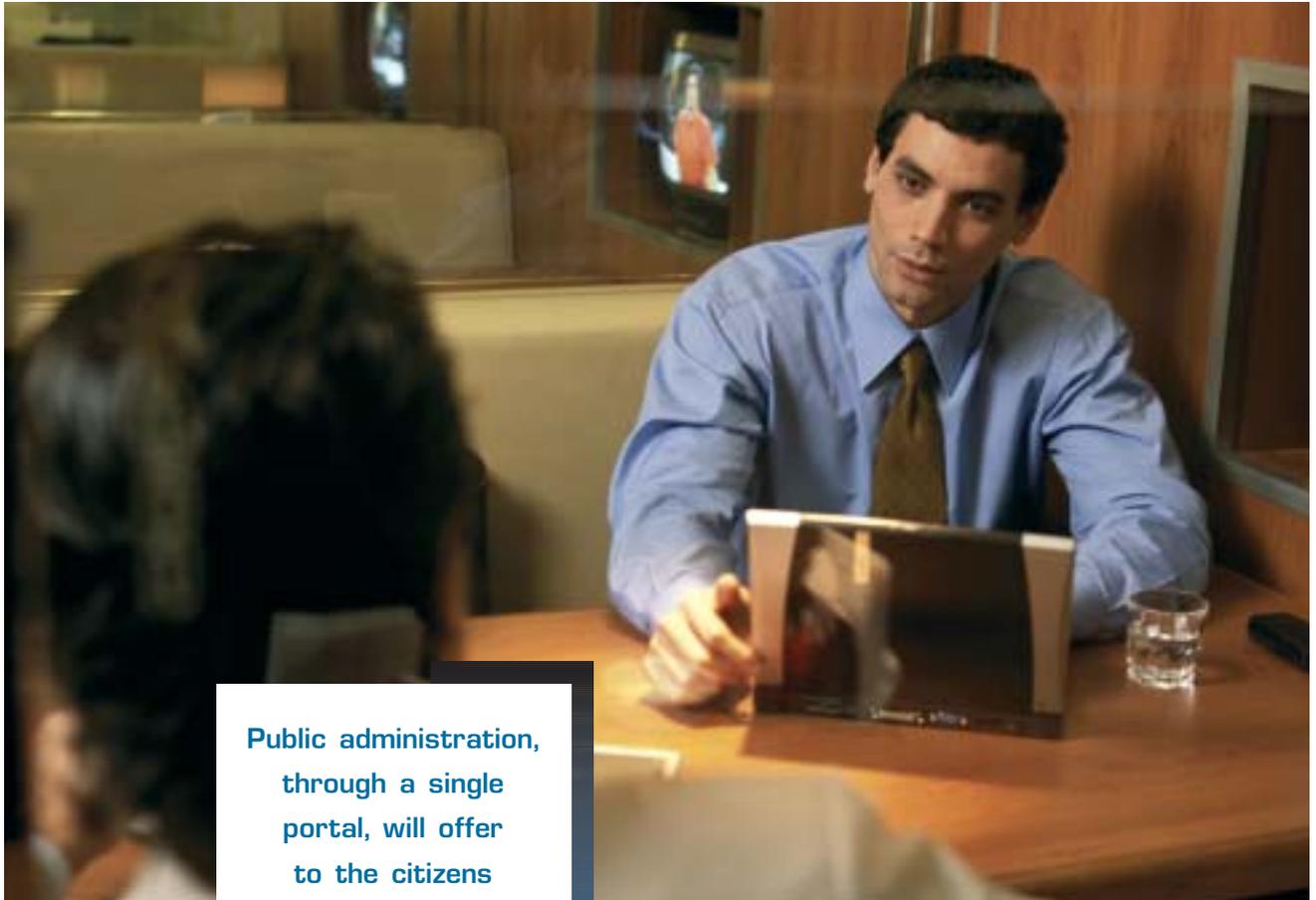
One of our strategic priorities is the enablement of true e-Government.

We aim to extend the provision of electronic



DR. KOSTAS KARAMANLIS

The ICT Revolution at the Spotlight



Public administration, through a single portal, will offer to the citizens the opportunity to complete their transactions on-line

transactions through the internet in order to dramatically reduce running costs of public administration as well as reduce bureaucracy and time-consuming procedures that affect levels of service provided.

We aim to provide the means for the citizens to do their transactions with public administration (and local government) on-line, fast and effectively. For example, we aim to extend the reach of the existing tax on-line system, TAXIS, to cover all possible transactions citizens perform regarding their tax affairs as well as make these electronic transactions available to all tax-payers.

TAXIS should not only be a system for submission of tax forms but should also be the main point of information of procedures

regarding starting a business, selling property, buying a car, etc. The same system should provide even the most detailed information regarding any transaction with tax offices so that citizens can be well informed and less challenged with queuing up to collect information from various sources for every transaction. Similar e-Government systems should be designed and put into operation. For example, anyone who wants to start a new business should not have to physically visit two different organizations (respective

commerce chamber and tax office) in order to get the new business tax number issued. Both transactions should be automated and available on-line (as it is currently done, for example, in the UK, through www.companieshouse.co.uk). In this new, reformed, more efficient public administration, every public servant will have a personal computer connected to the internet. Through these personal computers, public servants will have access to a range of technological applications and information systems without compromising on security or data dissemination and sharing. The whole public administration, through a single portal, will offer to the citizens the opportunity to complete their transactions

of the New Government

on-line, but also to participate in public administration through on-line feedback mechanisms that will be set up for them to submit their proposals, questions and concerns. And all this will be available 24 hours a day, 7 days a week within the context of one-stop shops.

We are a social state and, with this in mind, we are planning for the design, development and deployment of technological systems and applications that will cater for the modernization of our National Health system. For example, the electronic patient record will safely store the medical history of a patient together with any other medical information that is necessary for any doctor that a patient will consult anywhere in Greece they choose or need to.

New Economy

The IT Revolution does not limit itself to new ways of citizens transacting with public administration and e-Government systems. It extends to embrace aspects of a New Economy. For example, e-commerce, the novel way to promote goods and services. While e-commerce transactions are gaining traction in other countries, in Greece they are still at their infancy. Wider adoption of e-commerce will give a necessary boost to our commercial world and aid their development and growth. It is our goal to take all necessary steps to facilitate growing adoption of e-commerce usage. The Operational Programme for the

Information Society must be implemented in its entirety. Although it is still at its initial stages, it is imperative that our focus be in the induction of as many programs and businesses (including

small and medium businesses who are the majority in Greece and the backbone of our national economy) to the provisions of OPIS.

Equally important is the swift implementation of faster and cheaper internet access for all citizens. This is something that we

SEPE's member companies will make significant contribution in our programmes through their advice and consultations at developing our Information Society



must quickly act upon and harmonise this cost with the average one for the rest of the European Union countries. We cannot ignore our infrastructure problems though – so we are making it our priority to invest in the expansion of and accessibility for broadband

services aiming to establish cost-effective and widely-available communication channels.

The State and ICT Enterprises

Our vision and the programmes outlined here have a clear and fundamental aim to improve the quality of life for citizens and facilitate the growth and prosperity of all. It is a challenging vision that requires hard work, resources and unwavering will for its successful implementation.

