

No escape from digital evolution!

The countdown to Turkey's greatest technology event Informatics Summit has begun. Transport, Maritime and Communications Minister Ahmet Arslan will also be attending to the opening of the event, which will take place at Istanbul Haliç Congress Center on 22 - 23 November.

The Informatics Summit'16 brings global and national visionary approaches on how we live the digital transformation process as individuals, companies and countries and how we should meet the future. The summit, this year is offering a comprehensive content intending to exist within the Industry 4.0 in the digital evolutionary process. "Digital Evolution with Industry 4.0 - No Escape!"

Digitalization transforms everything in the world in a giant spiral. In the new digital world, objects, devices, people, offices, homes, cities and countries are connected to each other with digital neuron networks and create an ecosystem that communicates, triggers, influences and intelligences with each other. Every field that can come to mind such as design, education, production, marketing, entertainment, commerce, shopping, health, transportation has to be

digitalized and become part of a huge digital ecosystem.

Industry 4.0, which is the 4th wave of digitalization, does not only connects everything together, but also brings together new design, planning, R&D, industry, production, procurement, quality, process management, autonomous systems and sets the bases of the 4th wave of digital economy. There is no escape from being digital in this world for those who cannot be a part of digital evolution!

The Informatics Summit is setting up a digital evolution road map all together in 2016, setting out the hints of catching the industry 4.0 wave.

While still living the digitalization process, we can see that it is evolving very quickly. After 5 years, there will be 25 billion embedded systems and other portable devices connected to the internet. On these devices, about 2.5 quadrillion bytes of new data will be generated each day. Five years later, 50 billion TB of digital content will be produced in the world. 15 years later, 50% of our children will work in the future jobs that are not available today. We have to get inside the door of digital evolution because there is no chance for individuals,



institutions and countries that do not evolve digitally to exist after today.

Evolution towards digital requires the digitalization of organizations, employees, leaders, processes beyond the use of technology. When digital thinkers and organizations come together, digital common intelligence is reached.

From the summit, we will all leave with the answer to this question: What can we do with Digital Evolution 4.0 and where is the next stop?

The main building blocks of the Technology Platforms at the Informatics Summit this year were taken from the

digital life. In our world, our view from the global to today reaches out to 2050s. What happens in the connected world, what will happen? The answer to the question of what we will encounter in the world where Digital Evolution will take us will be sought in the Informatics Summit.

Summit Topics

- Turkey's new way out: New R&D and Innovation Perception with Industry 4.0
- C Level in Digitalization
- Evolving towards Digital Society
- Digital Works and Digital Gaining
- Women of the Digital Era

- Digital Innovation in Mobile World
- Digital Medicine Revolutions
- Cyber Security 4.0 in Digital
- Dynamic Structure of Integrated Digital Marketing
- Preparation to IoT and M2M: Embedded Systems
- Artificial Intelligence Algorithms with Cognitive in Big Data and Cloud Solutions
- ERP Solution Processes
- Industry 4.0 in CRM Operations
- Digital Life in Digital Istanbul
- New Generation Cities and Smart Urban Transformation

Inventram and Mitsui's investment partnership

Japanese Investment Company Mitsui bought 30% of Koç Holding's technology investment company Inventram. Mitsui, which is one of the largest investment groups in the world and Japan with its total assets reaching 97 billion USD and turnover reaching 42 billion USD, has purchased one of the most important technology investments in Turkey in recent period by purchasing 30% of the shares of Inventram. A press conference was

held at Koç Holding with the participation of Koç Holding Deputy Chairman of the Board Ali Y. Koç, Koç Holding Tourism, Food and Retail Group President Tamer Haşimoğlu, Inventram General Manager Cem Soysal, Mitsui Europe Corporate Planning President Naotaka Hayashi and Mitsui Turkey General Manager Yoichiro Yagihashi. Speaking at the meeting, Koç Holding Deputy Chairman of the Board Ali Y. Koç remarked that the agreement was a milestone for Inventram

and said: "I strongly believe that the agreement of this partnership with Inventram is going to open up many more doors for extensive cooperation in the upcoming period. I wish that this partnership, which will accelerate Inventram becoming a global company, will be beneficial to my country and I hope that it will be an opportunity for the increase of investment from Japan."

Ali Y. Koç continued: "Those who rebuild the game and those adapting

quickly to the new rules are always one step ahead. The basis of this change lies in technology and innovation. Our country maintains its economic strength and resistance despite the political and geopolitical turmoil both at home and abroad. However, Turkey needs to rapidly develop its innovation and technology power and capacity so that it can strengthen its global position, achieve its potential, transform the winds that I am talking about into opportunities and

eliminate threats. With this aim, it is very important to develop the infrastructure and the legal framework for education and technology; as well as the incentives for the creation of the climate and the investments to invest in technology. We are delighted with the pioneering steps that our government has taken in the last period. If we want to go from a middle income to a high income league, we need to target at least the other developed countries in this league regarding innovation."