



SMART SME TÜRKİYE ACTIVITY REPORT 2023



ABOUT US

Smart SME Türkiye is a digital transformation platform that supports the digitalization processes of SMEs in Türkiye in all aspects.

Smart SME Türkiye brings together SMEs, who want to digitalize, and technology suppliers, who offer the products and services that SMEs need for this purpose.

In addition to bringing technology suppliers and SMEs together, Smart SME Türkiye provides:

- Discounted digitalization opportunities for SMEs,
- Digitalization Maturity Test,
- Guidance with information and articles covering all topics,
- Trainings to ensure the correct management of digitalization processes,
- Awareness raising activities such as seminars and events featuring digital experts.

MESSAGE FROM THE PRESIDENT



M. Rifat Hisarcıklıoğlu
President

Union of Chambers and
Commodity Exchanges of Türkiye

SMEs, which are the cornerstone of Turkey's economic development, are increasingly grasping the importance of digital transformation. In line with this, the Smart SME Platform, implemented with the valuable support of Visa by TOBB, guides SMEs in their digital transformation journeys.

The year 2023 was significant for the Smart SME Platform. The platform reached over 200k SMEs in 2023. Through the platform, SMEs received information and training on digital transformation, received mentoring support, and implemented digital transformation projects. Thanks to the Smart SME Platform, SMEs accessed the products and services they needed during the digital transformation process. We also met with SMEs in Kocaeli, Konya, and Izmir through the Smart SME Digital Transformation Conferences, where SMEs interested in digitalization gathered.

In 2024, the Smart SME Platform will continue to be a significant guide in the digital transformation journeys of SMEs. I invite SMEs to continue their work on digital transformation with the Smart SME Platform. In 2024, we will continue to meet with SMEs in cities through Smart SME Digital Transformation Conferences.

Digital and green transformation is no longer an obligation but an opportunity for SMEs. Digital and green transformation will increase the efficiency of SMEs, strengthen their competitiveness, and open up new markets.

SMEs should take action now to benefit from the opportunities brought by digital transformation. The Smart SME Platform is an important tool that will support SMEs in their digital transformation journeys.



SMART SME TÜRKİYE CONTINUES TO SUPPORT THE FUTURE OF SMES

2023 was a year in which Smart SME Türkiye strengthened its mission to support SMEs in digital transformation.

While the Smart SME Türkiye web platform welcomed more SMEs than in previous years, we both increased the number of technology suppliers on the platform and offered them more options to reach SMEs.

Although our priority this year was "digital" transformation, we were also aware of the impact and benefits of face-to-face communication. For this reason, we started the Smart SME Türkiye Digital Transformation Conference series and came together with SMEs in Kocaeli, Konya and Izmir respectively. We brought together valuable speakers with a total of nearly 2000 SMEs in these 3 cities. We reached over 100,000 SMEs through online channels and provided free digitalization solution packages worth over 300,000 TL to 30 SMEs in total. We are also happy to say that Smart SME Türkiye Digital Transformation Conferences will meet more SMEs in more cities in 2024.

As Smart SME Türkiye, we started digital transformation trainings for Digital Transformation and Innovation expert candidates assigned by the chambers and commodity exchanges within the scope of the project initiated by TOBB, and worked closely with 20 experts, the number of which will increase over time. In this way, our SMEs can now receive support from Digital Transformation and Innovation Experts working in chambers and commodity exchanges in their own cities regarding their digital transformation processes. We will continue to inform our experts at almost every stage of digital transformation in 2024 with our face-to-face and online trainings.

On the other hand, when it comes to digital transformation, it is impossible not to take cross-border trade into account. Accordingly, 2023 was a year in which Smart SME Türkiye had close contacts with international organizations to evaluate the effects of digital transformation on SMEs in a globalized world. The latest example of this was a study with the International Chamber of Commerce (ICC), where the issue of customs duty on digital products and services was discussed. In 2024, we have rolled up our sleeves to carry out many more similar activities.

2023 was a year in which Smart SME Türkiye strengthened its mission to support SMEs in digital transformation. In 2024, we will do more work to bring the positive effects of digital transformation to all SMEs across Türkiye.

If you have not yet, you can join the Smart SME Türkiye family and support us for this purpose by becoming a member of Smart SME Türkiye and follow our social media accounts...