It also requires strong and effective collaboration between the State and the enterprises who have the expertise and know-how to implement such wide-reaching programmes. Modern ICT enterprises, irrespective of their turnover or size, are the foundation of our endeavour. I am convinced that SEPE's member companies, who are notable for the provision of quality ICT services, will make significant contribution in our programmes through their advice and consultations at developing our Information Society. They will help public administration adopt new technological systems. They will facilitate public dialogue with their ideas for innovative uses of technology. They will play a conducive role in creating a stimulating environment for e-commerce to flourish and our economy to grow.

We will make the necessary investments. But these will become fruitful only with the persistent effort and inspiration of the ICT enterprises. And we have no doubt that State and IT Enterprises will collaborate effectively in order to realise the benefits of a true Information Society. 

*Dr. Kostas Karamanlis
is the Prime Minister of Greece*

The Greek ICT Market - an Opportunity for Investors

During a time when global IT markets are taking a deep breather after the exuberance of the dot.com era, information technology and communications in Greece present investors with a dynamic area of growth and investment. The government has targeted ICT development at all levels of society as a priority, and is investing heavily to upgrade the country's "technostructure" in education, government, and business. Greece's Information Society Programme is benefiting from almost € 3 billion in this effort.

**New technologies
can be processed
and new business
sectors are
actually
developing**



ICT, a fundamental backbone of Greece's modernisation programme, is one of the most advanced, although uneven, sectors in Greece. The country's many well-respected scholars and scientists have shown a strong interest in advanced ICT research, creating a valuable partnership for business and industry. Research funds flow steadily into Greek labs, and the country's potential to expand its R&D efforts is becoming recognised internationally. Growth of

investment in research and technology is currently at an attractive 7%. The Athens 2004 Olympic Games are opening up opportunities across the board and OTE, Hellenic Telecommunications Organisation, has emerged as Southeast Europe's strongest, active, and most aggressive telecom operator. Major global IT companies have offices or regional headquarters in Greece, including Microsoft, HP, Oracle, SAP, Motorola, Bull, Siemens, Sun and IBM.

Many smaller companies are also finding opportunities in Greece's IT landscape. New technologies can be processed and new business sectors are actually developing. Furthermore, Greece is well-positioned as a member of the EU and due to its proximity to other developing

service telecom leaders, offering a wide variety of services, including voice telephony. PC and Internet are still low by EU standards.

Mobile telephony has surpassed most analysts' expectations. Greece's penchant for mobile telephony has prompted a vigorous interest in 3G and next generation broadband services. Telecom expenditure is expanding in what many analysts now identify as a small but growing and valuable market. All Greek mobile have set their sights on expanding services and offerings to consumers increasingly accustomed to using their cell phones as "necessary" business and social communication devices.

Why Invest in Information Technology in Greece:

- ✓ Abundant, well educated and highly skilled IT specialists
- ✓ Demonstrably high efficiency, quality and overall performance to price ratio in the software development industry
- ✓ Strong scientific support from internationally acknowledged universities and research institutes
- ✓ Access to considerable European Union technology, research and development funds
- ✓ Growing domestic market because of the modernisation of private and public sectors and the Olympics 2004
- ✓ Massive infrastructure developments through the 3rd Community Support Framework to be continued up to 2006
- ✓ Full access to EU markets, access to emerging Balkan markets and proximity to Middle East markets

SEPE

*Reprinted from the Hellenic Center
for Investment website
www.elke.gr*

markets is a smooth springboard to other, even larger business opportunities. Deregulation of the Greek telecom market has transformed the landscape from one of domination by an elephantine monopoly to one that has dozens of new small, medium and large ICT companies active in developing and broadening services and products. Companies such as Forthnet, that started out as ISPs just a few years ago, are now vying to become full-



GIANNA ANGELOPOULOS-DASKALAKI

Olympic Games and

Organising the Olympic and Paralympic Games of 2004 is undoubtedly one of the most significant challenges of the modern history of Greece. One of the most critical elements for the success of this project is technology, not only in terms of information technology and telecommunications, but also in terms of television and broadcasting and energy management.



athletes will be measured, evaluated and broadcasted worldwide. Towards this goal, the necessary technological infrastructure (IT, telecommunications, and structural elements for lighting, communications, wiring, etc.) for the Games will be in place.

Technologies such as these will be utilized in Greece for the first time to such extent, and will constitute an important inheritance of the Games to the country and its citizens.

The post-Olympic usage of this system will be utilized by large private companies whose staff has needs for direct and continuous communication.

**At Athens 2004
we are working
towards utilising the
potential of such
technologies in order
to ensure that the
athletes will perform
their contests in
the most positive
environment**



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At Athens 2004 we are working towards utilising the potential of such technologies in order to ensure that the athletes will perform their contests in the most positive environment promoting human ability and endeavour. In the same spirit, the International Olympic Committee points that:

"Technology is not the end in itself; we are applying and implementing tried, tested and mature technologies, as we are hosting the Olympic Games, not the Olympic Technologies".

During the Olympic Games 2004, technology will provide the mechanism through which the performance of the

These technologies are:

1. Multichannel System for Radiocommunications (TETRA)

This is a secure digital system for radiocommunications that will be mainly used for the operations of the Games and will be implemented by the Major National Sponsor of the Olympic Games, OTE (our National Telecommunication Organisation). This system operates independently from the public telecommunication network and caters for the monitoring and secure transmission of data, while it is not affected by the network loading as it is the case with GSM systems.

This system will provide adequate coverage in the interior of buildings as well as ample capacity for all the geographical locations of the Olympic activities. The users of the system will be organized in talk groups, according to their needs.

2. Cable Television System (CATV)

During the Games, there is a requirement for a multichannel, closed circuit system for television broadcasting, official channel broadcasting (distribution of the official signals) as well as broadcasting of specific commercial channels to selected geographical locations such as the Main Press Centre (MPC), the Olympic Village, the Press Villages and the Hotels where the Olympic family will reside.

The post-Olympic usage of this system will be to constitute the foundation for the development of cable television in Greece.

3. Radio-spectrum Management System

The Olympic Games have a special requirement for extremely high density radio transmissions. This implies a vast

New Technologies

volume of wireless transmissions with usage of many differing technologies in a wide range of radio-spectrum concentrated in a small geographical area. The plan implemented by the National Telecommunications and Post Commission (EETT) for the Games aims towards the timely provision of adequate radio-spectrum for the needs of transmissions, the creation of an environment free of electromagnetic interference, and the fast response at tracing, tracking and catering for interference problems that may arise during the Games. These efforts will result in smoothing out hertzian transmission and harmonizing radio frequencies which was a long-standing requirement in Greece and will be implemented now due to the Olympic Games.

4. Simulation Tool (PLATO)

Athens 2004, in cooperation with members of the academic community, has developed a methodology and a tool to support the functional design of all venues (competition and non-competition venues) so that using simulation techniques to enable the provision of real-time answers to what-if scenarios. This tool caters for the calculation of the required resources for the provision of certain levels of service thus ensuring precise cost control for each function offered. This tool will be an important contribution of Athens for future Olympic Games.

