# The role of SEPE in the Greek market

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.

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The main objectives of SEPE are to promote Information and Communications Technologies (ICT) in Greece and to enlarge 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

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transition of our society to an information society for all.

 The modernisation of Public Administration with the use of Information Technology.

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- 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

4o Greek-Turkish Information Society Forum



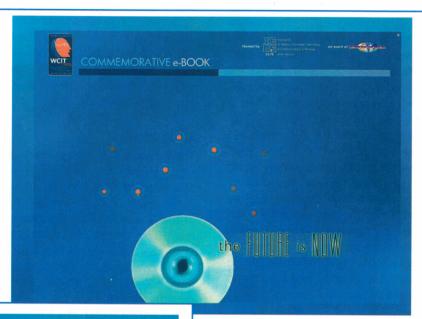
- The engagement of Information Technology into all levels of the educational system and the evolution of computing literacy and technology expertise.
- The cooperation between the ICT market and the educational system in order to coordinate the design of the study curricula according to the market needs.

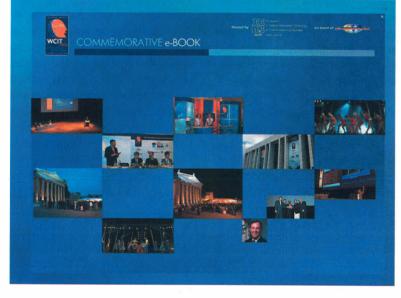
### Joint Ventures, International Alliances and Investment in the ICT Industry

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.

## **World Congress on Information Technology 2004 - The future** is now

Information and Communication Technologies inspired the theme of the 14th World Congress on Information Technology (WCIT 2004) which held in Athens, Greece, May 19-21, 2004. The official host of the Congress was SEPE.

WCIT2004 was the world's premiere technology forum that brought together top corporate executives, policymakers from national and international organizations, Government executives, distinguished academics and leading personalities from the ICT sector.

#### **SEPE's Committees**

- Committee for Public Sector ICT Projects for the Information Society
- Committee for Private Sector Projects
- Committee for e-Communications.

