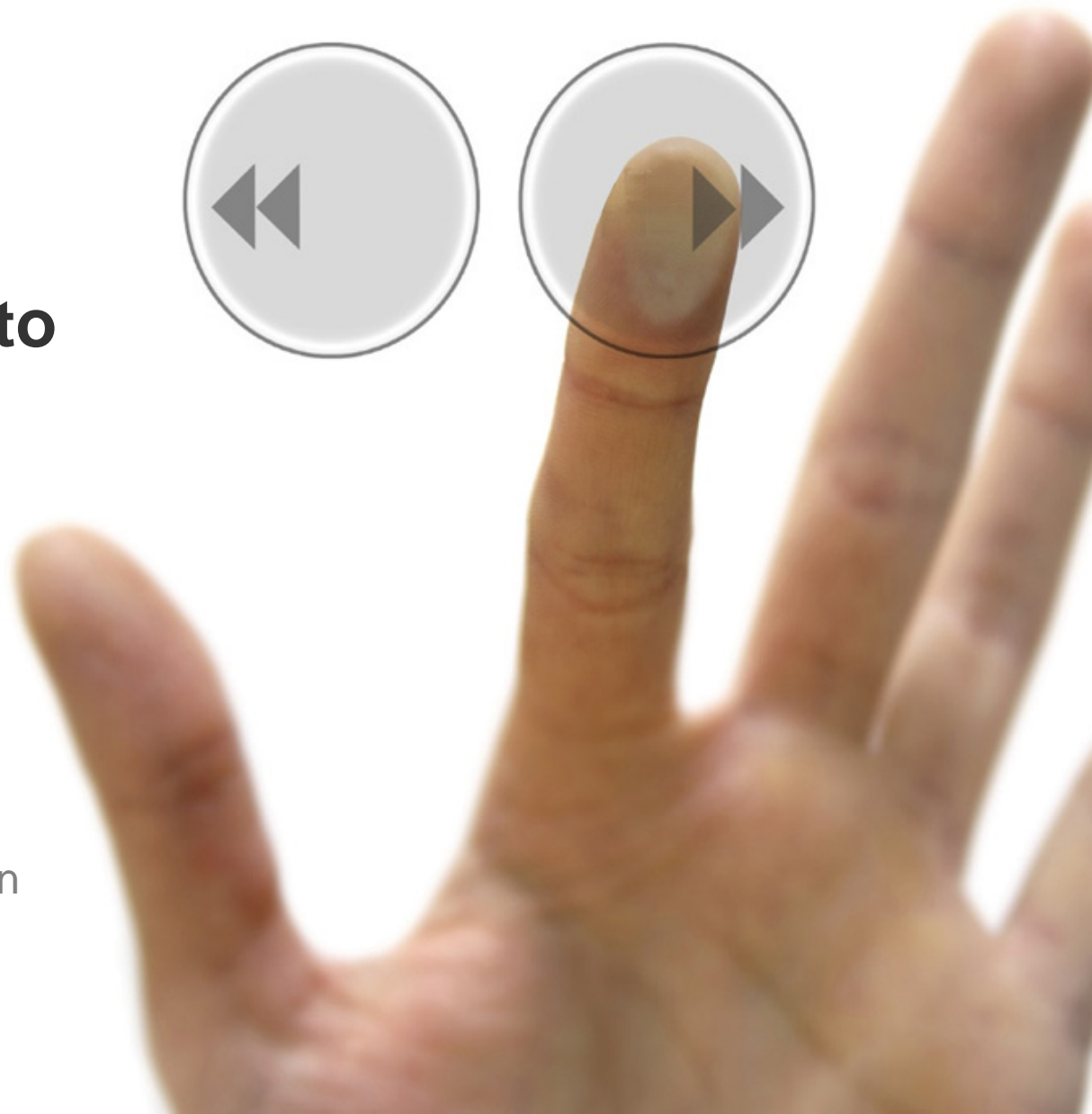




Fast forward into the future

Accelerating business opportunity and national prosperity

Viktor Kovacs
Managing Director
Hungary & Adriatic Region





- Change the world...