Ümit Öncel, Smart SME Türkiye Executive Committee Member
Başar Ceylan, Smart SME Türkiye Executive Committee Member



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STAKEHOLDERS

SMART SME TÜRKİYE

04



Founded in 1950, the Union of Chambers and Commodity Exchanges of Türkiye (TOBB) is the highest legal entity in Türkiye representing the private sector, established to ensure unity and solidarity among chambers and commodity exchanges, to foster the development of the profession in accordance with the general interests, to facilitate the professional activities of members of chambers and commodity exchanges, to protect professional discipline and ethics in order to preserve honesty and trust in their relations with each other and with the public, to carry out the necessary work for the development of the country, the development of the economy and to perform the services specified in this Law. TOBB is the professional supreme organization and legal representative of the private sector in Türkiye. TOBB is the supreme organization of 365 chambers and exchanges (Chambers of Commerce, Chambers of Industry, Chambers of Commerce and Industry, Chamber of Maritime Commerce and Commodity Exchange) spread over 81 provinces and 160 districts. The short name of the Union is TOBB, and its headquarters is in Ankara.



Smart SME Türkiye 2023 Activity
Report



STAKEHOLDERS

SMART SME TÜRKİYE WEB PLATFORM



Visa (NYSE:V) is one of the world's leading companies in the digital payments industry. it enables pay transactions between consumers, business places, financial institutions and government agencies in more than 200 countries and regions. Dec. Its mission is to connect the world through the most innovative, reliable and secure pay network; to enable individuals, businesses and economies to succeed and grow. Visa believes that inclusive economies everywhere move everyone for the better everywhere and sees access as fundamental to the future of money movement. For more information you can visit visa.com.tr

BUSINESS PARTNERS

SMART SME TÜRKİYE DIGITAL TRANSFORMATION CONFERENCE SERIES



Turkcell Digital Business Services, established as a wholly owned subsidiary of Turkcell, combines Turkcell's total telecom service provider strategy with its "Digital Transformation Business Partner" strategy for corporate customers.

Turkcell, the world's first digital operator, contributes to the transformation of business models with digital technologies by offering its 29 years of experience in communication and information technologies to the service of private sector and public organizations of all sizes. Launched in 2014, Turkcell continues to offer its system integration story to its corporate customers under Turkcell Digital Business Services as the most trusted technology consultant. With value-added services, it contributes to businesses to stay ahead of the competition, increase their productivity and business value. With the consultancy services it offers, Turkcell provides end-to-end services in digitalization processes by improving the knowledge and skills of businesses. With business development teams specialized in public, finance, energy and similar business lines, the most up-to-date boutique solutions are developed in the light of needs and trends. In this way, it enables its customers to move forward with the most appropriate financial model in their digital transformation journey, new technology investment plans and to focus more on their own business.



BUSINESS PARTNERS

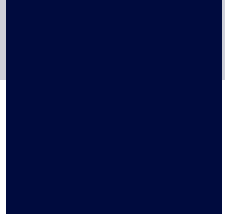
SMART SME TÜRKİYE DIGITAL TRANSFORMATION CONFERENCE SERIES



ikas, a new generation e-commerce platform that enables SMEs and entrepreneurs to open e-commerce sites without the need for technical knowledge, ikas is a start-up established based on the need to facilitate the digital transformation of businesses.

ikas, which enables you to manage e-export processes such as e-commerce, enables sales to the whole world with its advanced features.

It also plays a major role in increasing the sales of its users with its different automations and marketing tools. By offering solutions for businesses that want to be successful in e-commerce, it optimizes sales and management processes on a single page.



Approved by the Central Bank of Türkiye, Param is the first licensed electronic money institution in Türkiye as a brand of TURK Elektronik Para A.Ş. established in 2014.

It is the first non-bank member of the Interbank Card Centre (BKM), the only electronic money institution with all the licenses to issue cards with Troy, MasterCard, Visa and Discover card schemes, and the first and only non-bank member of the BKM TechPOS platform.

PARAM

In 2021, Param acquired fifty percent of the shares of Momento Reklam ve Pazarlama Ticaret A.Ş., Türkiye's leading rewarding system, and in 2022, Param acquired all shares of Eçözüm Bilgi Teknolojileri A.Ş., which provides services in the fintech sector with Open Banking and Online Collection products.

Param, which received investment from the European Bank for Reconstruction and Development (EBRD), CEECAT Capital, Alpha Associates and Revo Capital in the first round with a valuation of over USD 200 million, continues its activities in the financial technology sector with over 600 employees.



