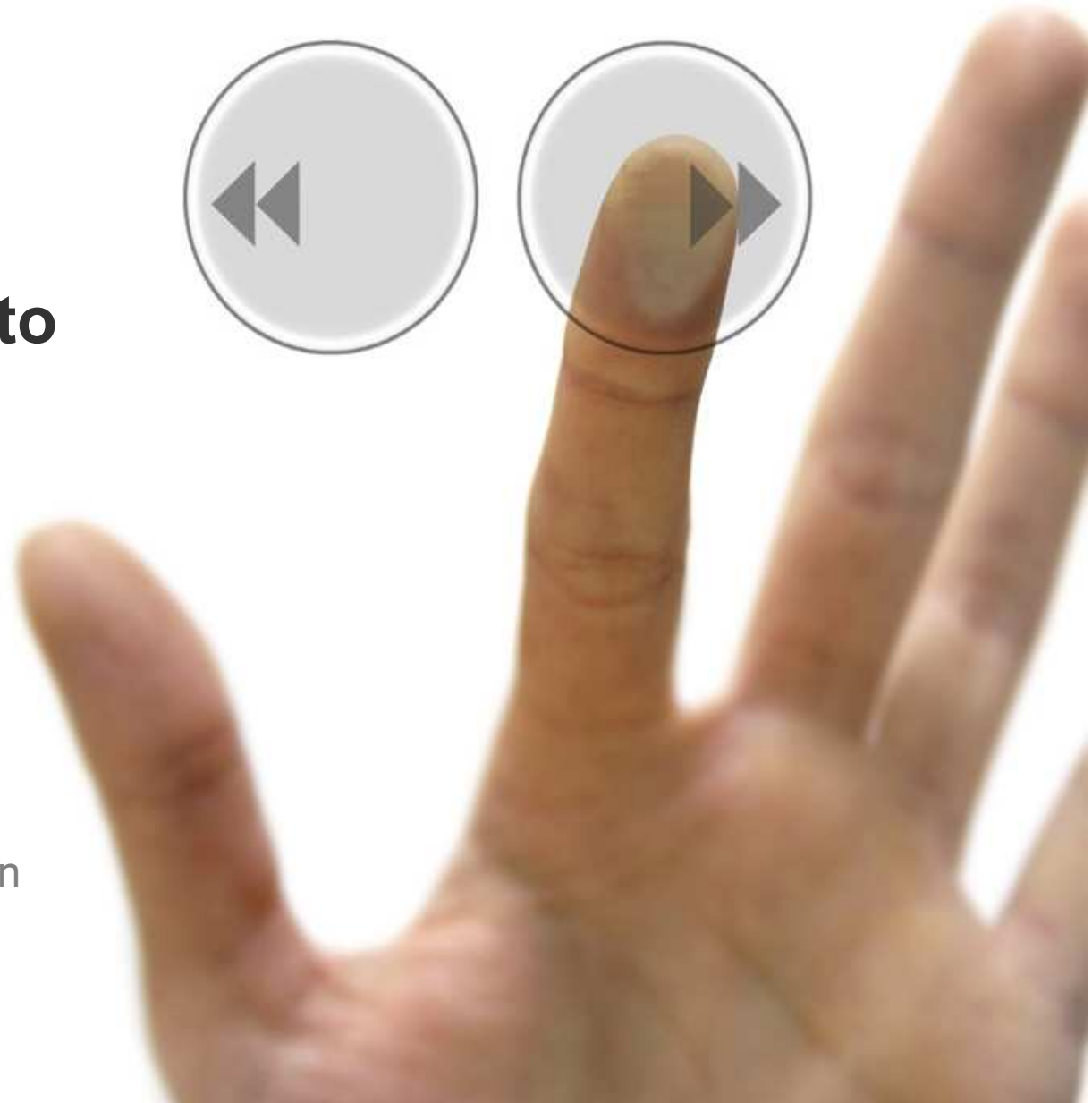




Fast forward into the future

Accelerating business opportunity and national prosperity

Viktor Kovacs
Managing Director
Hungary & Adriatic Region





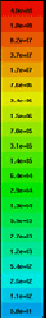
- Change the world...

- » One connection at a time

Interconnected world

Email

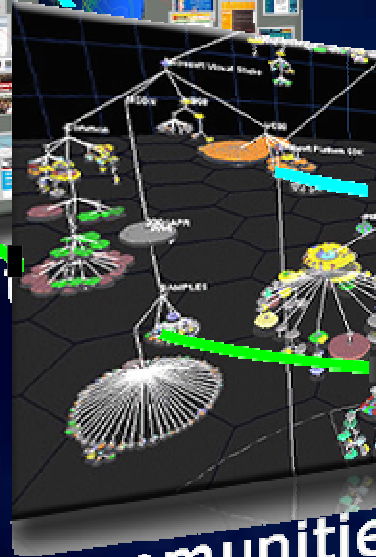
Connected through people,
with the Network as the Platform