- » One connection at a time

Interconnected world

Email

Connected through people,
with the Network as the Platform



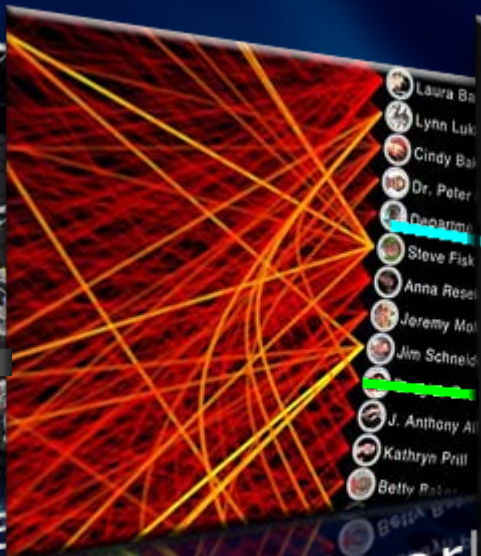
Comp



Web si



Communitie



Social Network



personal Networks



Connected world realities

Highly competitive global value chains

Productivity growth rate

Virtualization & mobility – the death of distance

Empowered user as customer and employee

Globally collaborative innovation

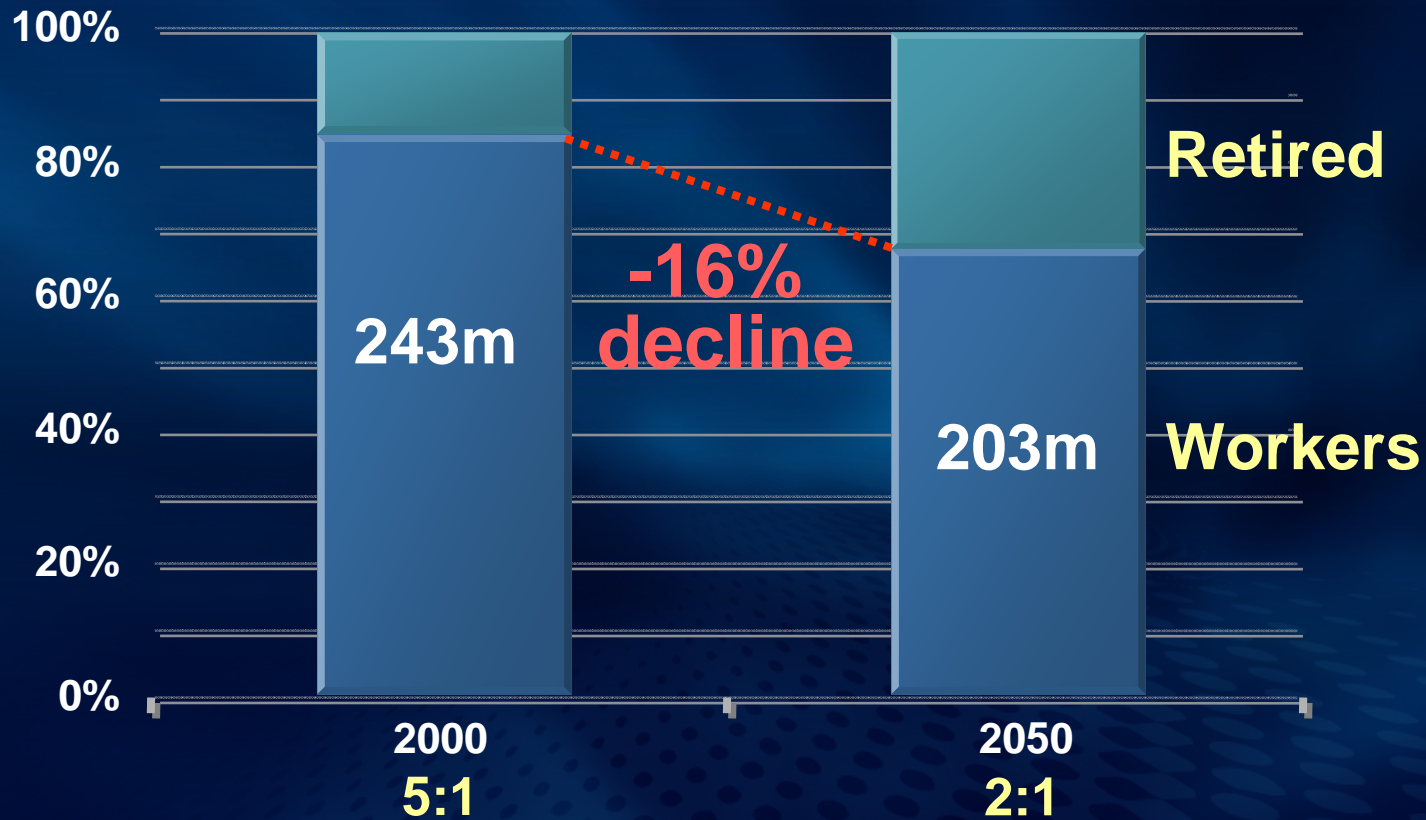
Demographic shifts and time-bombs

Competitive emerging markets



Demographic crunch

EU Adult Population



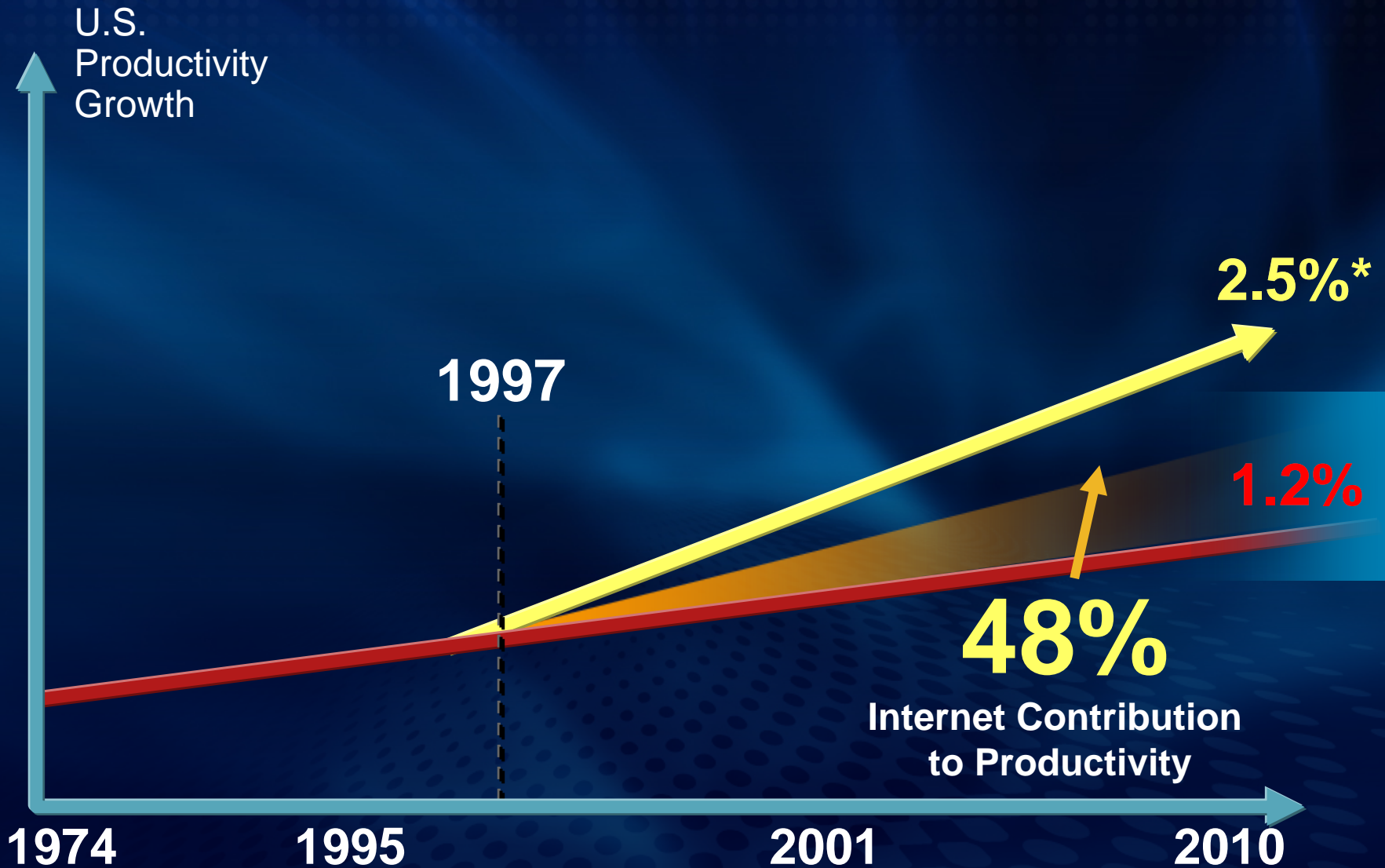
The Productivity Imperative

To simply stay in place, workers will have to produce **2.5X** more per hour than they do today

To sustain the rate of standard of living improvements, each 2050 worker will have to produce **5X** more than a worker today

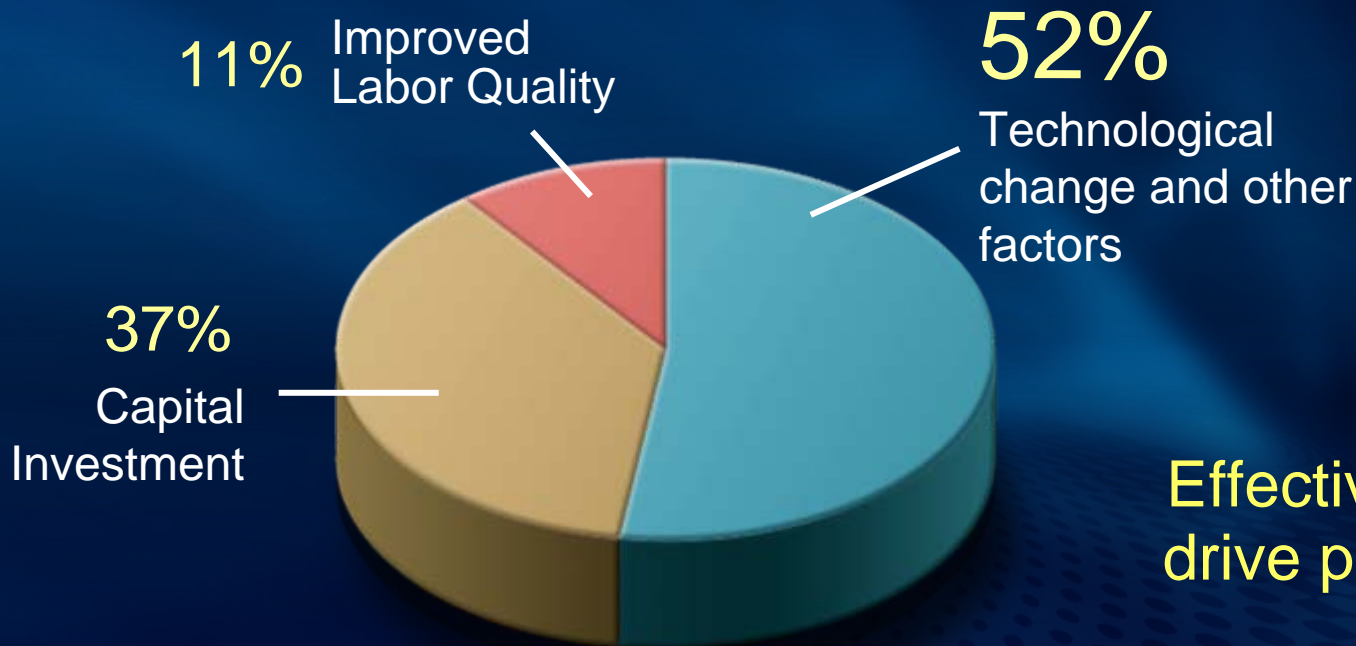


Internet-Enabled Productivity



What Drives Productivity?

Contribution to Long-term Productivity Growth



Effective IT solutions drive productivity gains

