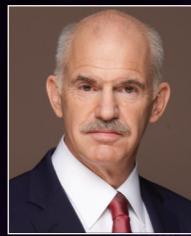


SEPE|news

English Edition 2010



GEORGE A. PAPANDREOU
Investing in new technologies
leads the way to a better
tomorrow for all



NEELIE KROES
Digital Agenda for Europe -
the road to our wealth

EUROPEAN INFORMATION TECHNOLOGY OBSERVATORY
Recovery estimations for the Greek
Information and Communication Technologies
Market in 2011

Our customers are ready to go with our LTE. Here's why.

The simple truth

More than 100 of our customers already have the LTE-ready Flexi Multiradio base station.



Our Fast Track Voice over LTE solution is fully compliant with the One Voice initiative.

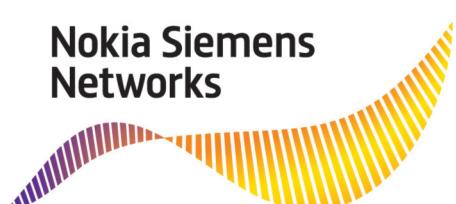


We made the first ever LTE call with commercial software and a commercially available base station.



We are the market leader with pre-LTE flat architecture solutions such as I-HSPA and Direct Tunnel.

Our LTE handover test with fully standards compliant software was a global first.



SEPE|news

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SEPEnews
Annual edition of the Federation
of Hellenic Information Technology
& Communications Enterprises

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necessarily reflect the publisher opinions.*

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The role of SEPE in the Greek market

The Federation of Hellenic Information Technology & Communications Enterprises (SEPE), was founded in 1995 by Information Technology companies.

SEPE operates as an institutional interlocutor vis-à-vis the Greek Government, the European Commission and other bodies of influence, by providing valid and accountable advisory feedback, regarding the development of Information and Communication Technologies (ICT) in Greece and by facilitating the development of synergy alliances among its members.

350 companies from all over Greece are currently members of SEPE. They collectively account for more than 95% of the country's turnover in the Information Technology and Telecommunications sector which in turn represents 4,5% of the GDP.

Our goals

- The rise of public awareness on the importance of ICT and the transition of the Greek society to an information culture for all.
- The modernisation of the Public Sector through the use of Information Technology.
- The development of a high - speed telecommunication network to complement the current Communication Infrastructure.
- The representation of the interests and views of Greek ICT Enterprises to the government, public and private institutions, international organisations, the European Union, the media and society.
- The promotion of close partnerships between ICT enterprises and the public sector as well as the colla-

“ 350 companies from all over Greece are currently members of SEPE.

They collectively account for more than 95% of the country's turnover in the Information Technology and Telecommunications sector which in turn represents 4,5% of the GDP ”

boration with all relevant bodies for the development and effective implementation of a National Strategy for Information Society.

- The design and implementation of programs addressing the needs of a broad spectrum of business enterprises, so as to improve their competitiveness in the market.
- The cooperation between the ICT market and the academic community in order to strengthen the link between educational curricula and contemporary market needs.

The power and credibility of SEPE at the service of its members

- Active representation of its members in all relevant private or public bodies in Greece and internationally.
- Effective lobbying and leveraging power resulting from promoting members' matters collectively.
- Constant and consistent flow of information for current developments in the ICT market and promotion of opportunities for investment and growth.
- Advanced legal and advisory services that address issues relevant to the ICT sector.

- Fostering synergies with the largest information and telecommunications companies resulting from the exchange of views and the exploration of business opportunities.
- Access to a variety of research data and conference meetings that shape future market trends.

International Presence

SEPE represents its members in the global ICT scene, actively participating in the most prestigious international associations:

- Member of the Digital Technology Industry Association (DIGITAL EUROPE)
- Member of the World Information Technology and Services Alliance (WITSA)
- Member of the International Telecommunications Union (ITU)

SEPE members represent:

- 95% of the country's turnover in the ICT sector
- 4,5% of Greek GDP
- 55 global technology leaders
- 100.000 employees

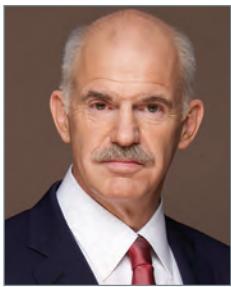
We envision an environment that promotes the use of Digital Technology.

FAT PIPES MAKE BIG IDEAS

A country's investment in broadband is proven to boost entrepreneurialism and innovation, making life richer in every way.