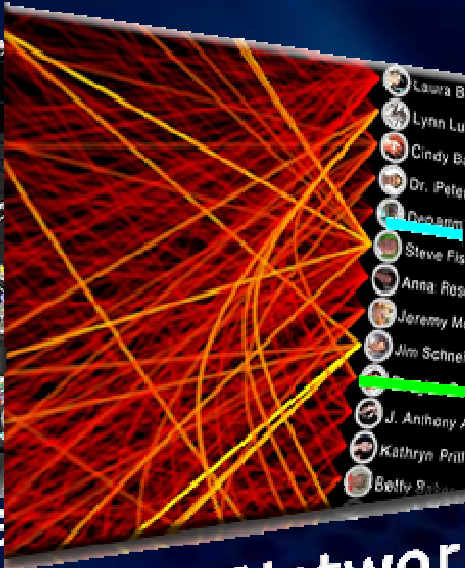
Comp



Web site



Communities



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

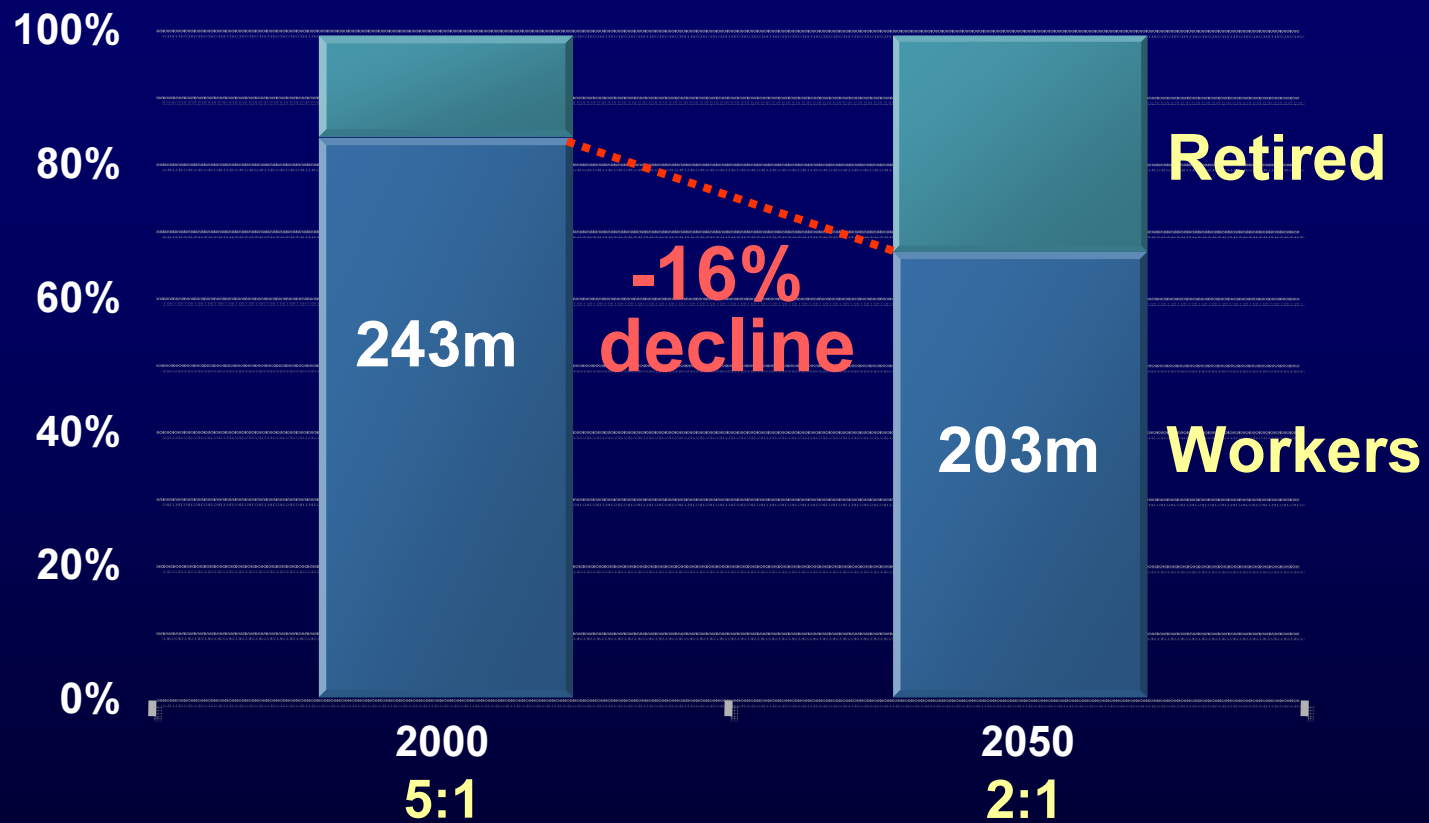
Demographic
shifts and
time-bombs

Competitive
emerging
markets



Demographic crunch