BUSINESS PARTNERS

SMART SME TÜRKİYE DIGITAL TRANSFORMATION CONFERENCE SERIES



Digital Exchange is a digital marketing and technology agency that provides 360° services to brands, customers, and business partners globally by adopting the Digital Factory approach.

Providing services in more than 20 areas, Digital Exchange has six vertical brands, each working with its expert staff. These brands are 2gether Social (Data-driven influencer and content distribution network), Medialogy (SaaS and boutique content factory), Rawy (Video production platform), Export.in (Global Marketing), Accumulate (Omnichannel marketing), Uniquesales (Technology sales and marketing).



Logo, which entered the sector in 1984 to develop application software for personal computers, is one of Türkiye's largest software companies. With its solutions, services and innovations, Logo has become the innovative leader of the software industry in Türkiye.

In addition to Enterprise Resource Planning solutions, there are many complementary solutions such as Customer Relationship Management, Human Resources Management, Workflow Management, Warehouse Management Systems, Business Analytics Solutions, Retail Solutions and e-government solutions. In addition, it also provides digital transformation consultancy and special project management services.

BUSINESS PARTNERS

SMART SME TÜRKİYE DIGITAL TRANSFORMATION CONFERENCE SERIES



BIS is a leading technology and service provider that offers software development, integration, consultancy, and outsourcing services in accordance with the specific needs and business models of organizations in the finance, service, and manufacturing sectors, in addition to its existing package solutions since 1994.

Since 2012, it has been developing projects and serving its customers as an on-site R&D center.

It provides services not only within the borders of our country, but also to international organizations in Europe and continues to work rapidly to provide its services to many countries of the world.



Eclit was established in 2021 with the founding partnership of Clonera, Pukta and Türkiye's leading investment fund Turkven, the leading and expert companies in the IT sector.

With over 20 years of industry experience and expert human resources, it is a managed services provider that meets all IT needs of businesses of all sizes without interruption.