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GEORGE A. PAPANDREOU

Investing in new technologies leads

Our country is moving forward. This should be initially translated in changing the behaviour of each one of us. All of us need to do our duty towards the country. To deliver a country free of our generation's problems to the generations to come.

Let me tell you that just me or the 15 ministers by ourselves, we cannot make it. I will always be in front, I will always be first in battle, but I will not make it, the country will not make it without you, without your active participation. If the regeneration of Greece does not become everyone's business, our business, honestly, no matter how hard we try or vote draft laws, these changes will not become real.

For this reason, it is now the time for earnestness and duty, it's time for a new patriotism. It is time for awakening our society's healthy forces, those who really and definitely want to change our country, in order for us all together to move forward.

To leave behind everything that has literally been pulling our country apart for years, words that have unfortunately entered in our daily vocabulary, such us kickback, jobbery, craftiness, nouveau riche, serving, indifference, corruption, have to be let back.

“ We will invest in Information Technology and new technologies; this is one of the most important development tools that we have ”

I think that we should take advantage of the technological developments in Information and Communication Technologies. I believe that for Greece's development, renewal and reconstruction, the tools of e-government and social networks provide a great opportunity for us in order to «bypass» the bureaucratic culture.

We have repeatedly spoken about our vision, which is the change of the country's production and development model.

We are making a turn towards green development, renewable energy sources, and a new development model for tourism, as well as for our agricultural production.

All these sectors are vertically and horizontally connected by three key concepts: quality, extroversion, innovation. All these together also mean investing in people.

You are aware of my belief that investing in new technologies leads the way to a better tomorrow for all, that could be the foundation for development. For this, despite the financial stringency, we will invest in Information Technology and new technologies; this is one of the most important development tools that we have.

Our first major intervention is the immediate implementation of e-Government. The second pillar of our policy is the spread of broadband. The third pillar is to ensure access for all citizens and businesses to a digital environment. Our interventions in the ICT sector are related to services for the citizens, the state's waste reduction, the tools and the ways for accelerating the ICT projects, the strengthening and the development of the industry through the use of ICT, and Fiber to the Home.

Projects that have started to be designed and implemented are the Single Payment Authority - for civil servants and eventually for all transactions with the State, the Citizen's Card bearing all the information necessary to serve the citizens without bureaucratic procedures, the Electronic Procurement System, the Electronic Prescriptions System, the Electronic System for Fuel Monitoring, the productive operation of hospitals' information systems and the monitoring their budgets, the online monitoring of the State's budget.

We believe in the country's new growth environment and we know that you can play a decisive role. To "export" Greece, through new products, new services, innovative solutions; to link resources and culture, services and Greek products of value with pioneer technologies. We will do everything in our power to ensure that creative companies, creative people involved with new technologies, will have the most possible opportunities.

I invite you to take advantage of these

the way to a better tomorrow for all



opportunities; you to be the first to change, to launch the spirit of a different entrepreneurial culture in the country, emphasizing on extroversion, quality, functionality of your products and services.

Digital economy offers great opportunities to SMEs, both in manufacturing and in services; either for their own benefit or as suppliers to larger companies. Digital economy offers great opportunities to SMEs. New, innovative companies can create new and often, high-value jobs. They support other industries and give them the right to viability, in a competitive global economy. We plight for a new entrepreneurship, through the effort we will make as a State, emphasizing on sustainability, innovation and human skills that are necessary for the enhancement of Greek economy's competitiveness, but also, to enter into a different, green economy, a different model for development.

Industries such as tourism, culture and food have great potential for development and funds' attraction; they can benefit from new technologies and create products and services that

“We will do everything in our power to ensure that creative companies, creative people involved with new technologies, will have the most possible opportunities”

will enhance our country's business potential. Emphasis should and will be given on attracting initiatives aiming to promote innovation. Today, following the difficult decisions we had to make in order to save our country, I had the fortune to participate in your conference. And I say that I was fortunate, because the audience in this room is, by itself, one of the great hopes, on which Greece is investing. We invest in you, to get out of the crisis, gaze to the future with hope, with optimism and confidence. And with your initiatives, with your decisions, I am sure that you will substantially contribute in this sudden turn of our history and we will achieve our goals together. **S**

Mr. George A. Papandreou is Prime Minister of Greece.

Prime Minister's speaking points from the Gala Dinner for the 15th anniversary of the establishment of SEPE.