EU Adult Population



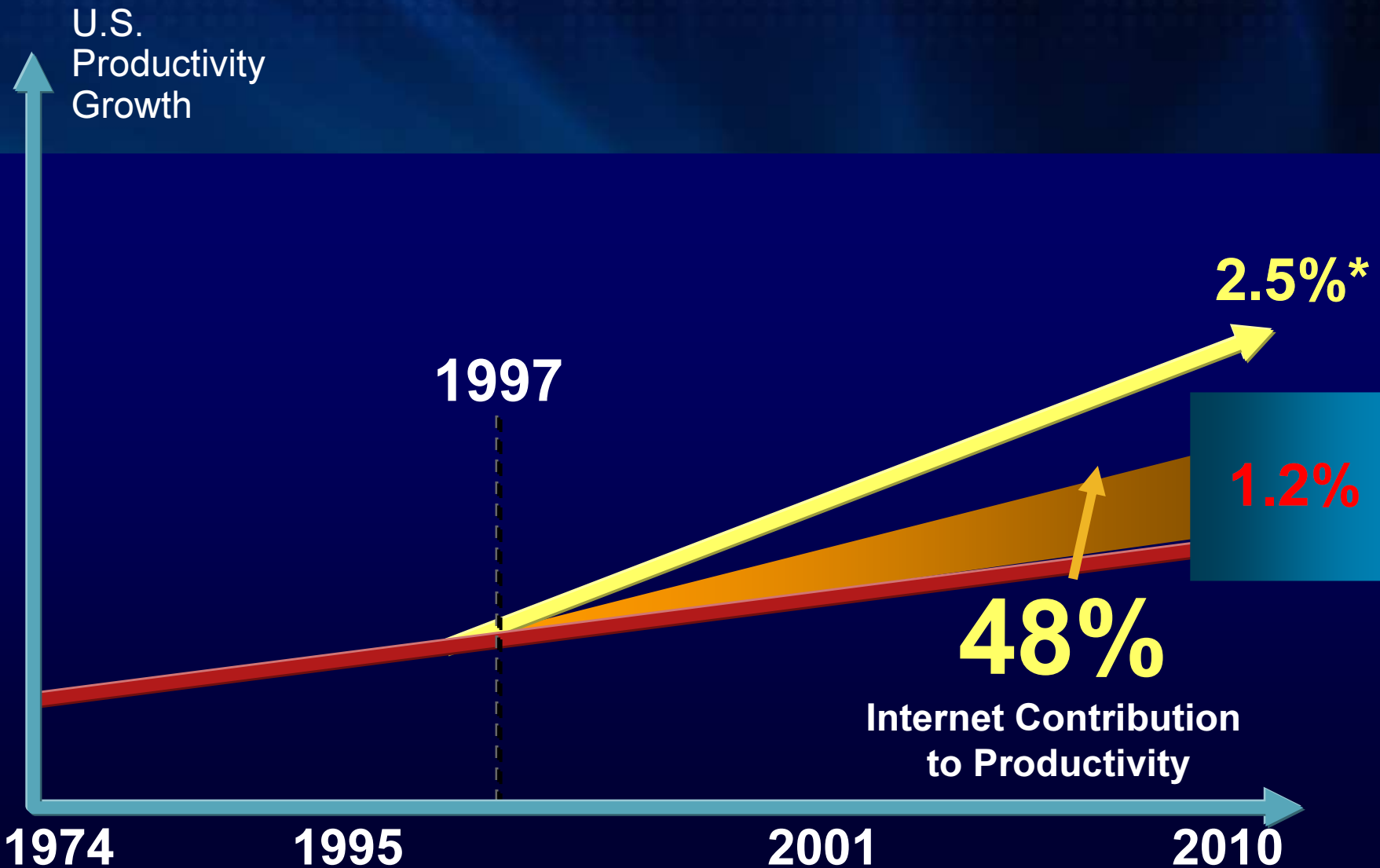
The Productivity Imperative

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

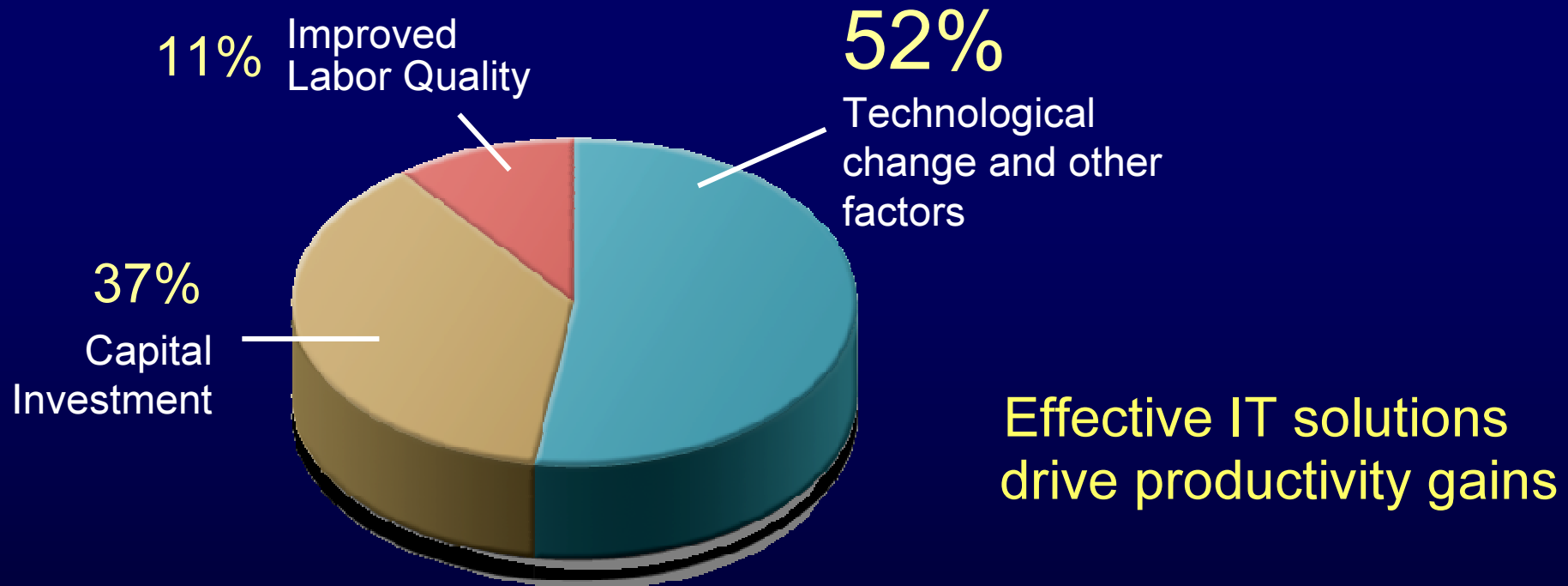


Internet-Enabled Productivity



What Drives Productivity?