Global competitiveness

- WEF Global Competitiveness Index compares 131 nations
- 7 of the 18 CEE countries are ranked in the Top 50 economies
- The other 11 are in the top 110
- **BiH** achieved the 106th place in 2007 as a new entrant

Estonia	27	4.74
Thailand	28	4.70
Spain	29	4.66
Kuwait	30	4.66
Qatar	31	4.63
Tunisia	32	4.59
Czech Republic	33	4.58
China	34	4.57
Saudi Arabia	35	4.55
Puerto Rico	36	4.50
United Arab Emirates	37	4.50
Lithuania	38	4.49
Slovenia	39	4.48
Portugal	40	4.48
Slovak Republic	41	4.45
Oman	42	4.43
Bahrain	43	4.42
South Africa	44	4.42
Latvia	45	4.41
Italy	46	4.36
Hungary	47	4.35
India	48	4.33
Jordan	49	4.32
Barbados	50	4.32

8 Dimensions of competitiveness

1. Creating an **Information Society** for All
2. Developing a European **Area for Innovation, Research and Development**
3. **Liberalization**
4. Building **Network Industries**
5. Creating Efficient and Integrated **Financial Services**
6. Improving the **Enterprise** Environment
7. Increasing Social Inclusion: Bringing People to the Workforce, **Upgrading Skills**
8. Enhancing **Sustainable Development**