NEELIE KROES

Digital Agenda for Europe -

Information and Communication Technologies (ICTs) are no longer luxuries and the policy that supports them is no longer a special niche for experts. Today ICTs and ICT policy is for everyone. ICT investments are the backbone of wealth creation - contributing to half of Europe's productivity growth. They are used to improve how we do business, banking, shopping and how we travel. They save us time and money and offer us new ways to connect and grow. ICT is also an €850 billion a year industry for Europe - on which millions of jobs now depend and where many more could be created in future years.

“ICT is also an €850 billion a year industry for Europe - on which millions of jobs now depend and where many more could be created in future years”

This is an amazing situation - ICT has delivered all of this without us exploiting its full potential. Just imagine if we could really harness that potential.

For example, did you know that only about one third of Greeks have access to a broadband connection? This is barely half the EU average. Greece could and should have better access. This means two things - firstly, Greeks stand to gain a lot from the Digital Agenda for Europe, the European Commission's plan to maximise the social and economic impact of ICTs,

and secondly Greek industry and Greek authorities must make greater efforts to reverse this situation.

If even half the Greeks who have never been online went online, another 3 million people would be connected, giving them new opportunities to improve their daily lives and helping the Greek economy as they do it.

But apart from getting more people to start using better internet networks, what are the main priority areas of the Digital Agenda for Europe??

simplifying copyright clearance, making electronic payments and invoicing easier by completing existing projects like the Single European Payment Area, and creating an EU-wide online dispute resolution system for eCommerce transactions, so that consumers and providers know where to go if things go wrong.

ICT standards and interoperability

The internet is a great example of the power of technical interoperability. We should make sure that all future ICT products and services have these advantages built-in. This is the most effective way to encourage people to create, combine and innovate. Good and open standards give consumers the best choices and help others to innovate so that we keep on getting these choices. Indeed, the Digital Agenda can only take off if its different parts and applications are interoperable and based on open standards.

Trust and security

In Scandinavian countries more than 80% of the population use online banking whereas only 13% of Greeks do so. One third of all Europeans think that their payment may not be secure and that prevents them from buying online.

All Europeans need to feel confident and safe online to embrace technology and the possibilities that it offers. This ranges from protecting against identity theft to large-scale cyber-attacks, including a network of Computer Emergency Response Teams (CERTs).

the road to our wealth



We will also strengthen the rules for individuals' privacy and personal data protection. The Commission will boost its efforts against offensive and harmful content online to make sure that children are safe.

Fast and ultra fast internet

As I mentioned earlier, all of Europe needs to have access to broadband internet. This is essential to Europe's economic and social well-being. These connections can create educational and employment opportunities, can improve living standards and give

“ The Commission intends to open up access to legal online content by simplifying copyright clearance, making electronic payments and invoicing easier ”

everyone better access to online public services. So our goal is the first class internet that Europeans deserve. Greek businesses have to compete against Asian businesses with internet access 100 times faster. Greek students shouldn't miss out on opportunities because they don't have the same access to knowledge as others. Greek people living on islands and in remote areas should not suffer because of a lack of investment. These are all the reasons why we need to take action now on faster broadband connections.

Digital Agenda for Europe - the road to our wealth



“ We also invite EU countries to double their annual total public spending on ICT R&D by 2020 to €11 billion ”

The European Commission wants to ensure that by 2013 all European citizens can have basic broadband access and that by 2020 everyone can

have access to high speed internet of 30 Mbps or above. By 2020 50% or more of European households should also be subscribing to ultra-

fast internet of above 100 Mbps. On 20 September the Commission made three complementary announcements to achieve these targets, including a recommendation on how to encourage ‘next generation’ access a new radio spectrum policy to allow technologies like wireless broadband the chance to develop and how best to encourage private and public investment in fast and ultra-fast broadband networks.

Research and innovation in ICT

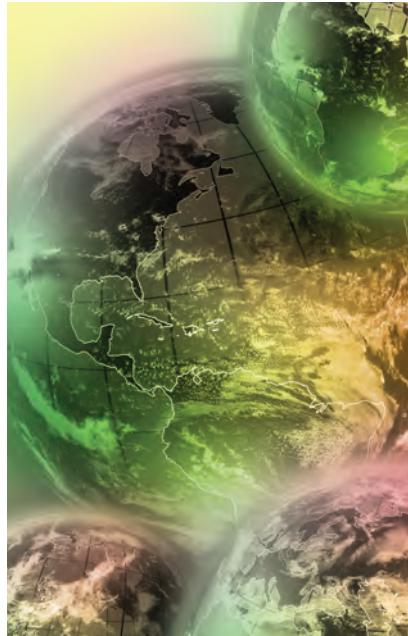
ICTs have completely changed the way we live and this progress has often been possible because of detailed and risky research. To continue making progress we must continue investing, even in times of limited resources.