SMART SME TÜRKİYE BY NUMBERS

10



89

Categories

19

Sectors

1.500+

Products and
Services

78.925

Single
Visitors

180.130

Page
Views

10.000+

Hours of
Broadcast
Viewing Time

122.000+

Total Number of
Broadcast Views

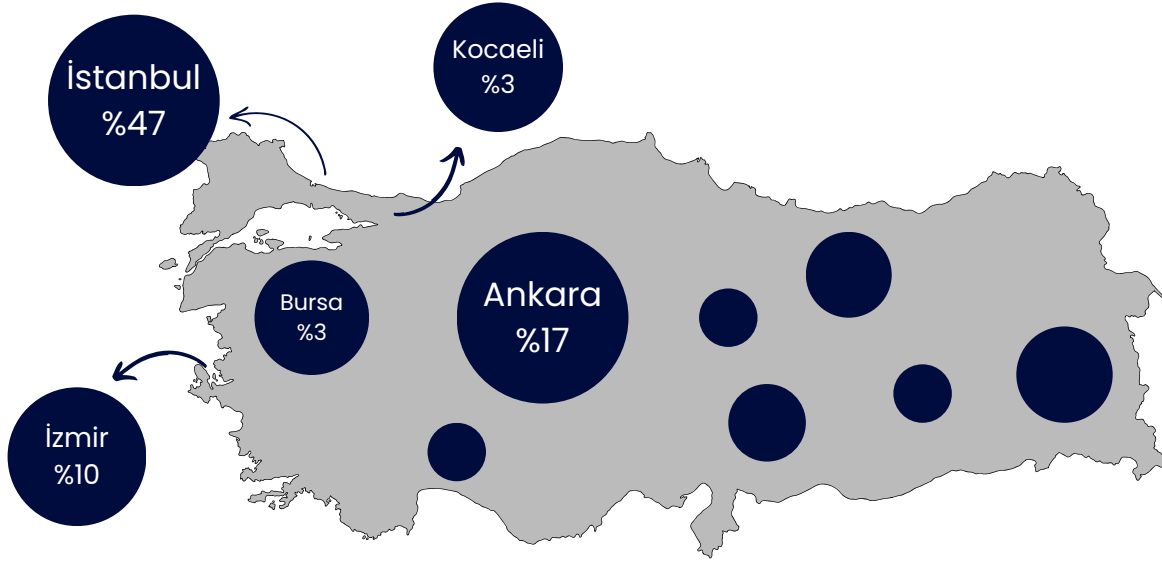
900+

Technology
Suppliers

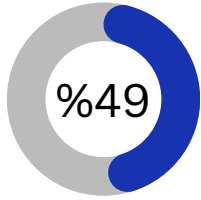
- **Smart SME Türkiye** was among the results of **8.500.000 searches** on Google.
- In more than **100 search queries**, **Smart SME Türkiye ranks 1st** on the results page.
- From Google searches, 45% of visitors to Smart SME Türkiye visited the site from desktop computers, 54% from mobile devices and 1% from tablet devices.
- Over 2,500 pages from Smart SME Türkiye are listed on Google.

SMART SME TÜRKİYE TECHNOLOGY SUPPLIERS

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When the geographical distribution of the technology suppliers in the Smart SME Türkiye is considered, Istanbul ranks first with a ratio of 47%, Ankara ranks second with a ratio of 17%, İzmir ranks third with a ratio of 10%, and Kocaeli and Bursa rank fourth with a ratio of 3%. When the size of the companies is considered, 49% are micro enterprises, 34% are small enterprises, 12% are medium-sized enterprises and 5% are large enterprises.



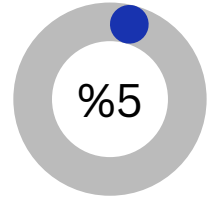
Micro
Enterprises
1-9 Employee



Small
Enterprises
10-49 Employee



Medium-Sized
Enterprises
50-249 Employee



Large
Enterprises
250+ Employee

Top 5 Product Category Percentages

- General Auxiliary Software 5%
- Developer Tools 3%
- Custom Software Development 3%
- Mobile Developers 3%
- Sensors (Digital Solution Solutions in Industry) 3%

Top 5 Sector Percentages

- Information and Communication 66%
- Other Service Sector 15%
- Consultancy 4%
- Manufacturing Industry 2%
- Finance and Insurance Services 2%

SMART SME TÜRKİYE MEMBER SMES

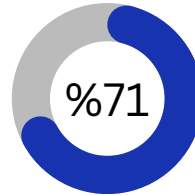
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Looking at the geographical distribution of the member SMEs participating in Smart SME Türkiye, Istanbul ranks first with a ratio of 23%, Izmir ranks second with a ratio of 10%, Ankara and Adana rank third with a ratio of 9%, Konya ranks fourth with a ratio of 6%. When the size of the companies is considered, 71% are micro enterprises, 16% are small enterprises, 8% are medium-sized enterprises and 5% are large enterprises.

Top 5 Sector Percentages

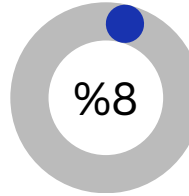
- Wholesale and Retail Trade **18%**
- Information and Communication **16%**
- Manufacturing Industry **12%**
- Consultancy **6%**
- Other Service Sector **6%**



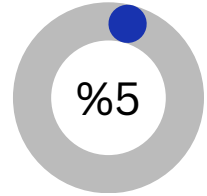
Micro
Enterprises
1-9 Employee



Small
Enterprises
10-49 Employee



Medium-Sized
Enterprises
50-249 Employee



Large
Enterprises
250+ Employee

ACTIVITIES



Smart SME Türkiye, which brings together SMEs that want to digitalize and technology suppliers that offer the products and services that SMEs need in this process, met with SMEs with the Digital Transformation Conferences co-hosted by TOBB and local chambers and commodity exchanges in Kocaeli on 20 September 2023, Konya on 18 October 2023, and Izmir on 14 November 2023.

The Smart SME Türkiye Digital Transformation Conferences were held with the main sponsorship of Turkcell Digital Business Services, with the platinum sponsorship of ikas, Param and Digital Exchange, and with the gold sponsorship of Logo Software, BIS Solution and Eclit. A variety of topics were touched upon during the conferences such as the digital transformation journey of SMEs, digital business services, digital sales channels, innovative payment systems and open banking, digital marketing, cloud transformation of ERP, SMEs information services processes, digitalization in HR processes and the TOBB Carbon Platform.



The Smart SME Türkiye Digital Transformation Conferences, which reached 1,262 SMEs face-to-face and over 100,000 SMEs online and provided free digitalization solution packages worth over 300,000 TL to 30 SMEs in total in 2023, will continue to support and accelerate the digital transformation of SMEs in different cities of Türkiye in 2024.