The Lisbon Review 2006
World Economic Forum

Connectivity – more than wires

	Consumers	Business	Government
Infrastructure	<ul style="list-style-type: none">LinesBroadbandPCs	<ul style="list-style-type: none">Business linesHardwareEnterprise IP	<ul style="list-style-type: none">Online servicesGovernment website
Usage & Skills	<ul style="list-style-type: none">LiteracySchoolingInternet	<ul style="list-style-type: none">Business mobileE-commerceEmployee skills	<ul style="list-style-type: none">Website usageSchools ICT usage



E-Government Continuum

Mobility

**Remote
Service Delivery**

**Co-production
of Value**

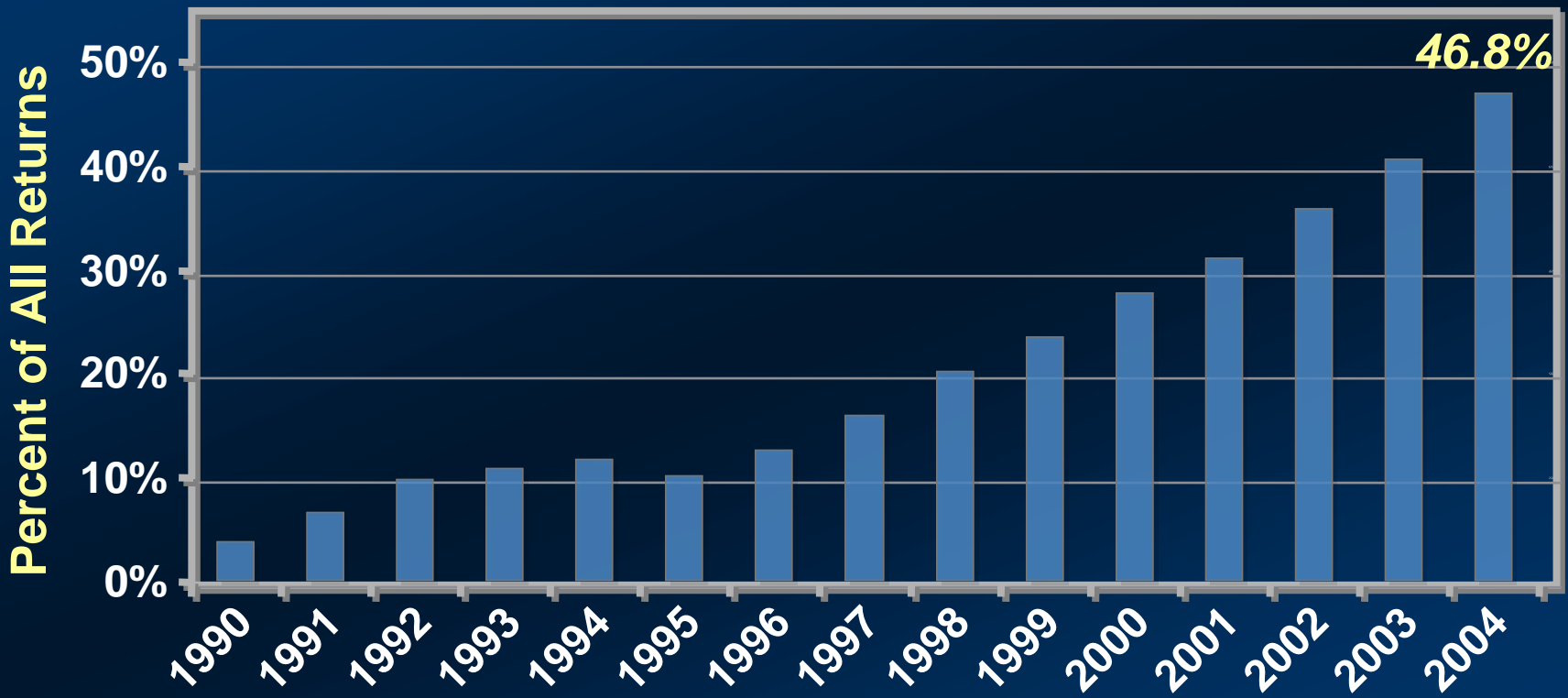
**Self-
Service**

**Static
Information**

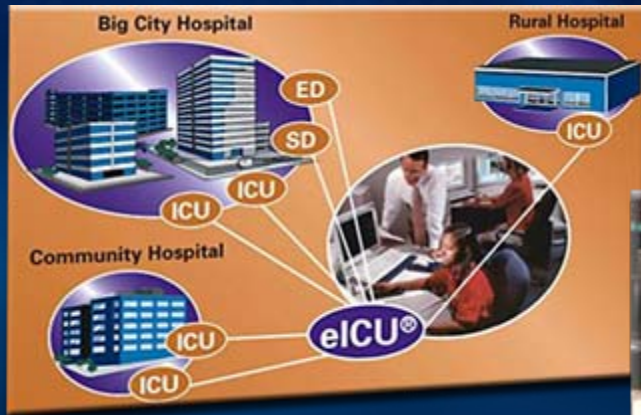
Filing electronic tax returns

 Internal Revenue Service
United States Department of the Treasury

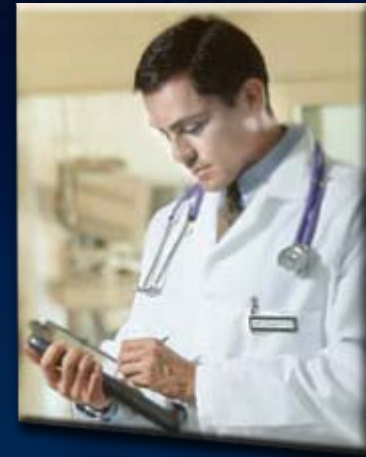
Keyword/Search Terms
[Advanced Search](#) [Search Tips](#)