5. Wireless Olympics Works

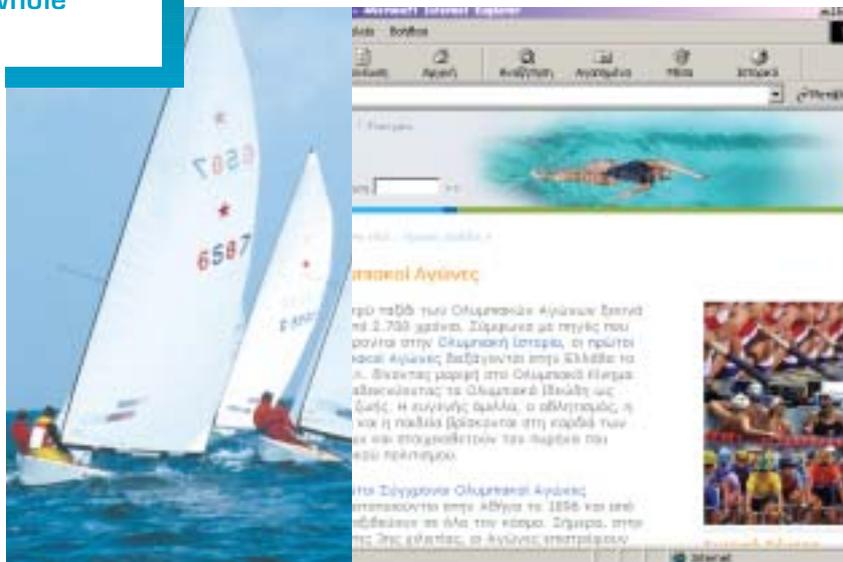
This system, which is implemented for the first time, will be used for the transfer of data relevant to the Games to owners of Samsung mobile phones who are also subscribers of the Cosmote mobile carrier. For the design and implementation of all these technology systems, Athens 2004 is cooperating with

infrastructure projects, upgrading land-line, mobile and internet networks substantially.

It should also be noted that there is also implementation of a series of exclusively Greek initiatives that aim to reinforce the efficiency of certain critical factors – like doping control – that will be utilized by all the forthcoming Olympic Games.

To conclude, the infrastructure that is currently put in place in Greece for the Olympic Games 2004 will benefit the Greek economy and society as a whole, as its most valuable asset, its people, will become experienced in managing

The infrastructure that is currently put in place in Greece for the Olympic Games 2004 will benefit the Greek economy and society as a whole



its worldwide sponsors SchlumbergerSema and Swatch, its national sponsors OTE and Cosmote, as well as with relevant public sector organisations.

This way, the Olympic Games 2004 become the founding point for extensive modernization of the existing telecommunications networks, as both OTE and Cosmote are investing in

complex infrastructure projects enabling thus a new generation of professional staff will be ready to be utilised in the post-Olympic Games era. **SEPE**

*Gianna Angelopoulos-Daskalaki
is the President
of the Athens 2004.*

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Athens 2004 Innovative Technology Products

Five proposals for new and innovative technology projects, which will be used during the 2004 Olympic Games were submitted to the General Secretariat of Research and Technology to be co-financed by the Operational Programme Competitiveness. These projects are the fruit of cooperation between ATHENS 2004, private companies and research agencies. The goal of ATHENS 2004 is to help develop innovative products and services for use at social and cultural

The goal of ATHENS 2004 is to help develop innovative products and services for use at social and cultural events

events, which will increase the competitiveness of the national economy and, at the same time, create a significant number of new employment positions. Specifically, the five proposals in which ATHENS 2004 participates, either as the main contractor or user, are the following:

1. ASSOS (Accreditation System for Sports and Olympic Security)

This is a special database for the registration of approximately 300,000 people who must be accredited during the 2004 Olympic and Paralympic Games. This system will secure the speedy, accurate and safe implementation of the entry management procedures, using the following innovations:

- ▶ e-accreditation via the internet, which will take place for the first time internationally.

- ▶ a special system of card identification for approximately 1,000 different types of accreditation cards at the entrances to venues, which will be applied for the first time at any such event.

2. ATHLOS (Autonomous guidance of athletes with vision disorders in sports facilities)

The ATHLOS project covers the mobility needs of athletes with impaired vision in the areas of the Paralympic Village.

By combining voice recognition and data management technologies with technologies that determine location, and by making use of mobile tele-

communication devices and a voice interaction system between the athlete and the system, ATHLOS provides directions on the course the athletes will follow from one point in the village to another. It also provides information on the common utility areas in the village, and reduces the need to be accompanied.

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3. DCS (Doping Control System)

The object of the proposed DCS project is the development of an information system which will support the sample-taking procedures during doping control for athletes. The system will operate in such a way as to guarantee the international specifications set by the World Anti-Doping Association.

4. HERMES (Automatic multilingual guide for visitors at athletic events).

HERMES has as its main object the research and development of a "multilingual guide" for visitors to sports events. Access to information will be achieved easily from various access channels (Web, Wap, etc.) but also from various devices (PCs, handheld, mobile phones) and at any given moment. The information will be related to the following areas: accommodation facilities, communications services, taxi and car rental services, places of interest in the Attica region, entertainment centres, events and sports. The system will be constantly updated by authorised associates in many different languages.

5. STARS (Spontaneous Transportation Advice Retrieval System).

The aim of the STARS system is the steady provision of information on transportation to and from stadiums where sports events are taking place, using the new Public Transport System, and will operate as an "electronic volunteer". Users will access the system using a PDA mobile phone, a handheld or laptop computer - in combination with a GPS location detection device. The STARS system will then provide the best possible route.

It is worth noting that in addition to being used during the 2004 Olympic and Paralympic Games, all the technologies will also be utilised at major cultural events, and for other public services, such as the Citizen Service Centres (Public Administration) and Client Service Centres (Commercial Enterprises, Mobile Phone Companies, etc.).

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GEORGE GIAGLIS

Wireless Services and Consumer

People in the ICT sector note the growing need for technologies that promote mobility. Due to the disappointment that the international ICT community felt from the unsuccessful promotion of WAP in mobile phones, companies are now eager to adopt a customer-centric view towards the development of new, innovative services. The proliferation and growing expansion

worldwide. This figure was expected to rise to 88 million by the end of 2006. A number of Wireless LAN (WLAN) projects are being implemented around the world today. For example, a number of hotel chains (e.g. Hilton, Marriott, etc.) in the UK are offering wireless email and internet access to the business traveller, while similar Wi-Fi systems are available in railway stations. Similarly, a Greek example of such an

value-added that is delivered to end users through the use of wireless services. Adopting a customer-centered approach, the Economic University of Athens (eBusiness Laboratory Eltrun, www.eltrun.gr/wrc) conducted a survey on wireless services, focusing on the market of sports services, within the framework of the research project Information on Sports inside Sports Venues which is financed by the General Secretariat for Research and Technology. This project aims at the development of a wireless platform based on innovative technologies IEEE 802.11.