Contribution to Long-term Productivity Growth



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
- **Croatia** achieved the 57th place in 2007
- **Serbia & Montenegro** are new entrants

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

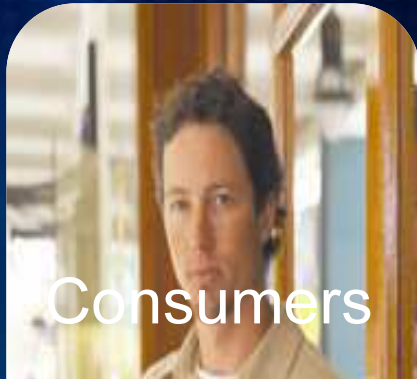
8 Dimensions of competitiveness

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



Infrastructure

Lines
Broadband
PCs

Business lines
Hardware
Enterprise IP

Online services
Government website

Usage & Skills

Literacy
Schooling
Internet

Business mobile
E-commerce
Employee skills

Website usage
Schools ICT usage

E-Government Continuum

Mobility

**Remote
Service Delivery**

**Co-production
of Value**

**Self-
Service**

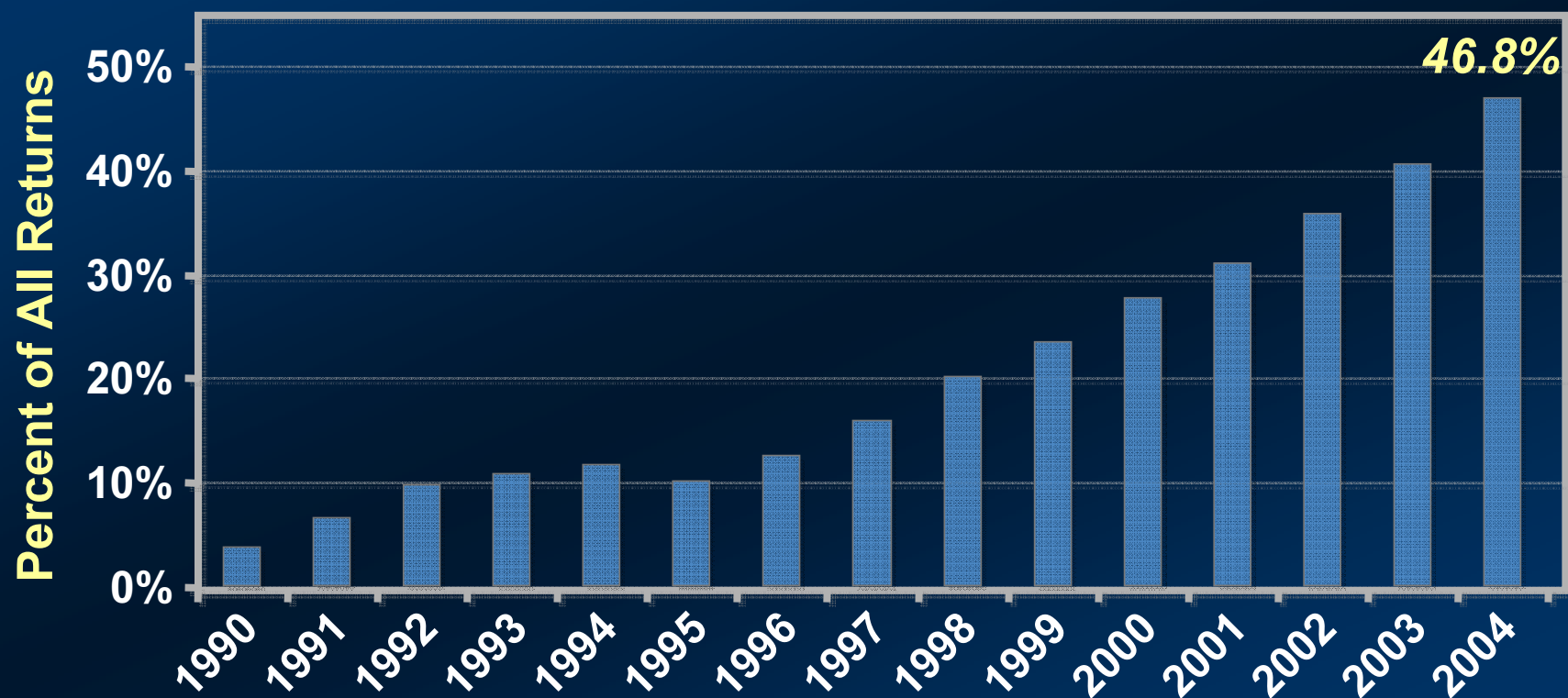
**Static
Information**

Filing electronic tax returns



Internal Revenue Service
United States Department of the Treasury

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

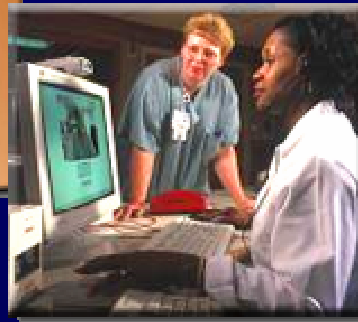


Source: irs.gov/taxstats

Higher quality & productivity in healthcare



Remote ICU monitoring



Connected hospitals



Tele-robotic surgery



Transforming to improve competitiveness



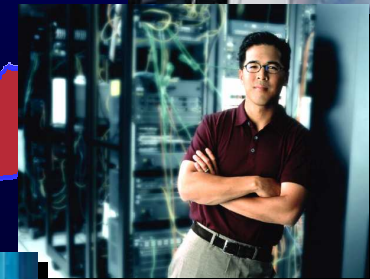
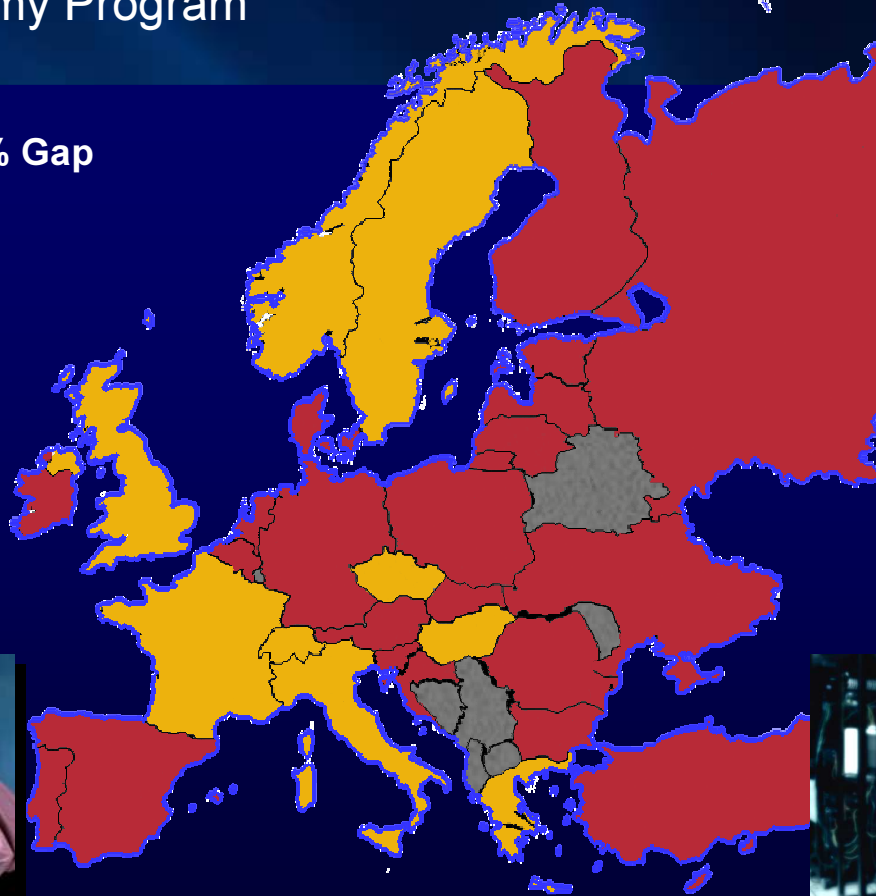
- Network Academies
- Innovation Centres
- CCIE Factories
- Entrepreneur Institute
- Venture Capital Fund
- SMB Development Programmes
- Connecting Digital Cities