Higher quality & productivity in healthcare



Remote ICU monitoring



Connected hospitals

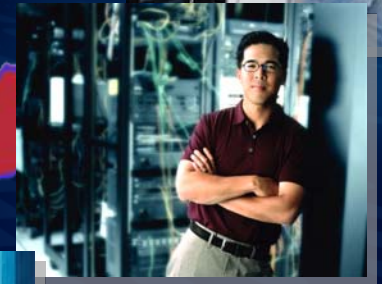
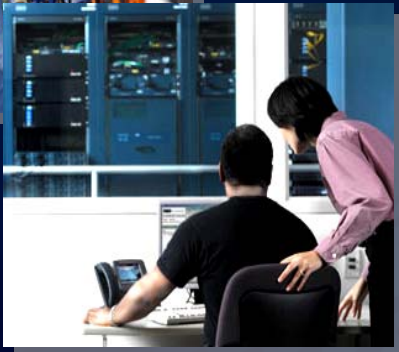
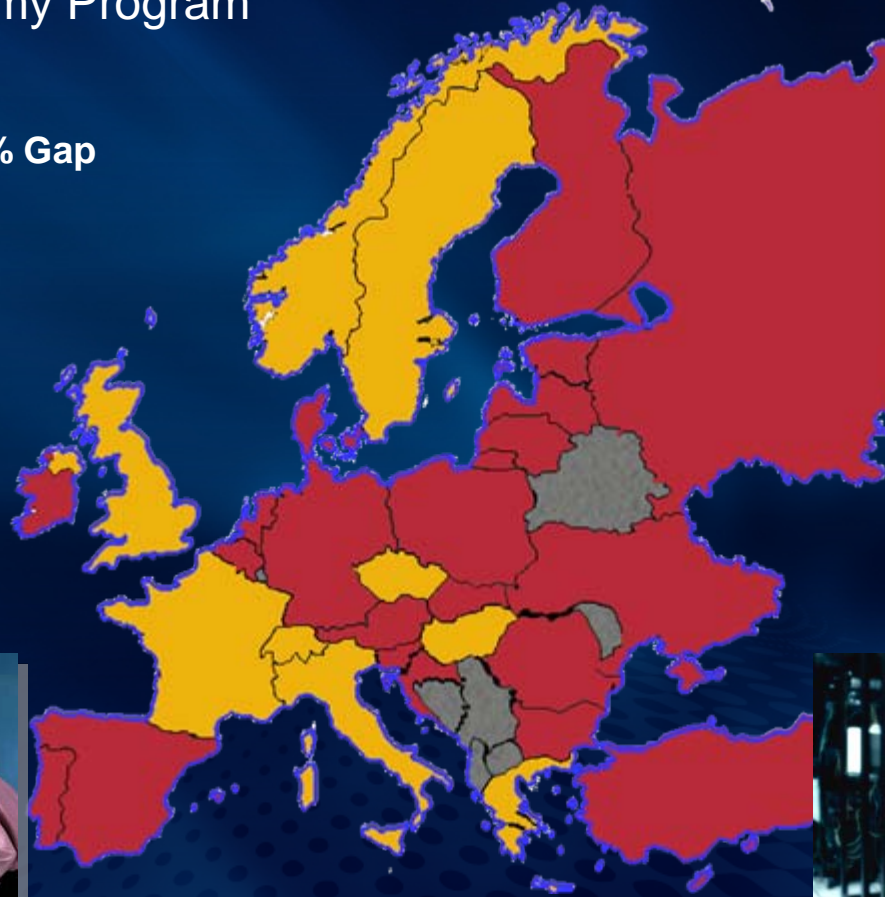


