

## SEE IT

# South-Eastern Europe: Regional cooperation for ICT industry excellence, promotion and branding

## Memorandum of Understanding

On this date, the 27th September 2007, in Skopje,

THE PARTIES TO THIS MOU (signed on pages 3 and 4), recognizing the value to the Southeast European region in developing a global brand for leadership in Information and Communications Technologies, HEREBY AGREE TO WORK TOGETHER TO ADVANCE THEIR SHARED INTEREST IN PROMOTING IT-ENABLED EXCELLENCE, INNOVATION, JOBS AND INVESTMENT GROWTH.

The pillars and major actors for successful united efforts are identified as:

**ICT industry** represented by ICT associations and clusters joining this initiative agree to take concrete steps to:

- spread skills and certifications by actual and virtual means of value to companies in the regional and global market;
- encourage cross-border business teaming linkages to expand capacity and quality;
- promote and encourage cross-border project development and joint project bidding;
- support regional prizes and competitions to recognize and reward new talent and innovative examples of ICT applications;
- promote a pool of shared practices and processes for excelling in the design and execution of ICT projects;
- develop a quality culture among professionals, companies and academia as a prerequisite for regional cooperation;
- promote best practices of ICT solutions for eGovernment and other economic sectors within each country and the region, making the economic sectors and the countries more competitive globally;
- gather and share data in common formats on an annual basis regarding market trends and operating conditions to provide measures of regional ICT progress.

**2. Investment promotion institutions** joining this initiative agree to partner with the private IT sector representatives and to coordinate the timing and preparations of marketing events and advertising and publicity campaigns, in ways that reinforce the region's brand recognition as a strategy hub for entry into new markets and its commitment to excellence.

**3. Governmental and Executive bodies** – including government institutions and agencies at local as well as national levels – joining this initiative agree to access regional technical resources on best practices for:

- contributing to establishing a regional brand of the ICT industry by emphasizing each country's strengths and achievements and support the regional cooperation to leverage the efforts at national level;
- improving services to citizens, services to business, and public sector operations;
- encouraging formation of scholarship funds to promote ICT skills acquisition within organizations and in communities seeking to improve their competitiveness in skills;
- exploring practical steps that can be taken to offer pilot project opportunities for Public-Private Sector partnerships in ICT-enabled innovations;
- utilizing the best practices and existing networks for business and cultural collaboration between major economic and cultural centers (cities, zones, etc.).

**4. Universities, academies and technology training centers** joining this initiative agree to promote closer linkages with the industry through expanded programs of ICT-related curriculum, work-study, internship, and research projects benefiting the private sector SMEs.

**5. Business support organizations and donor programs** supporting this initiative – including donor agency-funded programs and private sector philanthropies – agree to provide catalytic assistance that can lead to sustainable linkages that connect the regional stakeholders in mutually-beneficial ways.

As a proof of the reached agreement herein, the parties sign this Memorandum in 13 original and identical copies. The current document consists of pages 1 and 2 encompassing the general spheres of cooperation and interest; page 3 and 4 enlisting the signatures of the founding partners.

Endorsement and accession letters can be added to the current Memorandum as new organizations or groups of organizations from the different pillars (ICT industry, Investment promotion institutions, Governmental and executive bodies, Universities, academies and technology training centers, Business support organizations and donor programs) join the network of collaboration, notifying the founders. As per the decision of the network a number of annexes for the practical implementation can be added:

ANNEX 1 – Which champions from each country or region have the responsibility to lead the implementation of which activity – to be dynamically updated

ANNEX 2 – Implementation/action plan

The FOUNDERS of the SEE IT Initiative accept the above Memorandum of Understanding as a starting point in expanding and enhancing the regional IT cooperation.

The Founding organizations, contributing and supporting the initiative for regional ICT cooperation and branding are as follows:

THE ICT PRIVATE SECTOR REPRESENTATIVES (the signing of the below organizations takes place at the 5<sup>th</sup> SEEITA conference in Skopje, on September 27<sup>th</sup>, at a break out session 16:00 – 17:00 and/or the weeks after the event)

**(1) Albania**

Arben Fagu  
Executive Director  
ISSETI (Albanian Institute for Studies and Education in Information Technology)

SIGNATURE: \_\_\_\_\_

**(2) Bosnia and Herzegovina**

Brano Vujicic  
President of the Managing Board  
Association for IT in BiH (BAIT)

SIGNATURE: \_\_\_\_\_

**(3.1) Bulgaria**

George Brashnarov  
Chairman  
Bulgarian Association of Software Companies (BASSCOM)

SIGNATURE: \_\_\_\_\_

**(3.2) Bulgaria**

George Sharkov  
Executive Director  
European Software Institute (ESI) - Center Eastern Europe

SIGNATURE: \_\_\_\_\_

**(3.3) Bulgaria**

Peter Statev  
Chairman  
Bulgarian ICT Cluster

SIGNATURE: \_\_\_\_\_

**(4) Croatia**

Boris Krstanovic  
President,  
cro.ict - Croatian ICT Cluster Initiative (National Association of Croatian ICT Clusters)

SIGNATURE: \_\_\_\_\_

**(5) Macedonia**

Mr. Vasko Kronevski  
President  
MASIT

SIGNATURE: \_\_\_\_\_

**(6.1) Romania**

Liviu Dan Dragan

President

ANIS (Employers' Association of the Software and Services Industry)

SIGNATURE: \_\_\_\_\_

**(6.2) Romania**

Alexandru Borcea

President

ARIES (Romanian Association for Electronic and Software Industries)

SIGNATURE: \_\_\_\_\_

**(6.3) Romania**

Radu Ticiu

Executive Director

Timisoara Software Business Incubator and Technology Transfer Center

SIGNATURE: \_\_\_\_\_

**(7.1) Serbia**

Jelena Jovanovic

Senior Advisor

Serbian Chamber of Commerce Center for Information and Electronic Business

SIGNATURE: \_\_\_\_\_

**(7.2) Serbia**

\_\_\_\_\_  
\_\_\_\_\_

Serbian Software Cluster

SIGNATURE: \_\_\_\_\_

**(8) Slovenia**

Bojan Oremuz

President of the Board

E-Aliansa Slovenia

SIGNATURE: \_\_\_\_\_