The platform will offer a series of services, accessible from inside or outside a sports venue (during sports track & field games). The spectators of a sports event or those on their way to a sports venue will be able to access through a mobile device (e.g. PDA) a series of services, such as:

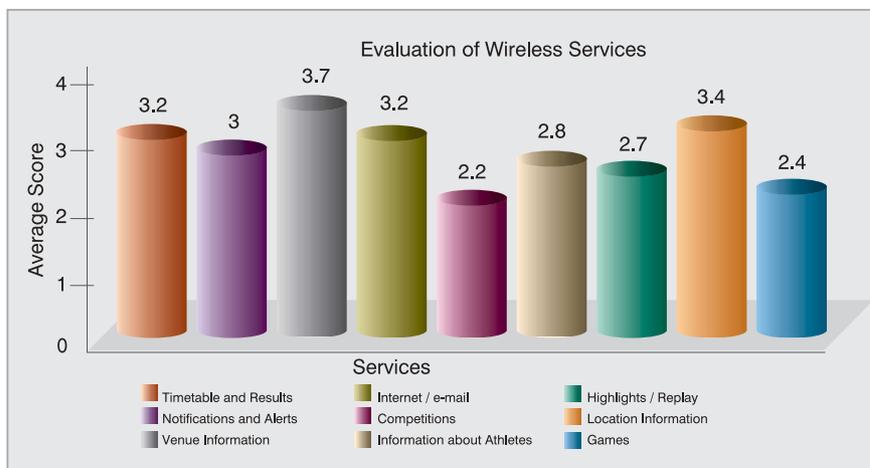


Figure1. Evaluation of wireless services by the spectators of "Tsikliritira 2003"

The Greek spectator is highly associated with his/her mobile phone, however the usage of wireless services is basic

of wireless networks and services lead to questions regarding the consumer acceptance for such services, especially in Greece.

According to research by Emarketer, the outlook for growth and implementation of wireless networks is extremely positive, indicating high growth. IDC in 2002 reported that there were 19 million devices supporting wireless services,

implementation is the Athens International Airport, as well as in business solutions oriented towards stock tracking and monitoring, customer service, etc.

Wireless technologies and Greek consumers

Some issues that concern Greek ICT companies include the readiness of the Greek market for such services and the

- ▶ A menu at their mobile device through which they will have access to the whole program of the games as well as all the results.
- ▶ Search facility for information about the athletes.
- ▶ Receipt of notifications (e.g. SMS) on their mobile phones on events such as when a certain athlete is due to compete or when a certain game starts.
- ▶ Receipt on their mobile phones of pictures and video of important highlights of the games, for example replays and photo-finish (e.g. via MMS).
- ▶ Access via their mobile phones to information about the sports venue (e.g. map of venue with seating plans according to ticket type, venue facilities such as WC, exits, etc.).

¹Hotspots: Hot Wireless Initiative", July 8 2003.

²Worldwide Wireless LAN Equipment Market Forecast and Analysis", 2002-2006.

Acceptance

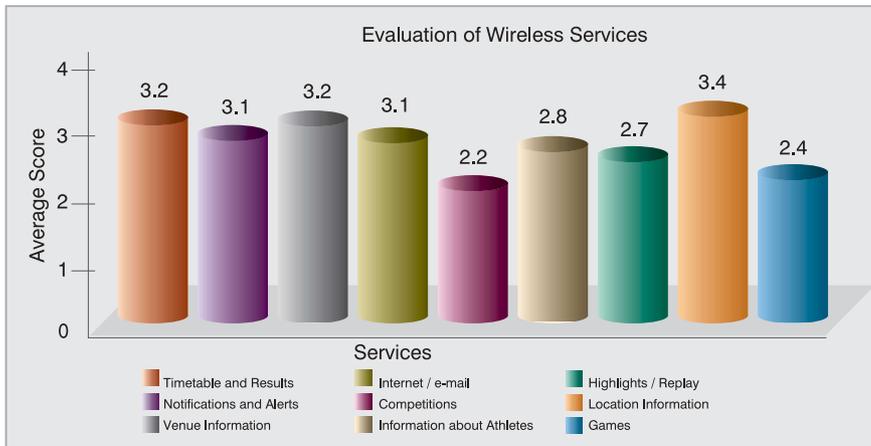


Figure2. Wireless services usage by consumers (aged 18-25)

- ▶ Access via their mobile phones to information regarding the geographical location of the sports event (e.g. history, population, sights of interest).
- ▶ Email and internet access via their mobile phones.
- ▶ Access via their mobile phones to electronic sports games as well as sports competitions.

The research is in two parts: in **questionnaire based research** on a sample of spectators at Tsikliritiria 2003, and in **quantitative research** at 285 people aged 18-25, aiming to compare and present the potential of wireless services at sports events classic athletics (as this is an area where technological innovations have been underutilised in Greece).

Wireless networks have already been implemented outside Greece, most notably at the Maracana (the largest sports venue in the world), at baseball venues, even horse racing venues. It is worth noting that the technological

platform required for such services can be used in other sectors, not just sports.

Results and conclusions of the research on wireless services in sports events.

100% of the research sample (spectators at the Tsikliritiria 2003 sports event) owned a mobile phone, while 0% owned a PDA device. The majority of the sample (93.1%) had their mobile phone with them at the sports venue while their degree of familiarity on using their mobile phone was 3.96 (out of a maximum of 5 points).

Combining the degree of mobile phone ownership (100%), PDA ownership (0%), the availability of their mobile phone inside the sports venue (93.1%), the usage of SMS service (93%), and the usage of WAP service (10%), it can be derived

The high levels of ownership and usage of mobile devices in people aged 18 to 25 are an indication of the future demand for wireless services

that the Greek spectator is highly associated with his/her mobile phone, however the usage of wireless services is basic.

Interestingly though, 65.5% of the sample renew their mobile phone device every year – this denotes a dynamic growth in the usage of more complex applications given that the evolution of the mobile phone device leads towards a hybrid product that combines telephony and PDA. It is also important that 36.2% of the respondents turned up at the sports venue without any prior information about the event, which signals the importance for services of real-time sports information.

Consumers (aged 18-25) and wireless technologies

The high levels of ownership and usage of mobile devices in people aged 18 to 25 are an indication of the future demand for wireless services; members of this age group are also the most active group in terms of participation in sports events. The degree of mobile phone ownership within this age group is 99.3% while 3.5% owns a PDA device. 99.3% of respondents have sent a SMS at least once – 23.3% have sent a MMS message at least once. 48.4% of the respondents have bought a new mobile phone in the last year and 32% have an active interest in classic athletics. 23% prefers to watch sports events on television while 47.7% prefers to attend such events live at the sports venue.

SEPE

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GEORGIOS KARAGEORGOS

e-Business in Greek Enterprises

Findings from the European Commission's e-Business W@tch survey (completed in December 2003) show that Greek companies do not trail significantly behind the EU average in terms of basic ICT infrastructure anymore. For example, basic Internet access and some sort of web presence are ubiquitous among Greek enterprises just like among those from other EU countries. More specific indicators reveal, however, that there are still significant differences in the quality of this infrastructure (in particular with regard to broadband connections – i.e. with more than 2Mbps) and that the level of business process automation and integration in a Greek enterprise is less advanced than that on the European average (for example, ERP and SCM systems are diffused to a considerably lesser extent).

These conclusions confirm the results from the previous e-Business Survey that was conducted by the e-Business W@tch in 2002.

The following Exhibit 1 shows the relative positioning of companies from a number of different EU countries on the basis of their e-maturity. It is derived from a proxy developed by the e-Business W@tch on the basis of the eEurope 2005 e-Business Index. It should be noted, that the sector composition differs for Greece where only four sectors have been surveyed instead of nine for the other seven countries [France, Germany, Italy, Spain, the UK (the EU-5), Poland and Estonia].