Tele-robotic surgery

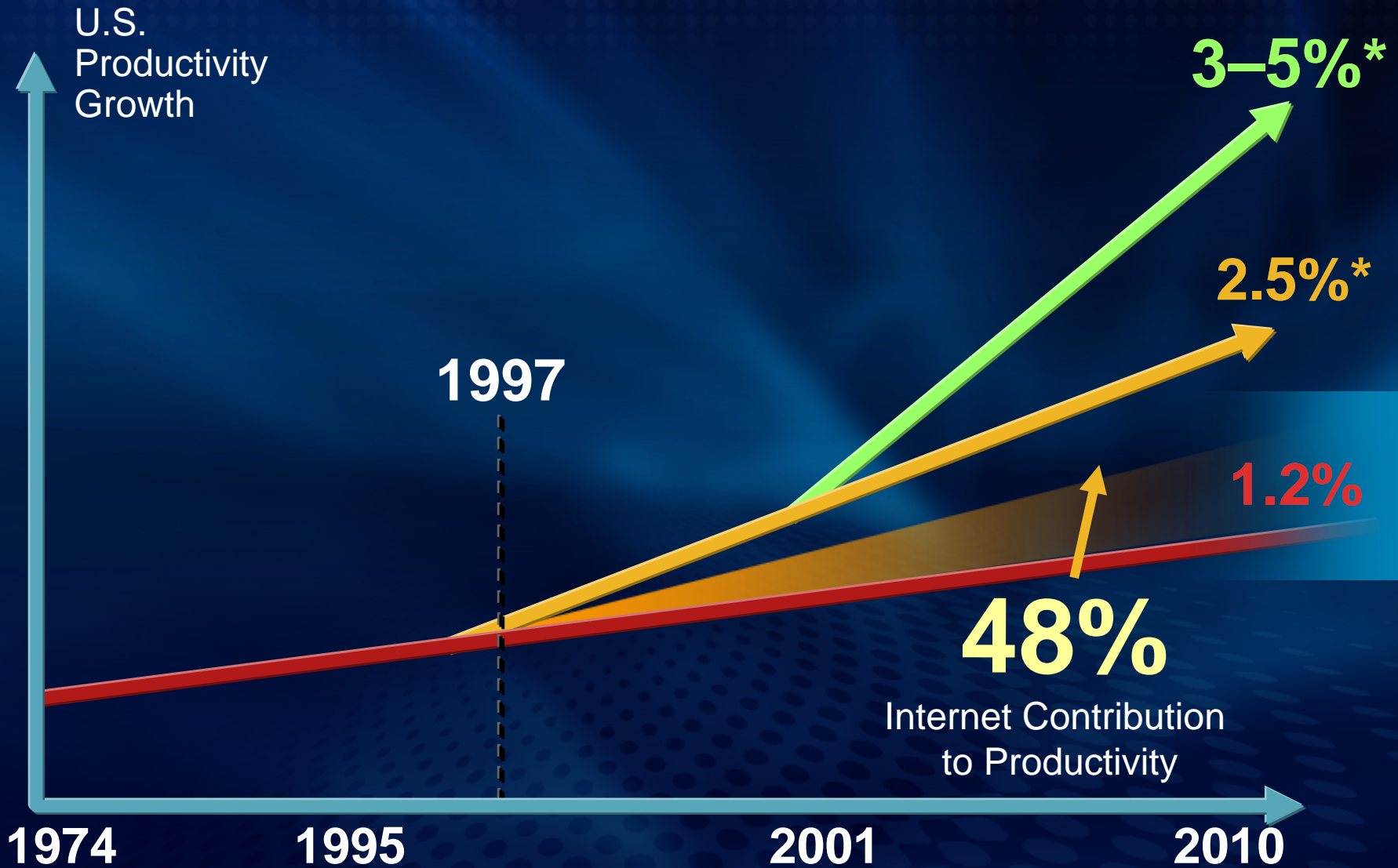
Network skills

Advanced Technology Skills Gap 2008
Cisco Network Academy Program

- Less than 8.1% Gap
- 8.1%-14% Gap
- 14%+ Gap



Maximising Productivity



Transforming to improve competitiveness



- Network Academies
- CCIE Factories
- Innovation Centres
- Entrepreneur Institute
- Venture Capital Fund
- Connecting Digital Cities



Supporting Entrepreneurial Capacity

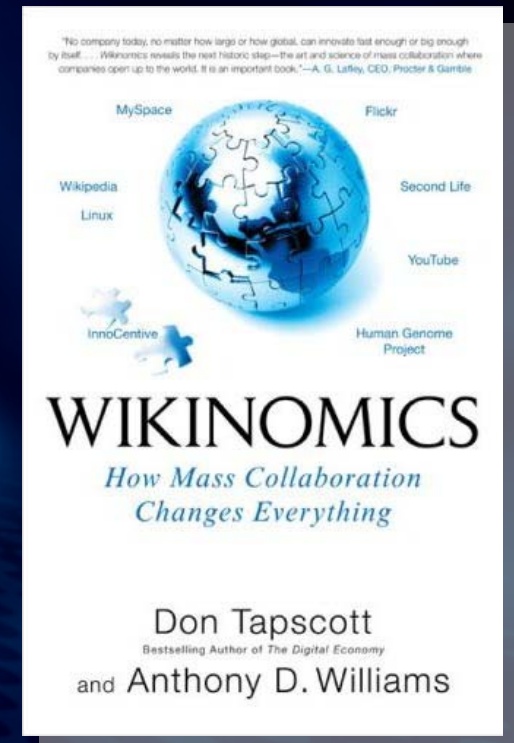
- Half of all new businesses fail within the first few years
- Business skills and ICT solution integration are **driving forces** for efficiency and productivity in SMBs
- Successful SMBs are **largest contributor** to economic development
- Current lack of practical, step-by-step business and technology enablement programs is inhibiting **sustainable SMB growth**



New business models

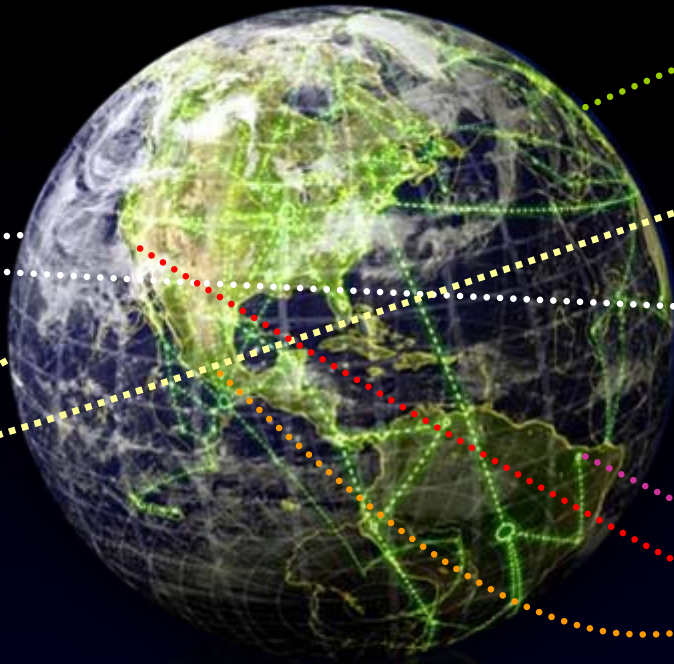
“a new kind of business is emerging, one that opens its doors to the world; co-innovates with everyone, especially customers... harnesses the power of mass collaboration, and behaves ... as a truly global firm”

‘Wikinomics’
Don Tapscott & Anthony D. Williams



The rise of the micro-multinational

"Just think ... my little **six-person operation** is now a **global business**."