İşletmeler için Afet Dayanıklılığı
21 Mart Salı, 14:30

Moderatör
Buse Yıldırım
Moderatör

Afet Yönetimi ve İş Bilişiminin Önemi
Hasan Çağlayan Dünder
TOBB Başkan Danışmanı ve Gerçek Sektör, Araştırma ve Uygulama Departmanı Başkanı

İş Dünyası İçin Afet Dayanıklılığı
Doç. Dr. Murad Tiryakioğlu
UTİKAD Vice Başkanı

Sektörel Bakış Açısıyla Afet Dayanıklılığı ve Riskler
Emre Eldener
TUBISAD Vice Başkanı

Mehmet Ali Akarca
EYODER Vice Başkanı

Prof. Dr. Sermin Onaygil
TOBB Türkiye E-Ticaret Kurul Başkanı

Ozan Acar
TOBB Türkiye E-Ticaret Kurul Başkanı

AKILLI KOBİ
Türkiye'nin Dijital Dönüşüm Platformu

VISA

akillikobi.org.tr

Disaster Resilience for Businesses live broadcast event was moderated by Buse Yıldırım on 21 March 2023 with the participation of Hasan Çağlayan Dünder, TOBB President Advisor and Head of Real Sector, R&D and Implementation Department, Assoc. Prof. Dr. Murad Tiryakioğlu, UTİKAD Vice Chairman Emre Eldener, TUBISAD Vice Chairman Mehmet Ali Akarca, EYODER Vice Chairman Prof. Dr. Sermin Onaygil and TOBB Türkiye E-Commerce Assembly Chairman Ozan Acar. Click [here](https://akillikobi.org.tr) to watch the broadcast.

The live broadcast event of **Opportunities Offered by Artificial Intelligence to SMEs** was held on 24 May 2023 under the moderation of Buse Yıldırım; with the opening speeches of Hasan Çağlayan Dünder, TOBB President Advisor and Head of Real Sector, R&D and Implementation Department; With the participation of Esen Girit Tümer, Chairman of the Board of Directors of Artificial Intelligence and Technology Association, Cengiz Özden, Chairman and General Manager of Doruk Group, and Dr. Buğra Çaşkurulu, Head of Artificial Intelligence Engineering Department of TOBB ETÜ. Click [here](https://akillikobi.org.tr) to watch the broadcast.

Yapay Zekanın KOBİ'lere Sunduğu Fırsatlar
24 Mayıs Çarşamba, 14:00

Buse Yıldırım
Moderatör

Hasan Çağlayan Dünder
TOBB Başkan Danışmanı ve Gerçek Sektör, Araştırma ve Uygulama Departmanı Başkanı

Esen Girit Tümer
Yapay Zeka ve Teknoloji Derneği Yürütme Kurulu Başkanı

Cengiz Özden
Doruk Yatırım Kurumu Başkanı ve Genel Müdürü

Dr. Buğra Çaşkurulu
TOBB ETÜ Yapay Zeka Mühendisliği Bölüm Başkanı

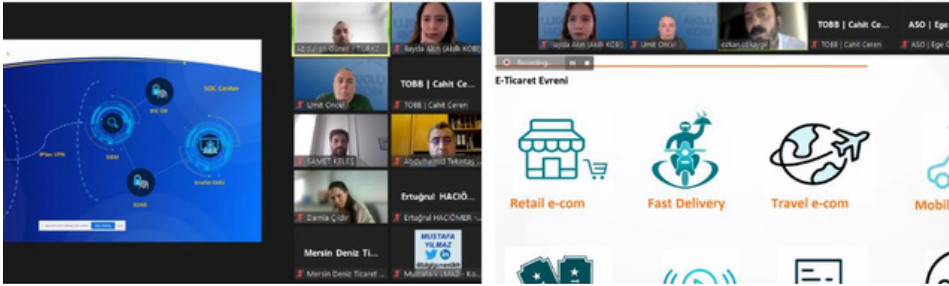
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TRAININGS: DIGITAL TRANSFORMATION AND INNOVATION TRAINING