In 2003, the e-Business W@tch also asked companies to assess the future importance of some standards and e-business related technologies. Results

from Greece show that the use of XML-based standards was considered as the least important among these issues (with 15% of companies, representing 21% of employment, reporting it), while some more companies (20-40%, depending on the sector) believe that web-based services (which, to a large however extent, are based on XML) will be important for them. Mobile solutions are clearly regarded as more important for e-business and even more so are Virtual Private Networks (VPNs), which are already in

from other countries in the kind of connection which is normally used. About 95% of companies with internet access in Greece are connected through ISDN or still use analogue dial-up modems, while less than 5% have more powerful connections (via DSL or other fixed network connections). In other countries, the percentage of companies using DSL or equivalent connections is much higher (about 45% of companies connected on average in the EU). Another indicator used by the e-Business

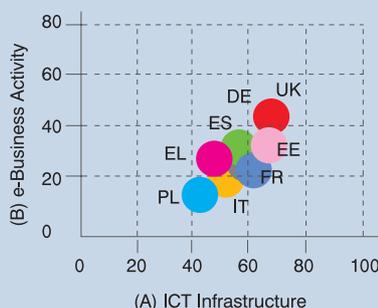


Exhibit 1: Benchmarking the e-maturity of enterprises from European countries: the eEurope 2005 e-Business Index

Proxy to the eEurope 2005 e-Business Index, based on 11 component indicators (5 for ICT infrastructure and 6 for e-business activity). All data used are weighted by employment (enterprises representing ...% of employment). UK=United Kingdom, DE=Germany, ES=Spain, EE=Estonia, FR=France, EL=Greece, IT=Italy, PL=Poland.

Note: Sector configuration for Greece differs from those of the other countries – therefore only limited comparability. Developed by the e-Business W@tch (2004).

Greek enterprises seem to be well connected to the internet

use in many companies and have been identified as the most important development by companies representing more than 50% of employment in the sectors surveyed.

ICT infrastructure and connectivity within the Greek company is well deployed

Greek enterprises seem to be well connected to the internet. More than 90% of the Greek companies interviewed in 2003 had internet connections – a percentage higher than the EU average. However, there is a striking difference between Greek companies and those

W@tch to determine the sophistication of a company's ICT infrastructure is whether employees can access the network remotely, for example from home. 37% of employees in the EU-5 worked in companies that enabled remote access in 2003, while the same applied to only 20% in Greece. The gap is rather consistent across sectors, indicating that Greek companies are usually equipped with simpler ICT networks than their counterparts in other European countries. In general, as indicated by the differences between '% of employment' and '% of enterprises' figures, larger companies are better equipped than their smaller counterparts. In Greece, however, it seems that these differences are less pronounced than for the EU-5 average (see Exhibit 2).

1. Georgios Karageorgos is a national expert seconded to the European Commission, Enterprise Directorate General, where he is responsible for the e-Business W@tch. The views expressed in this article are those of the author and do not necessarily reflect those of the European Commission. Neither the European Commission nor any person acting on behalf of the Commission is responsible for the use which might be made of the information presented in this article.

Basic infrastructure is there, advanced usage is yet to develop

(based on key figures from the 2003 e-Business W@tch enterprise survey)

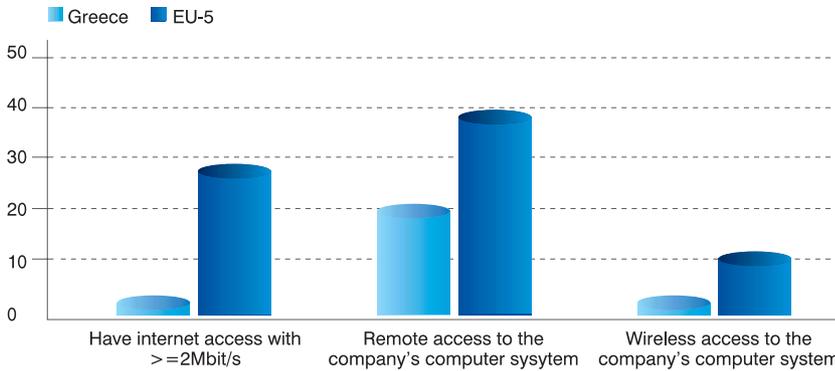
Exhibit 2: Connectivity in Greek enterprises (2003)

	Have access to the internet		Have internet access with >=2Mbit/s		Remote access to the company's computer system		Wireless access to the company's computer system	
	% of emp.	% of firms	% of emp.	% of firms	% of emp.	% of firms	% of emp.	% of firms
All sectors*								
Greece	96	91	2	1	20	17	2	1
EU-5	88	76	27	11	37	16	10	4

"% of emp." = enterprises representing ...% of employment in the country / EU-5 / sector

"% of firms" = ...% of enterprises in the country / EU-5 / sector

* Note that the sector configuration differs for the EU-5 (includes 9 sectors) and for Greece (includes 4 sectors only). EU-5 = DE, ES, FR, IT, UK. Base: all enterprises. N= 4516 for EU-5. N= 324 for Greece (all sectors).



Source: e-Business W@tch (Decision-Maker Survey 2003)

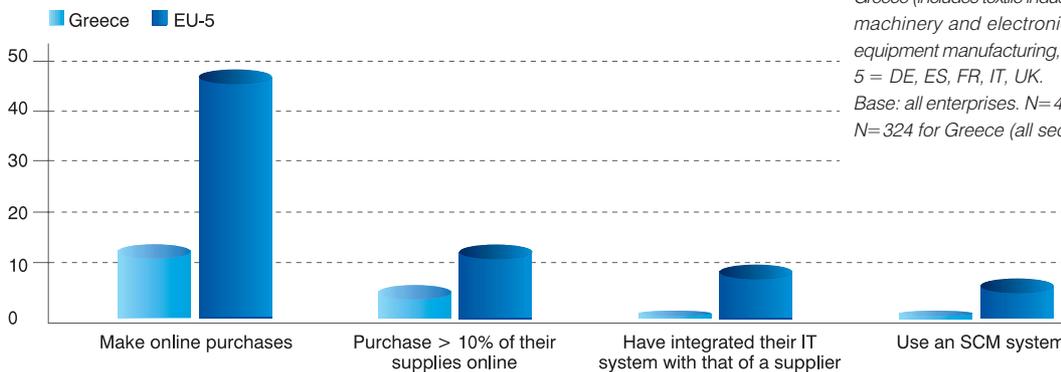
Exhibit 3: Online procurement and supply chain integration

	Purchase supplies online		Purchase >10% of their supplies online		Have integrated their IT system with that of a supplier		Use an SCM system	
	% of emp.	% of firms	% of emp.	% of firms	% of emp.	% of firms	% of emp.	% of firms
All sectors*								
Greece	12	9	5	2	1	<1	1	<1
EU-5	46	31	12	10	8	6	6	2

"% of emp." = enterprises representing ...% of employment in the country / EU-5 / sector

"% of firms" = ...% of enterprises in the country / EU-5 / sector

* Note that the sector configuration differs for the EU-5 (includes 9 sectors) and for Greece (includes textile industries, electrical machinery and electronics, transport equipment manufacturing, tourism). EU-5 = DE, ES, FR, IT, UK. Base: all enterprises. N= 4516 for EU-5. N= 324 for Greece (all sectors).