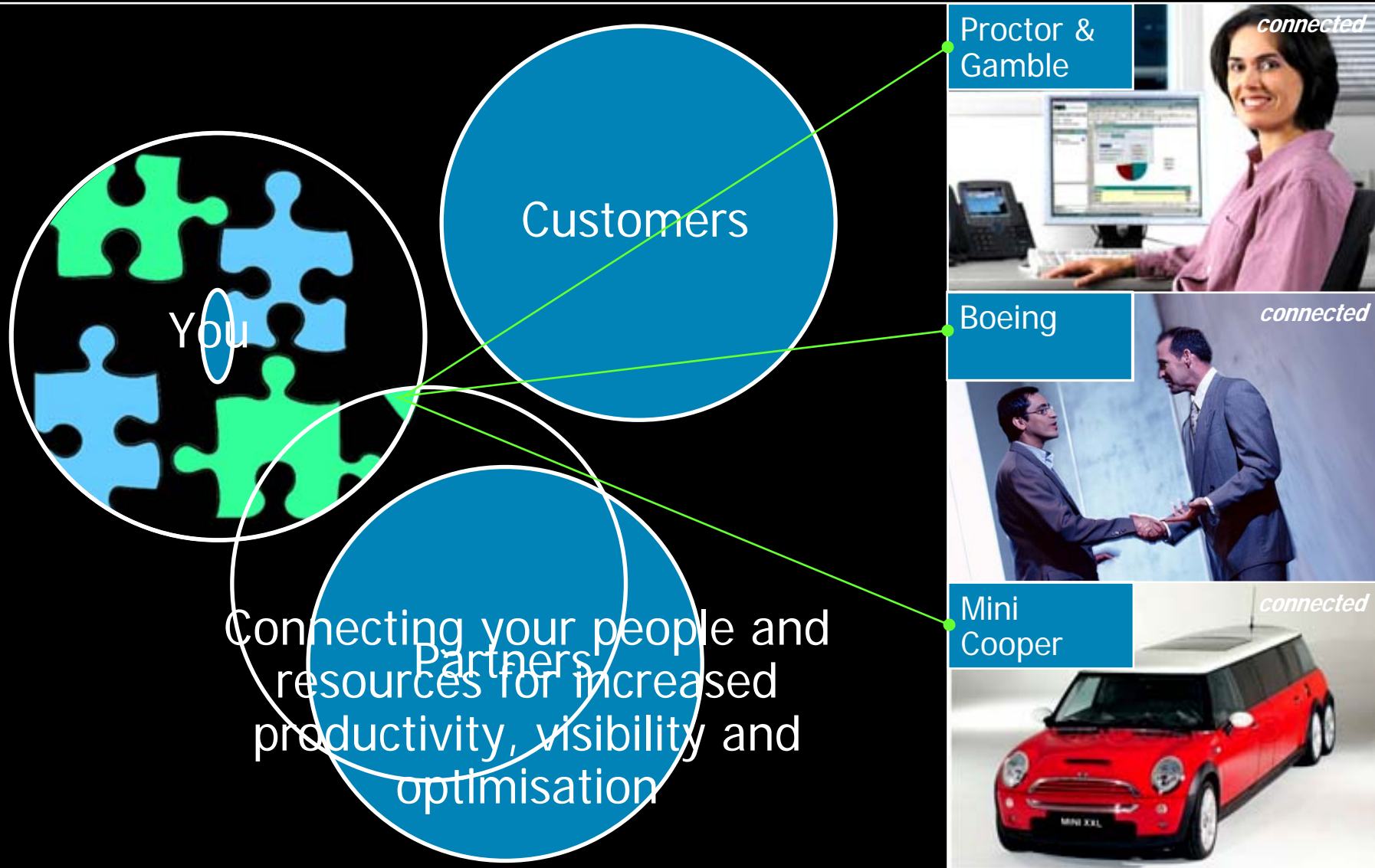


Network as the platform

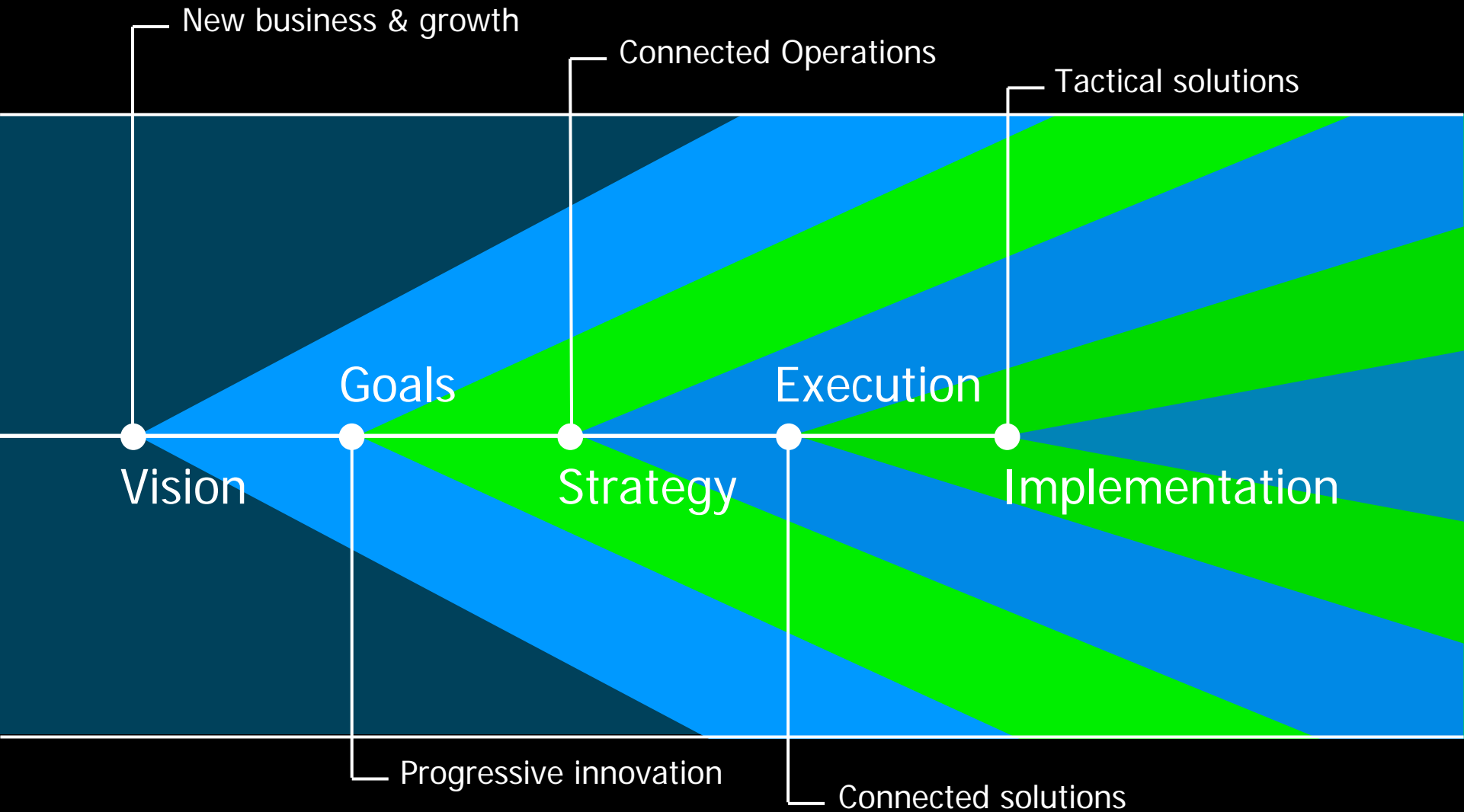


"...**offshore work** means something quite different to the **micro-multinationals**. These companies simply would not exist without **access to foreign labor**."