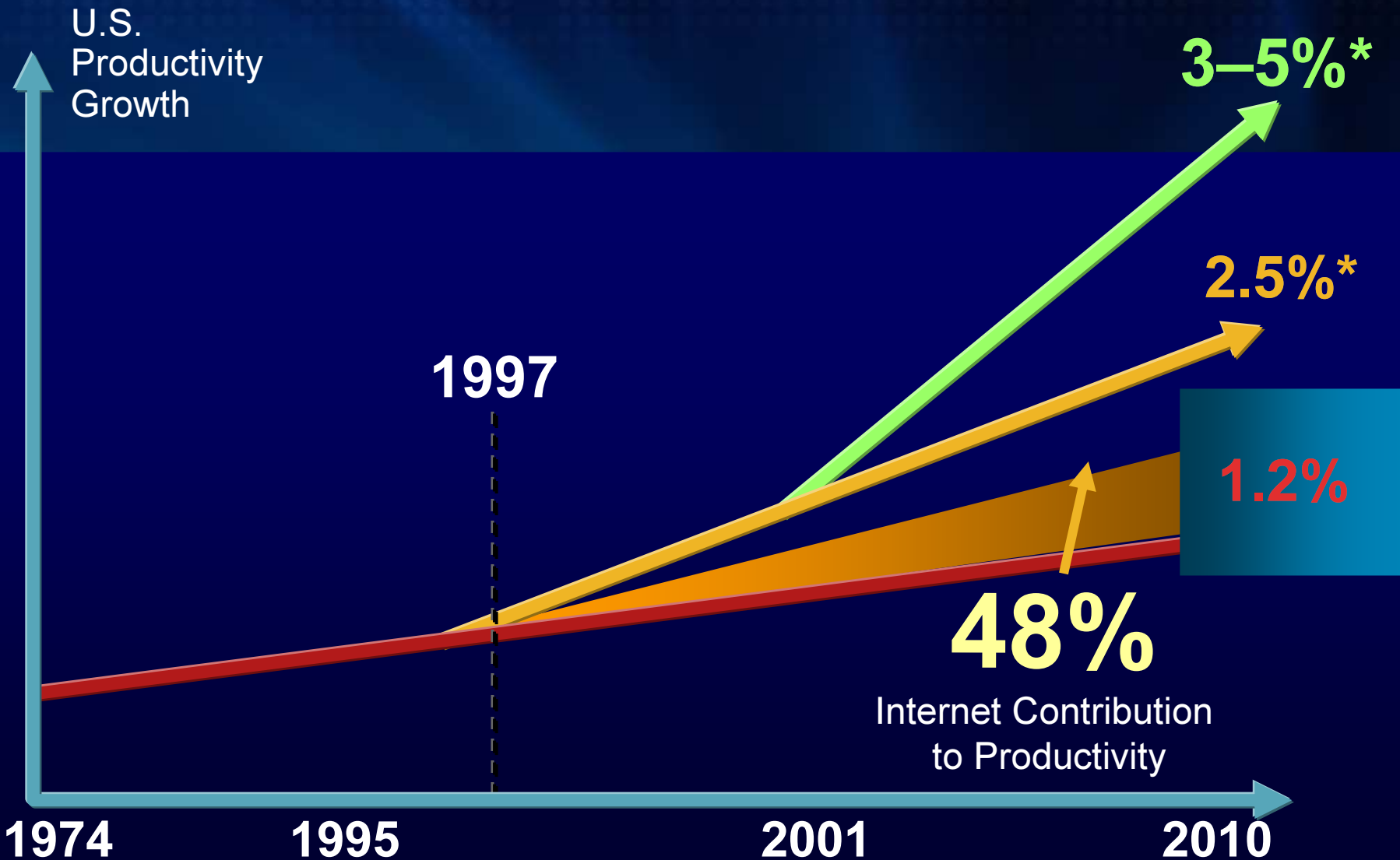
Network skills

Advanced Technology Skills Gap 2008
Cisco Network Academy Program

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



Maximising Productivity



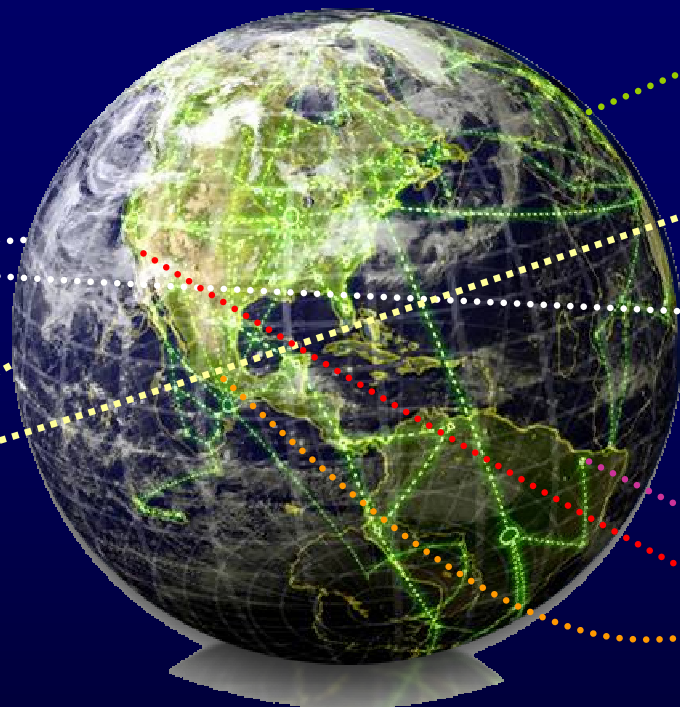
Supporting Entrepreneurial Capacity

- 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**



The rise of the micro-multinational

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



Network as the platform



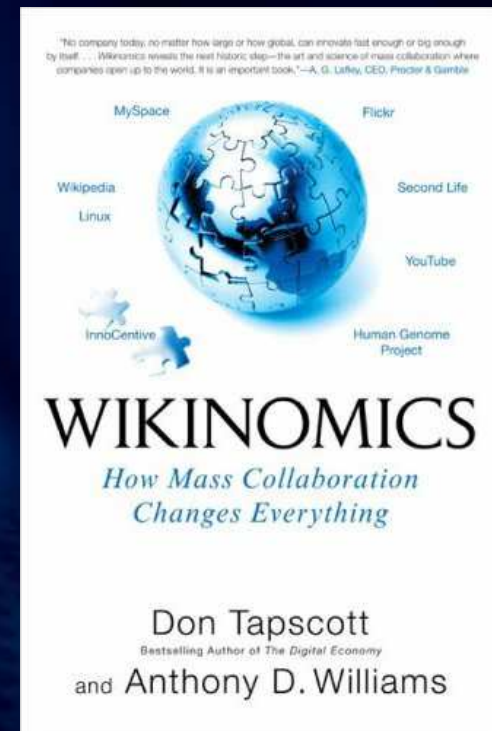
"...**offshore work** means something quite different to the **micro-multinationals**. These companies simply would not exist without **access to foreign labor**."