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Trainings Realized in 2023

- Enterprise Resource Planning (ERP) Training
- Cloud Computing: Digital Data Storage and Data Management Training
- Artificial Intelligence and Innovative Technology Education
- Training on Moving Sales to Digital Channels
- Digital Banking: Next Generation Digital Banking Approaches Training
- Digital Marketing: Reaching Customers through Digital Channels Training
- Search Engine Optimization (SEO): Reaching Users with Search Training
- Payment Technologies: Online Collection Solutions Training
- CRM: Digital Customer Tracking Applications Training
- E-Commerce & E-Export Training
- SaaS: Software as a Service Business Model Training
- Cyber Security: Protection of Data and Business Processes Training
- Digital Transformation in Industry: Digitalization of the Production Sector Training
- Digital Transformation of Field Sales Teams
- Human Resources Management in the Digital World
- Strategy and Growth in SMEs

Türkiye's Digital Transformation Platform Smart SME Türkiye, hosted by TOBB and supported by Visa, continues to expand its efforts for the digital transformation of SMEs. In order to increase our impact in the regions, 20 representatives assigned from chambers and commodity exchanges specialized in their fields affiliated to TOBB were provided with on-site and online trainings focused on digital transformation. The aim of these trainings is to cultivate Digital Transformation and Innovation Experts who can directly support SMEs in their regions in digital transformation. The focus of the trainings is on a specific technology/concept and its potential impact for SMEs.



Smart SME Türkiye 2023 Activity Report



HIGHLIGHTED SHARES

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Gürkan Arpacı
dijital
iş servisleri
Türkcell Dijital İş Servisleri
Genel Müdürü

Teknoloji Tedarikçilerinin Gözünden Akıllı KOBİ

“ KOBİ’lerimizin iş sürekliliğinin sağlanması ve rekabetçi yapısını koruyabilmesi adına teknolojiye faydalanma ihtiyaçları her geçen gün artıyor. KOBİ’lerimiz geç kalmadan bu alanda bilinçlendikçe verimliliklerini ve üretkenliklerini artırarak rekabete de ivme kazandıracaklar. Türkiye’deki KOBİ’lerin dijitalleşme süreçlerine destek olma hedefiyle yola çıkan Akıllı KOBİ bu ekosistem için birleştirici ve kapsayıcılığıyla çok önemli, örnek bir platform. ”

AKILLI KOBİ
Türkiye’nin Dijital Dönüşüm Platformu

VISA

akillikobi.org.tr

İşletmeler için Afet Dayanıklılığı
21 Mart Salı, 14:30

MODERATÖR
Afet Yönetimi ve İş Bilişimin Önemi
İş Dünyası İçin Afet Dayanıklılığı

Sektörel Bakış Açısıyla Afet Dayanıklılığı ve Riskler

AKILLI KOBİ
Türkiye’nin Dijital Dönüşüm Platformu

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Akıllı KOBİ Deprem Destek Paketi ile
Depremzede KOBİ’lerimizin Yanındayız

Depremden etkilenen illerde KOBİ’lerimizin faaliyetlerini devam ettirmelerini desteklemek için Akıllı KOBİ teknoloji tedarikçisi şirketlerimizin katkılarıyla Deprem Destek Paketi hazırladık.

Başvuru için:
akillikobi.org.tr

ideasoftware **çiceksepeti** **vargonen** **WESTURES**
360 **ecilit** **Pro/Manage**

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Türkiye’nin Dijital Dönüşüm Platformu

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TÜRKİYE’NİN
DİJİTAL DÖNÜŞÜM
SEFERBERLİĞİ

İZMİR DİJİTAL DÖNÜŞÜM KONFERANSI
Teknolojinin Rotasında Dönüşümün Anahtarı: Dijital İş Servisleri