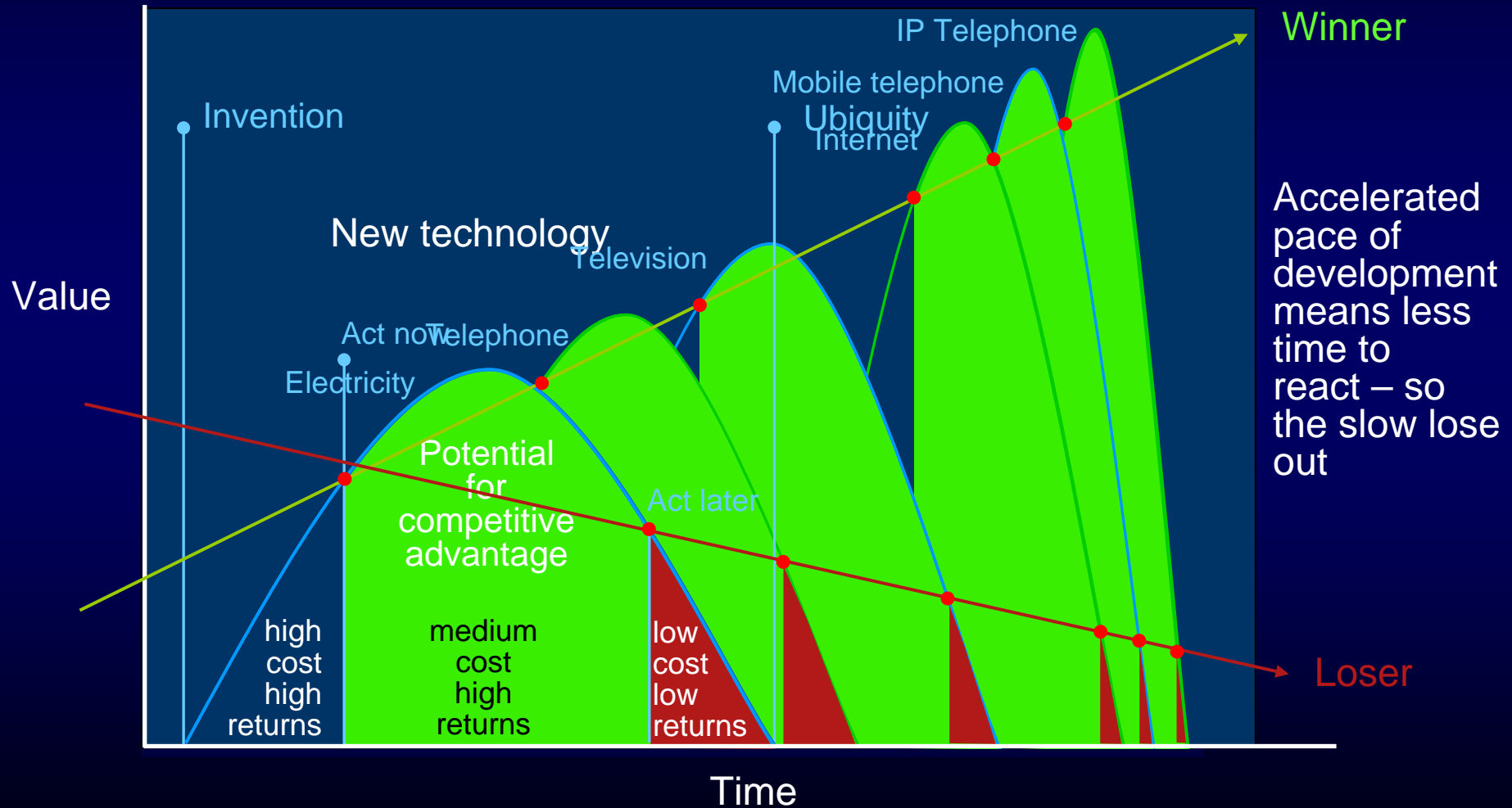
Connect & collaborate for business edge




Involve Technology – benefits funnel



Act early for business 'edge'



- 
- Change the world...

One connection at a time

Thank you