Source: e-Business W@tch (Decision-Maker Survey 2003)

E-procurement and supply chain integration: The B2B revolution is delayed in Greece

As already observed in the results of the previous (2002) survey, Greek companies are lagging considerably behind the EU average when it comes to purchasing on-line and the electronic integration of related business processes. According to the 2003 survey, 12% of

Greek employees work in companies that reported making purchases on-line, as compared to 46% on the EU-5 average. Admittedly, this figure is heavily influenced by results in the tourism sector, which accounts to about 70% of employment among sectors surveyed

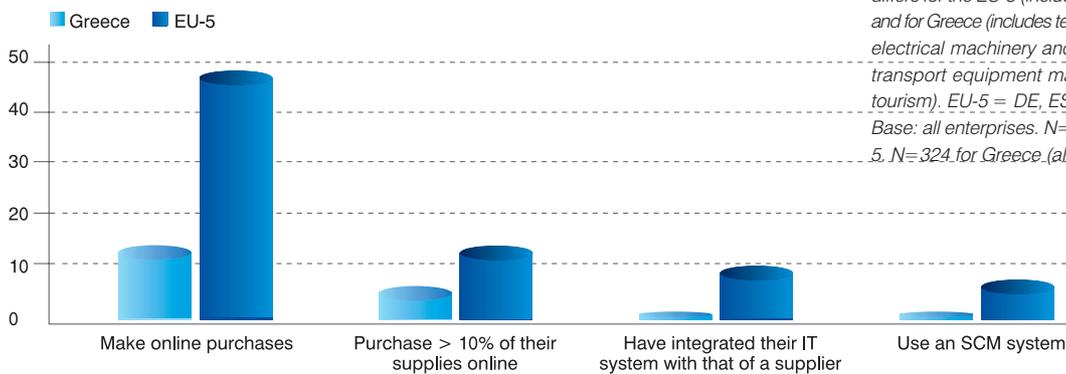
2. The European Commission, Enterprise Directorate General, launched the e-Business W@tch to monitor and analyse e-business developments across different sectors in the enlarged European Union and in EEA countries. Since January 2002 the e-Business W@tch has surveyed and studied e-business impacts in 17 manufacturing, financial and service sectors of the European economy. All the statistical data, the sectoral and synthetic reports, as well as plenty of other relevant information from the e-Business W@tch are available at www.ebusiness-watch.org (also accessible via the Commission's Europa web-server at www.europa.eu.int/comm/enterprise/ict/policy/watch/index.htm).

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e-Business in Greek Enterprises

Exhibit 4: Electronic marketing and sales

	Have a website		Make online sales		Sell > 10% of their products / services online		Use a CRM software system	
	% of emp.	% of firms	% of emp.	% of firms	% of emp.	% of firms	% of emp.	% of firms
All sectors*								
Greece	76	60	37	24	9	6	3	1
EU-5	66	36	16	10	5	3	13	4



"% of emp." = enterprises representing ...% of employment in the country / EU-5 / sector

"% of firms" = ...% of enterprises in the country / EU-5 / sector

* Note that the sector configuration differs for the EU-5 (includes 9 sectors) and for Greece (includes textile industries, electrical machinery and electronics, transport equipment manufacturing, tourism). EU-5 = DE, ES, FR, IT, UK. Base: all enterprises. N= 4516 for EU-5. N= 324 for Greece (all sectors).

Source: e-Business W@tch (Decision-Maker Survey 2003)

in Greece. However, similarly significant differences have also been noted in manufacturing sectors (where the management of supply chains is more important) and they were even wider in respect to more advanced and sophisticated applications that demonstrate the level of ICT-supported business process integration (like ERP or SCM systems and, in particular, the degree of integration of a company's system with that of its suppliers) - see Exhibit 3.

Electronic marketing and sales: More intensive than the EU average?

The e-Business W@tch survey results indicate that the percentage of Greek companies having a web presence and making online sales is higher than in the

Greek companies having a web presence and making online sales is higher than in the European average

into account, figures for on-line sales in Greece seem to be remarkably high to a degree hardly identified in other countries (see Exhibit 4).

As far as the platform for conducting these on-line sales is concerned, the company website appears as by far the most important for Greek companies – a pattern similar to the EU average. In fact, about 90% of Greek companies that reported selling on-line said that they do so through their own website. Electronic marketplaces operated by third parties are also used by just over

European average. Even when the already noted different sector composition in the sample between the EU-5 and Greece (where it was dominated by the - leading in e-commerce- tourism sector) is taken

a quarter of online sellers, while other platforms or protocols (like EDI connections) seem to be less significant for companies in the sectors surveyed in Greece.

A sector in focus: Tourism

With almost 13 million people visiting Greece in 2002, tourism is an important sector for the Greek economy, generating revenues that accounted for about 7% of the GDP . The level of e-business maturity of tourism enterprises in Greece appears as relatively more advanced than that in other sectors but also across different countries. This holds in particular true for marketing and sales activities, to a lesser extent for electronic procurement and the usage of related software applications, while it is still lagging behind in respect to more advanced ICT infrastructure (like broadband connectivity) and internal integration of processes– see Exhibit 5.

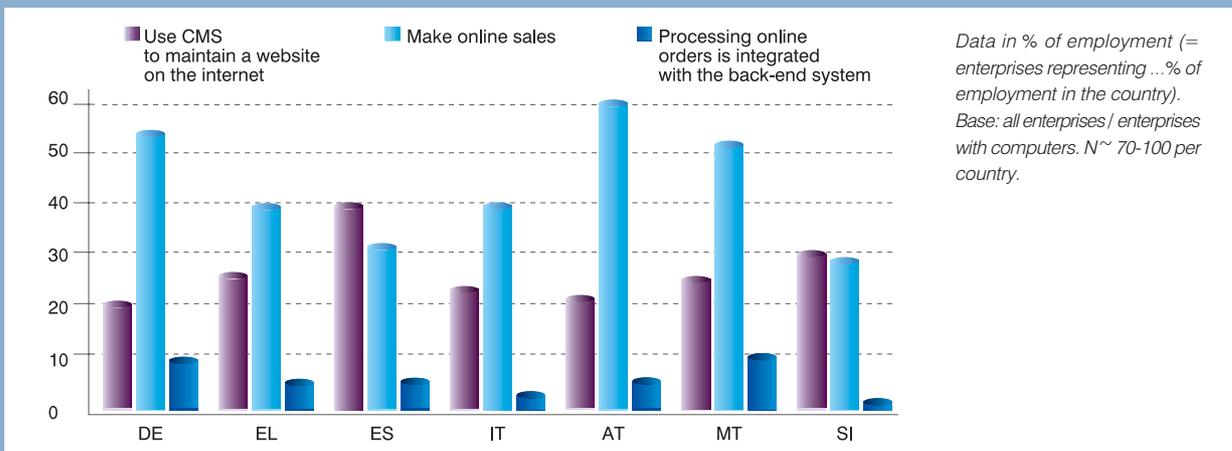
Continued page 26

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e-Business in Greek Enterprises