Emre Kapusuz - Türkcell Kurumsal Satış Direktörü

ANA SPONSOR
İşTürkcell

ETKİNLİK PAYDAŞLARI
PLATİN SPONSORLAR
İKAS **PARAM** **DİJİTAL DÖNÜŞÜM**

ALTIN SPONSORLAR
İKAS **PARAM** **DİJİTAL DÖNÜŞÜM**

AKILLI KOBİ
Türkiye’nin Dijital Dönüşüm Platformu

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TÜRKİYE’NİN
DİJİTAL DÖNÜŞÜM
SEFERBERLİĞİ

İZMİR DİJİTAL DÖNÜŞÜM KONFERANSI
İZMİR TİCARET ODASI
14 KASIM 2023
09:00-17:00

ANA SPONSOR
İşTürkcell

ETKİNLİK PAYDAŞLARI
PLATİN SPONSORLAR
İKAS **PARAM** **DİJİTAL DÖNÜŞÜM**

ALTIN SPONSORLAR
İKAS **PARAM** **DİJİTAL DÖNÜŞÜM**

AKILLI KOBİ
Türkiye’nin Dijital Dönüşüm Platformu

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TÜRKİYE’NİN
DİJİTAL DÖNÜŞÜM
SEFERBERLİĞİ

KONYA DİJİTAL DÖNÜŞÜM KONFERANSI
BAYIR DIAMOND HOTEL
18 EKİM 2023
09:00-17:00

ANA SPONSOR
İşTürkcell

ETKİNLİK PAYDAŞLARI
PLATİN SPONSORLAR
İKAS **PARAM** **DİJİTAL DÖNÜŞÜM**

ALTIN SPONSORLAR
İKAS **PARAM** **DİJİTAL DÖNÜŞÜM**

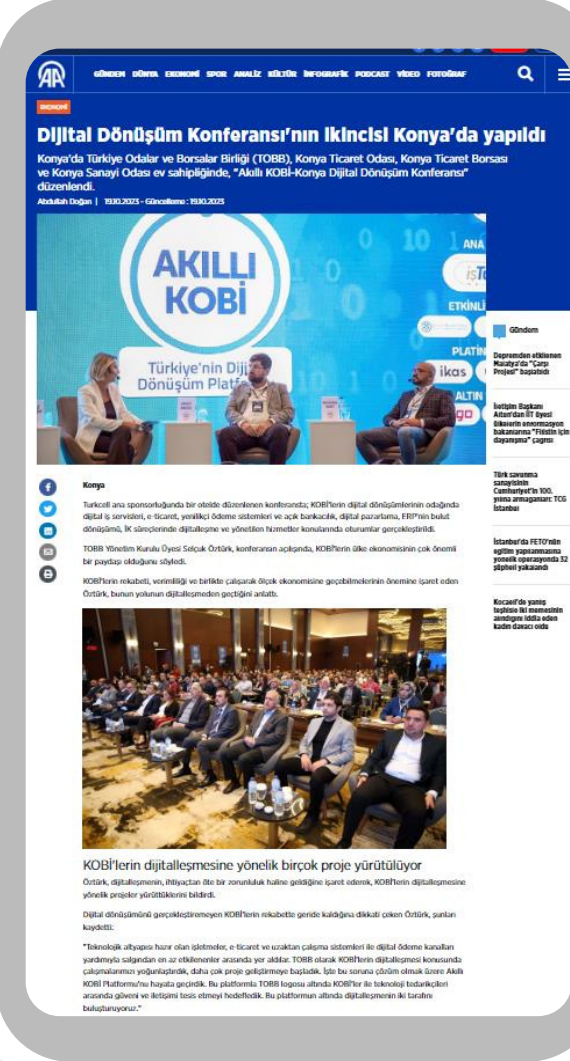
AKILLI KOBİ
Türkiye’nin Dijital Dönüşüm Platformu

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SMART SME TÜRKİYE IN PRESS AND DIGITAL MEDIA

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SMART SME TÜRKİYE THROUGH THE PERSPECTIVE OF THE BUSINESS WORLD

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Samile Mümin Cianci
Visa Türkiye General Manager

VISA

"The way for SMEs, which constitute the backbone of the economy, to continue their activities in a healthy way is through digitalization and being able to continue trade in a digital environment. With this awareness, we are carrying out many projects for SMEs to adapt to digital trade worldwide within the framework of our SME focus. In Türkiye, we launched Smart SME Türkiye together with TOBB in order to support the digital transformation journey of SMEs. The Smart SME Türkiye Platform constituted an important part of our investment in our country to strengthen SMEs. Launched in 2021, the platform has become a place that brings together a wide ecosystem with SMEs on the road to digital transformation and where SMEs can meet all their needs from a single point. We hope that the Smart SME Türkiye Platform will continue to contribute to the rapid digitalization process by playing an important role in the digitalization of SMEs."