New business models

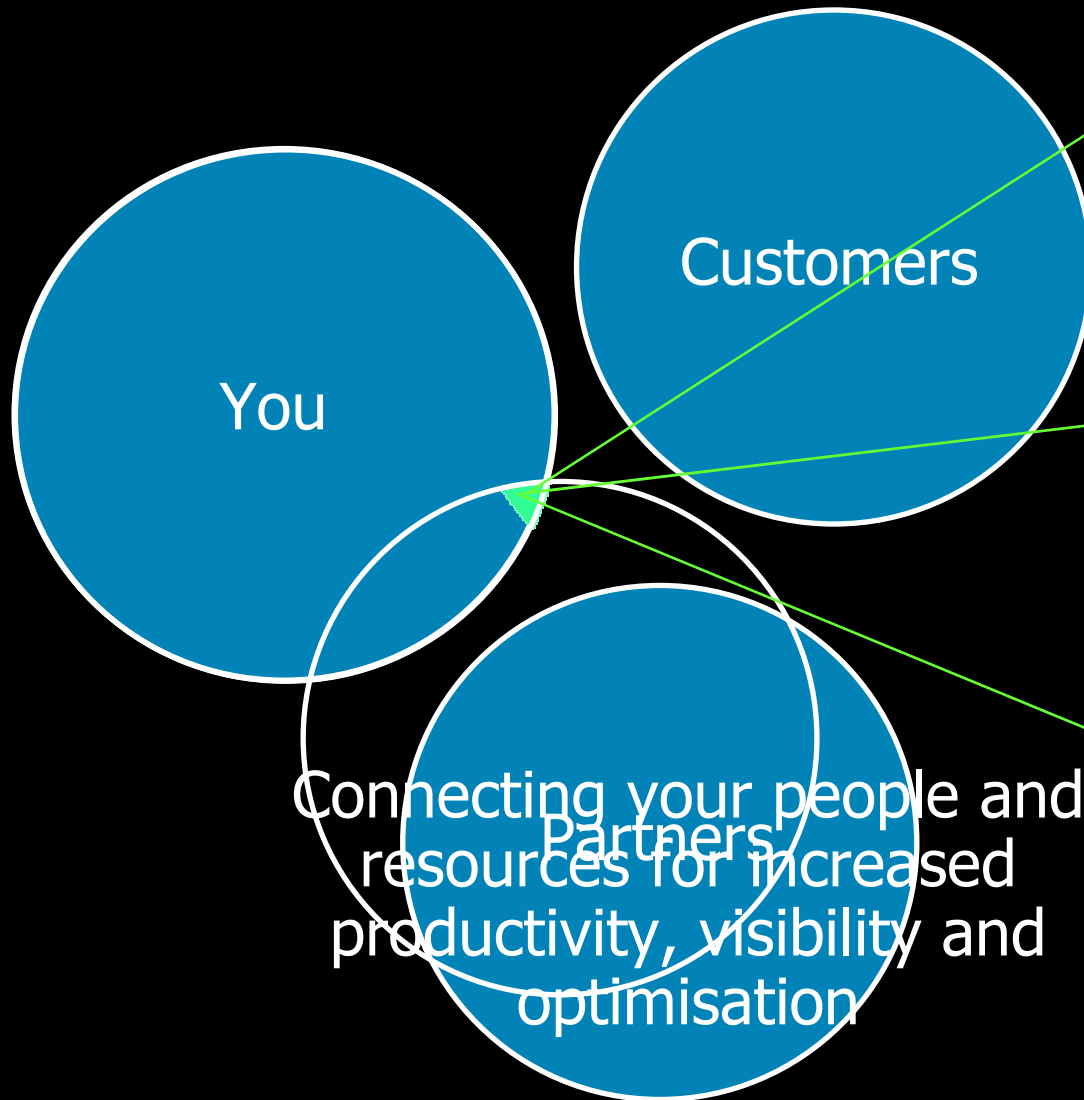
“a new kind of business is emerging, one that opens its doors to the world; co-innovates with everyone, especially customers... harnesses the power of mass collaboration, and behaves ... as a truly global firm”

‘Wikinomics’