Exhibit 5: Diffusion of e-business in the tourism sector

	DK	DE	EL	ES	FR	IE	IT	AT	UK	CZ	EE	MT	PL	SI
Connected to the internet	100	95	96	93	66	89	98	99	92	100	97	100	72	97
Connected with >2Mbit/s	49	16	2	27	19	5	19	23	21	20	15	21	10	24
Remote access to company's network	55	30	21	26	20	35	27	28	37	20	29	46	24	46
Use CMS to operate a website on the internet	32	20	26	38	10	29	23	21	31	21	26	25	20	30
Make online sales	60	54	39	31	29	42	39	60	32	34	33	52	25	29
Processing online orders is integrated with the back-end system	26	8	5	5	11	9	2	4	9	1	8	10	3	1
Have connected their IT system with that of a customer	19	9	9	11	4	3	11	14	7	11	28	9	9	11
Use a CRM software	17	11	2	8	8	13	9	12	24	2	12	3	0	2
Make online purchases	76	58	12	39	19	22	44	54	58	77	27	44	9	14
Have connected their IT	11	6	1	14	0	4	9	12	6	13	8	11	0	4



Source: e-Business W@tch (Decision-Maker Survey 2003)

More than 25% of Greek tourism enterprises (employment-weighted) said that they operate a website with a Content Management System, compared to a 28% EU average. Almost 40% of Greek tourism enterprises said that they sell on-line, with a 10% reporting that they have sold more than 10% of their services online (EU average: 13%) and 9% having integrated their IT system with that of a

customer (EU average: 9% also). In contrast, however, the level of involvement in on-line purchases and of integrating e-business practices (like connecting the ICT system of the company with that of a supplier) seems to be significantly lower than for the average company in the EU tourism. Overall, the e-business activities of Greek companies in the tourism sector

are very much in line with their counterparts in other EU countries. With respect to marketing and sales, in particular, the pattern among Greek tourism firms is very similar to that in Italy and comparable the one among companies from Germany, the UK or Austria, which would usually be expected to be more advanced in using e-business. **SEPE**

The Future is Now at WCIT 2004

www.worldcongress2004.org

Ever since the Industrial Revolution, technology has had a profound effect on our daily lives and has been the driving force for development. Its impact has been even greater since the Internet propelled us into the Information Age, catapulting humankind to the threshold of an era of incredible technological achievement that had been loosely labeled as "the future." Yet the future is here. Smart appliances, online banking, biometric databases, cell phones that transmit data and video, telemedicine, e-government and a host of other professional and consumer applications are now part of our daily lives, prompting

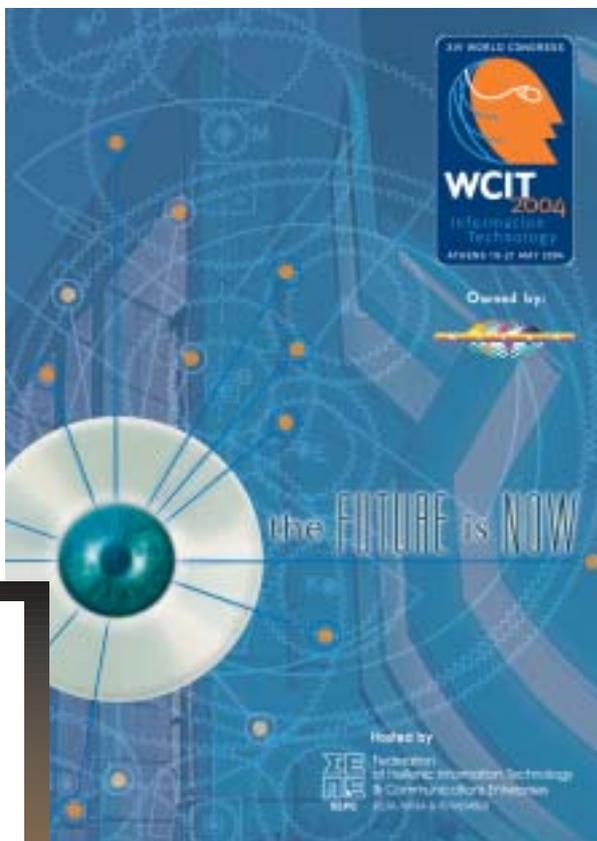
WCIT 2004 is the world's premiere technology forum that brings together top corporate executives, policymakers from national and international organizations

debate about security, privacy and cyber-democracy.

These issues and trends in Information and Communication Technology (ICT) inspired the theme for the 14th World

Congress on Information Technology to be held in Athens, Greece, May 19-21: "The Future is Now."

WCIT2004 is the world's premiere technology forum that brings together



top corporate executives, policymakers from national and international organizations, distinguished academics and leading personalities from the ICT sector. Keynote speakers at WCIT 2004 include several big names such as **Vinton Cerf**, the "father" of the Internet and currently senior VP for technology strategy at MCI; **Bill Vass**, VP for IT strategy and architecture of Sun Microsystems Inc.; **Michel Fromont**, president and CEO of NEC Computers International B.V.; **Thomas Ganswindt**, ICN Group President at Siemens; **Howard S.**

Charney, senior VP of Cisco Systems; former Costa Rican president **Jose Maria Figueres**, chairman of the United Nations' ICT Task Force; **Carlos Alberto Primo Braga**, senior advisor at the World Bank's International Trade Department; **Maria Livanos Cattai**, secretary general of the International Chamber of Commerce; and **Nicholas Negroponte**, founding chairman of the MIT Media Lab.

Congress sessions have been arranged according to **three main themes. Telecommunications**, from post-3G applications to business models and social impact, will be the focus of panel discussions and presentations on May 19th. The 2nd day of the Congress is dedicated to trends in **Information Technology**, with special focus on its effect upon the global economy. The closing day will be dedicated to **e-Government/e-democracy** and how technology is redefining the relationship between citizens and their governments. These

discussions will culminate with the **endorsement of a "Political Leaders Declaration on Technological Developments in the Service of the Citizen"** by ministers from more than 25 countries and the official launch of **access2democracy**, a global forum aimed at promoting citizens' access to government and decision-making. The day will culminate with the dedication to Michael Dertouzos and the **"Michael Dertouzos Competition & Awards"** themed: "Information Technology with a Human Face."

Continued page 30

The Future is Now at WCIT 2004

ABOUT WCIT 2004

WCIT is a biennial Congress owned by the World Information Technology and Services Alliance (WITSA www.witsa.org), an international consortium consisting of national ICT federations and industry associations representing over 90% of the respective world markets.

The Congress is held at a different continent each time and aims to bring to be a top forum for the evaluation of all the latest developments in ICT, the collaboration among ICT businesses, the exchange of ideas of leading people from the industry and academia.

WCIT 2004
program combines
presentations and panel
discussions with
networking opportunities

WCIT 2004 is hosted by the Federation of Hellenic Information Technology and Communications Enterprises (SEPE www.sepe.gr). It is the first time that WCIT2004 is being held in Southeastern Europe, and the Athens meeting is expected to attract over 2,000 participants. WCIT attendees are leaders in the ICT sector (CEOs and high-level executives), key decision-makers from government, academia and international research institutions, as well as venture capitalists and business consultants.