Indeed, that is exactly what our competitors are doing, meaning that Europe is now spending only 40% of what the US does on ICT R&D. We will seek to maintain the pace of yearly increases of 20% of the ICT R&D budget, at least until 2013. We also invite EU countries to double their annual total public spending on ICT R&D by 2020 to €11 billion. Finally we will simplify bureaucratic procedures to make it easier for young researchers and small and medium-sized businesses to access R&D funding.

Digital skills and accessible online services for all Europeans

I want the 150 million Europeans who have never used the internet - including about 5 million Greeks - to have the skills and competence they need to be part of the digital era. In addition, Europe is suffering from a growing professional ICT skills shortage and could lack the competent practitioners to fill as many as 700,000 IT jobs by 2015.

The Digital Agenda proposes a series of actions to increase the ICT skills and competences of Europeans. We want to bridge the skills gap through greater coordination of ICT skills initiatives at Member State level,



“ We want to bridge the skills gap through greater coordination of ICT skills initiatives at Member State level, especially by proposing digital literacy and competences as a priority of the European Social Fund ”

especially by proposing digital literacy and competences as a priority of the European Social Fund.

Finally, for the people already using their ICT skills in the technology sector, the Digital Agenda will help recognise the competences of ICT practitioners EU-wide.

Using the potential of ICT to benefit society

We need to invest in the smart use of technology to find solutions to some of Europe's biggest problems: high energy consumption, pollution, ageing citizens. The Digital Agenda aims to boost the use of energy saving ICT technologies, such as highly efficient lighting systems and smart meters, to help Europe meet its 2020 climate and energy goals and reduce greenhouse gas emissions by 50% by 2050.

Creating a real Digital Movement

No one government or company or community that can achieve these results on their own. It will take the joint efforts of all of us - citizens, businesses and public authorities. We need to work together to achieve the results that we want, thus contributing to the competitiveness of our economy and brighter future for all of us. I hope you will join me in this effort. Share your ideas, your energy and your investment today! **S**

Ms. Neelie Kroes is Vice President of the European Commission and European Digital Agenda Commissioner.

Recovery estimations for the Greek Information

The Information and Communication Technologies (ICT) sector in Greece shows signs of recovery in 2011, which can be verified given the country's need for digital economy. According to EITO, it is not just the Greek state that is under siege but also Greek banks and enterprises. Based on EITO's data, that was presented in September 2010, the Greek ICT market value is estimated at €9,756 million for 2010 and €9,569 million for 2011. In detail, the Information Technology (IT) market value in 2010 will stand at €2,765 million and the Telecom market value at €6,991 million. In 2011 the figures will respectively rise up to €2,841 million and €6,728 million (Figure 1). The declining course of the Telecom sector is evident in the last three years, despite the fact that this sector leads our country's performance race.

Looking back on the course of the ICT sector in Greece, during 2007-2008 a market growth of 2.5% is observed, a

decline of 6.2% for 2008-2009 and for 2009-2010 the decline is estimated to be at 6.2%, while for 2010-2011 the decline is expected to be reduced to 1.9%.

Recovery in 2011 for the Information Technology market

In detail, the IT market in 2007-2008 moved upward by 5.4%, in 2008-2009 fell by 6.2%, in 2009-2010 the reduction is estimated to be around 5.6% and in 2010-2011 is estimated to recover by 2.7%.

“The Greek ICT market value is estimated at €9,756 million for 2010 and €9,569 million for 2011”