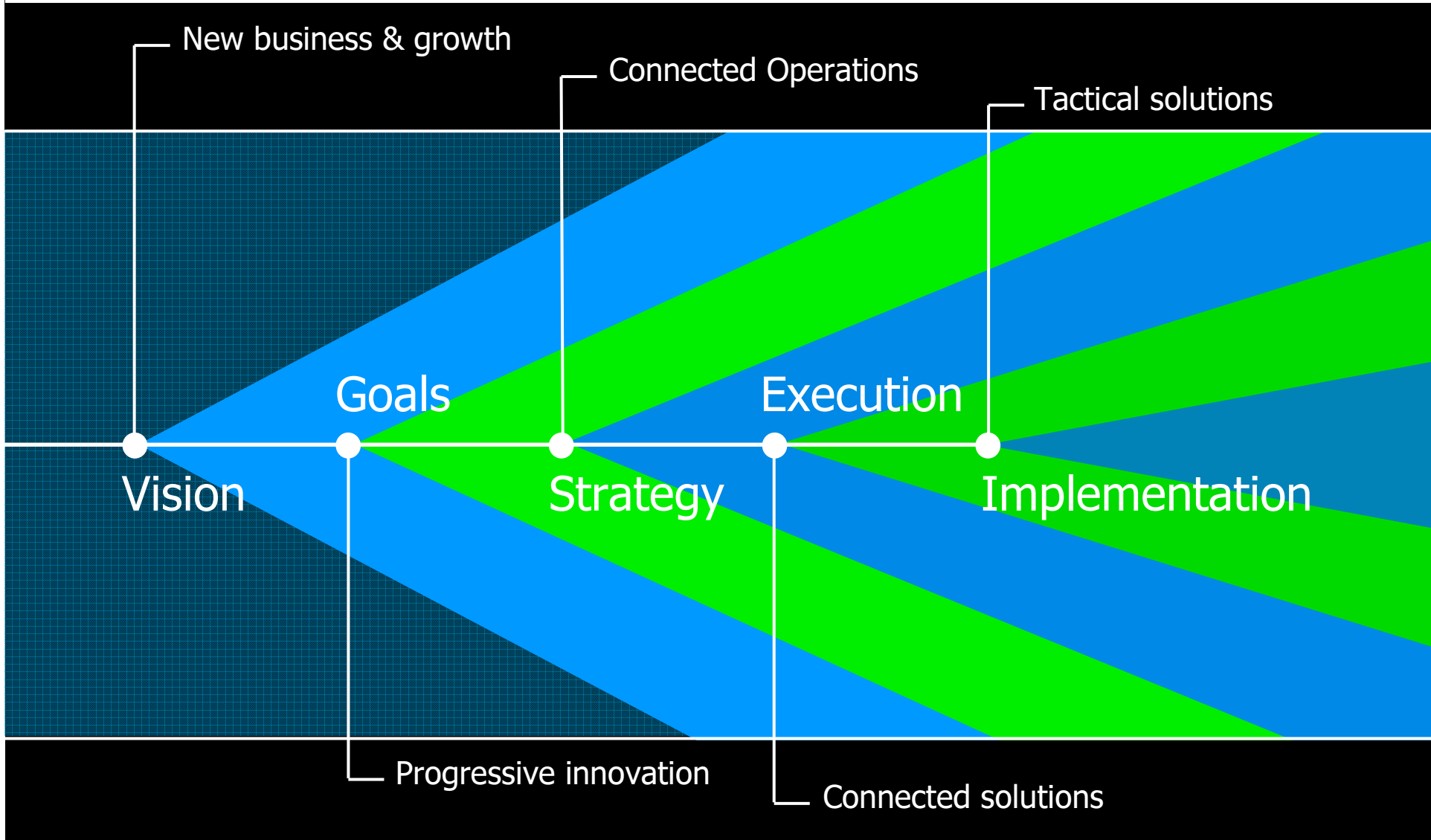
Don Tapscott & Anthony D. Williams



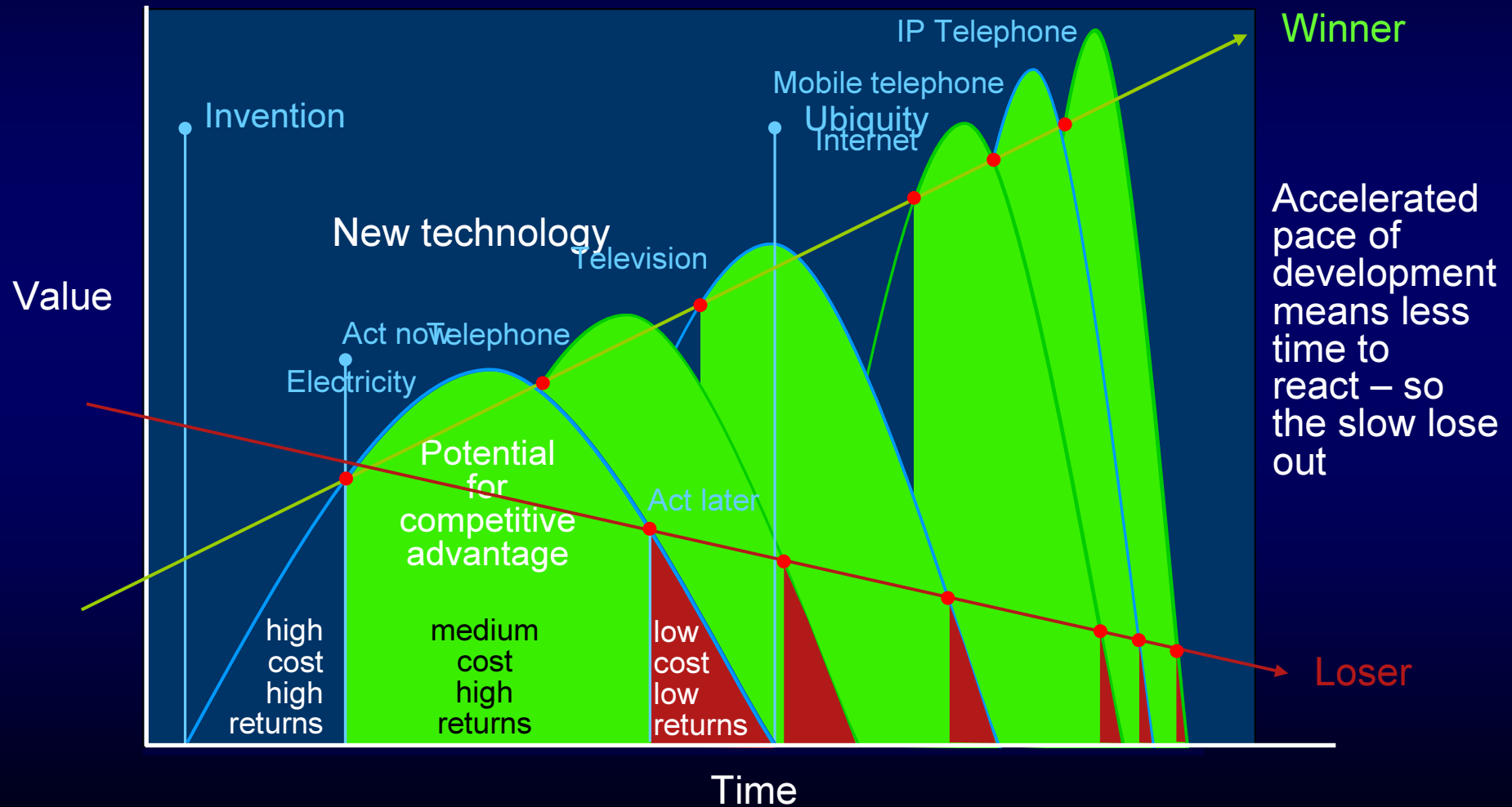
Connect & collaborate for business edge



Involve Technology – benefits funnel



Act early for business 'edge'



- Change the world...

One connection at a time

The background is a deep blue gradient with a grid of small, light blue dots. The dots are arranged in a perspective that makes the grid appear to recede into the distance, creating a sense of depth. A bright blue beam of light enters from the top left corner and spreads across the scene, illuminating the dots and creating a soft glow.

Thank you