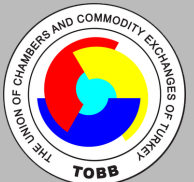
Gürkan Arpacı
Turkcell Digital Business Services
General Manager

İşTurkcell

"The need for technological solutions to ensure business continuity and maintain a competitive position is a fact that is now accepted in all sectors. In the Smart SME Türkiye events held in 3 different cities throughout the year, the excitement created by digitalization was palpable along with this need. It was very valuable for us to be a part of the Smart SME Türkiye platform, which brings together the supplier and customer ecosystem to support the digital transformation processes of SMEs with its unifying and inclusive structure, and to come together with our SMEs and shed light on the steps they will take towards digital transformation. As Turkcell Digital Business Services, we continue to guide the digitalization processes of our SMEs with the information technology services we offer with nearly 30 years of Turkcell technology and experience."



Smart SME Türkiye 2023 Activity
Report



SMART SME TÜRKİYE THROUGH THE PERSPECTIVE OF THE BUSINESS WORLD

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İlknur Uzunoğlu
Param CSO and Finrota
General Manager

PARAM

"Smart SME Türkiye, which supports the digitalization processes of SMEs in Türkiye, provides a great added value to our country. In this direction, we find the Digital Transformation Conferences organized by Smart SME Türkiye in Türkiye in 2023 extremely valuable. As Param, we were among the sponsors of the conference series in order to support our country and SMEs. In three events held in Kocaeli, Konya and Izmir, we came together with SMEs together with technology supplier companies. In the events, sessions on digital business services, e-commerce, innovative payment systems and open banking, digital marketing, cloud transformation of ERP, digitalization in HR processes and managed services were held at the focus of digital transformation of SMEs. This intensely attended conference series was very valuable in terms of digital transformation awareness in the sector. Thank you very much to everyone who contributed."



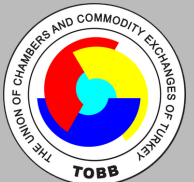
Akın Sertcan
Logo Software Türkiye
General Manager

LOGO

"Rapid technological developments have placed digital transformation at the top of the agenda of all businesses in the world and in our country. In this process, which drastically changes the way of doing business, making successful digital transformation in the right way, at the right time and making it sustainable is one of the most important priorities of businesses. As Logo Software, Türkiye's largest domestic business software company, we develop business software that increases productivity and profitability for businesses from every sector, from micro scale to corporate structures. With more than 1,000 business partners and experienced teams all over Türkiye, we provide consultancy services to our customers on their digitalization journey. Smart SME Türkiye plays an important role in bringing together SMEs, the backbone of the national economy, and us, the technology suppliers, on the same platform. Thus, SMEs have the opportunity to easily access our solutions and consultancy services they need in their digital transformation processes through the platform. We are very happy about this valuable cooperation with the Smart SME Türkiye platform, which contributes to the digitalization processes of SMEs."



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SMART SME TÜRKİYE THROUGH THE PERSPECTIVE OF THE BUSINESS WORLD

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Gizem Güneşdoğdu
BIS Solution Corporate and
Commercial Products
Vice General Manager



"Today, digitalization has become a must for all companies in order to take part in the competition. However, due to the economic stagnation, uncertainties, and instant changes in the markets that the whole world is going through, companies now have to make very smart investments. For this reason, it is actually very valuable for both technology suppliers to be able to contact the right target audience at the right points, and for companies to meet with technology suppliers that they can trust while moving their processes to digital, where they can not only make a technology investment but also make a business partnership by making use of their know-how, and where they can get consultancy when necessary. For this reason, the Smart SME Türkiye platform, which has important names such as TOBB and Visa behind it, and very valuable companies under its sponsorship, has been the right platform to make those smart investments I mentioned, and to make smart decisions quickly. It is very valuable to bring companies and suppliers together digitally in a marketplace logic, to bring together the needy and suppliers in different cities of Türkiye, and to contribute to the digital development of the country with educational seminars. Each event of Smart SME Türkiye this year has progressed by building on the other; therefore, we believe that it will be one of the locomotives of digitalisation in 2024 and we are happy to take part in it."



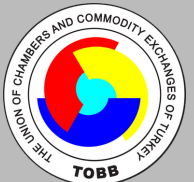
Önder Kaplancık
Eclit CEO



"Being in the dynamic ecosystem of Smart SME Türkiye is of great importance for us. The platform is an important source of light for SMEs in terms of bringing them together with the service providers they need to accelerate and improve their digital transformation processes. This year, we came together with hundreds of SMEs from different sectors and shared the advantages offered by managed services with the Digital Transformation Conferences series organized across Türkiye and sponsored by Eclit. We are happy to lead the digital transformation processes of SMEs together."



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