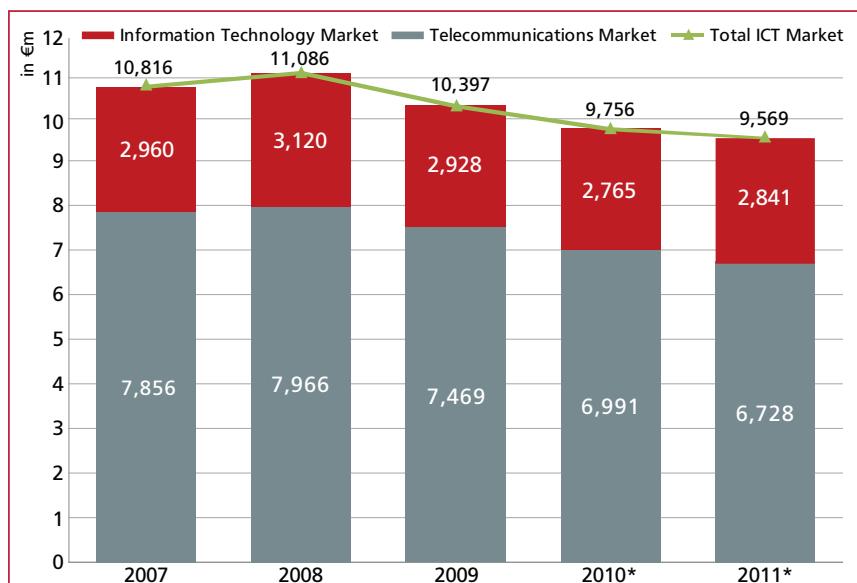


Figure 1: ICT market in Greece, value € billion. * Forecasts. Source: EITO in collaboration with Idato, IDC, PAC and GfK. Data and forecasts are based on information available as of September 2010. Analysis by SEPE.

Ups and downs for the IT equipment market

For 2010, the total IT equipment market value will reach €1,257 million, decreased by 11.2% and in 2011 is estimated to reach €1,298 million, increased by 3.3%. The market of servers, storage and workstations is expected to turn positive in 2011, while the computers and printers market expected to decline in 2011, therefore reducing the losses of the previous financial year.

Increasing Software market in 2011

Although the Greek government needs urgent application of software applications in order to operate effectively and in accordance with the rest of the modern European countries, the Greek software market is expected to decline in 2010. The software market dependence by the public sector projects is affecting, according to EITO, the performance of the IT companies, since the Greek state has cut a significant amount of the public investment program and thus, the development of large technology projects. However, applications, such as ERP and CRM systems, are expected to turn positive in 2011, as they are important tools for business operation. The Greek software market in 2010 is expected to stand at €569 million, decreased by 0.3% and in 2011 is estimated to reach €582 million, an increase of 2.4%.

Growth in IT Services market despite the overall decline

Significant differentiations are observed in the IT Services market due to the different strategies followed by small and larger business-customers of the industry. The need to reduce operating costs, the increase of productivity and the need

and Communication Technologies Market in 2011



for investment return, will boost the IT services. For 2010, the total IT services market value is expected to stand at €939 million, decreased by 0.3%. In 2011 is estimated to reach €961 million, an increase of 2.3%.

The Telecom market reduces losses

The Greek telecom market was strongly affected by the economic downturn. EITO's analysts support that given the current financial crisis of Greece, it is difficult to make any long-term estimations for the course of the telecom sector.

The fact that the sales of mobile telephony in Greece in 2009 decreased by at least 7%, is indicative. In details, the telecom market in 2007-2008 grew by 1.4%, in 2008-2009 fell by 6.2%, for 2009-2010 is estimated that the decrease will reach 6.4% and in 2010-2011 is estimated that the telecom market will be reduced by 3.8%. In 2010 the Greek telecom market

value is estimated to reach €6,991 million and in 2011 is estimated to stand at €6,728 million.

Europe - Consumer Electronics

The European market for consumer electronics (CE) is expected to grow by 3.1% in 2010 and attain a total market volume of €64.5 billion. This is the forecast of EITO based on current data from the market research institute GfK. The CE market is thus developing much better than expected. "The reason for the strong growth is the surprisingly strong increase in the sales of flat screen televisions before the Football World Cup", said EITO President Bruno Lamborghini. Half of consumer electronics sales Europe-wide can be traced back to LCD devices and plasma televisions. In the EU, more flat screen televisions are being sold than ever before, with around 61.5 million devices (an increase of 25%). Sales are also set to increase by 13% to €32 billion according to EITO forecasts.

“ The European market for consumer electronics (CE) is expected to grow by 3.1% in 2010 and attain a total market volume of €64.5 billion ”

The market has also received an additional boost from the increasing digitalisation of film and television. "In order to receive broadcasts digitally and in high resolution, customers require a set-top box", said Lamborghini. In France, Italy and Great Britain, sales for these devices are seeing growth rates of up to 85%. Blu-ray players, digital cameras and hi-fi systems are also seeing an increase in turnover. However, sales for games consoles, MP3 players and navigation devices are on the decline.

According to EITO forecasts, the strongest growth in sales among the major EU countries is in Italy at a rate of 4.8% to €6.5 billion and Germany at a rate of around 3% to €13.4 billion. The consumer electronics markets in Spain and France are slightly negative with declines of 0.5% to €5 billion and 1.3% to €9.6 billion respectively in the year 2010. Europe's second-largest CE market is being severely hit. In Great Britain, sales drop by over 10% for the third time in a row in 2010, with a fall of 11% to around €10 billion. **S**

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