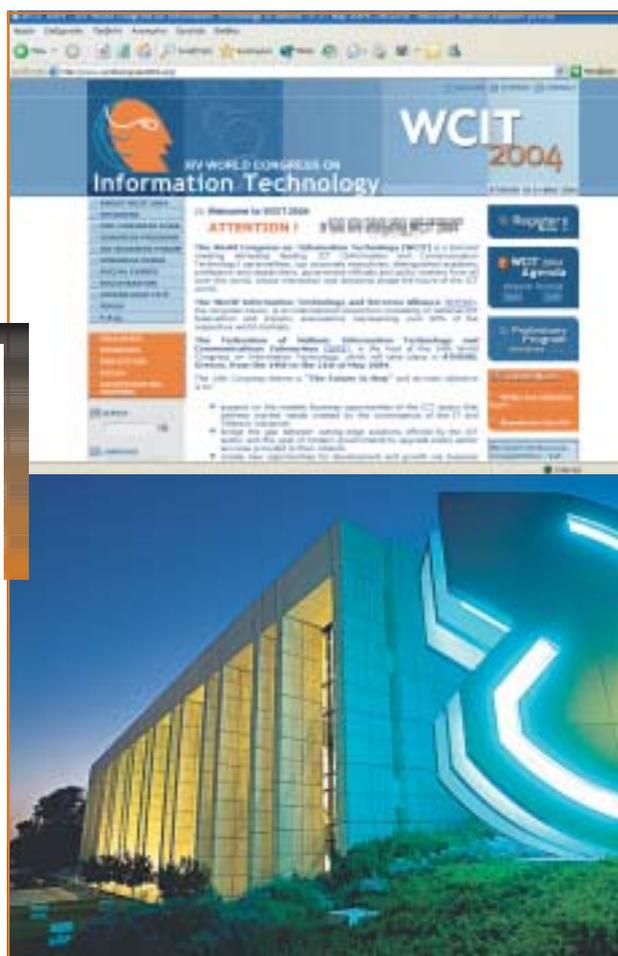
It is worth noting that on 13 December 2003, the representatives of the EU Member States meeting at Head of State or Government level have decided

by common accord that the European Network and Information Security Agency (ENISA) shall have its seat in Greece. The Agency, which aims to facilitate and intensify European coordination in the field of information security with a view to achieving a sufficiently high level of security in the Member States

same year makes the engagement of Greece with ICT even more important. WCIT 2004 program combines presentations and panel discussions with networking opportunities, both informally through many social events and through the formal Innovation Relay Center networking event, which gives small and medium enterprises access

to clients, suppliers and representatives from all over the world. Pre-congress events on May 18th like a forum by e-Business W@tch, a unit of the European Commission that monitors the penetration of e-business in various sectors of the economy, fora on Cybercrime - ICT security and Broadband/Wi-Fi as well as a scientific forum on grid services - provide additional opportunities for expanding contacts and cooperation in the global ICT market.

The Greek Government has also invited forty Ministers from around the world to join the WCIT and to sign the "Political Leaders Declaration on Technological Developments in the Service of the Citizen", that will take place on the third day of the Congress, May 21st, 2004. **SEPE**



will also seek to create a common understanding in Europe of issues relating to information security. The choice of Greece as the host country of this key Agency illustrates the important role that it will be called to take in ICT developments – hosting WCIT in the

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14th World Congress on Information Technology

Athens, Greece, May 19th - 21st 2004



Convention Centre of the Athens Concert Hall

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The World Congress on Information Technology (WCIT) is a biennial meeting attracting leading international Information and Communication Technology (ICT) key players and decision makers. For over 25 years, eminent academics, researchers, corporate executives and policy makers from all over the world have participated in this important event and have established a vehicle with which new ideas and applications are explored and have led to decisions that shape the future of the ICT world. The World Information Technology and Services Alliance (WITSA) has awarded the Federation of Hellenic Information Technology and Communications Enterprises (SEPE), as the host of the 14th World Congress on Information Technology, which will take place in Athens, Greece, from May 19th to 21st, 2004 at the brand new Convention Centre of the Athens Concert Hall.

PRE-CONGRESS FORA Tuesday, May 18th 2004

IT Security & Cyber Crime Forum, Broadband & Wi-Fi Forum, Scientific Forum on Grid Services, e-business W@tch Forum

TELECOMMUNICATIONS SESSION Wednesday, May 19th 2004

INFORMATION TECHNOLOGY SESSION Thursday, May 20th 2004

E-GOVERNMENT / E-DEMOCRACY SESSION Friday, May 21st 2004

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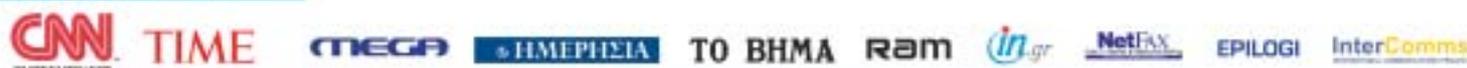
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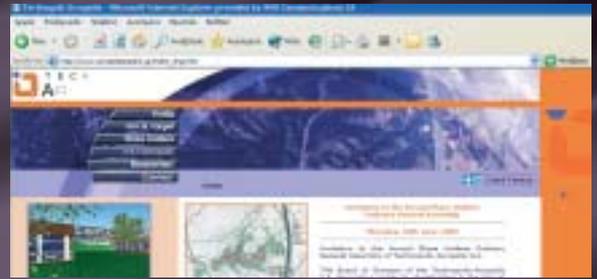


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"Technopolis-Acropolis" anticipates becoming the New Technology Valley for the geographical area of South-Eastern Europe, converting Greece to a powerful business center of the New Economy. "Technopolis-Acropolis" targets to achieve an ambitious qualitative and economic progress in the technology and telecom fields through technological, economical and cultural development of the local society and the whole country.

Aim

The aim of "Technopolis-Acropolis" is to create a modern Technological Park that will house the most important IT and

Telecommunications Companies. Technopolis-Acropolis anticipates becoming the center of New Technology for the wider area of South-Eastern Europe, converting Greece to a peripheral metropolis of the New Economy.

Target

Technopolis-Acropolis" target is to achieve an ambitious qualitative and economic progress in the information technology and telecom fields through technological, economical and cultural development in the local society as well as in the whole country. Its priority is to achieve the following:

- ▶ Concentration of ITC activities in one place.
- ▶ Housing in modern state-of-the-art, environment-friendly facilities
- ▶ Access to common area facilities, high-tech equipment and high-quality services
- ▶ Promoting communication and cooperation among employees and companies.
- ▶ Bringing together all the ITC companies.
- ▶ Building up the status of the IT sector to a strong economical and industrial entity.
- ▶ Research & Development on new products and technology services.
- ▶ Promotion of cooperation and of joint ventures.
- ▶ Strengthening export and investment activities
- ▶ Participation in European R&D programs.
- ▶ Attracting foreign investors
- ▶ Repatriation of distinguished Greek scientists and engineers who live abroad
- ▶ Reduction of operational costs
- ▶ Joint efforts between research institutions and ITC companies, exploitation and utilization of research results.
- ▶ Development of social and cultural activities for the employees
- ▶ Creation of job openings, contribution to the local community



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