

Press Release

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**DIGITAL ANATOLIA PROJECT OPENED ITS FOURTH YEAR WITH A
NEW ECONOMY AND DIGITALIZATION-THEMED EVENT**

**LEADERS POINTED DIGITALIZATION TO EXIT
THE CRISIS**

The Digital Anatolia Project, which brings together 13 thousand people with digital leaders in three years with the cooperation of TÜRKONFED and Türkiye İş Bankası, has started its fourth year. At the event organized with the theme of “New Economy and Digitalization”, the participants drew attention to the fact that it is possible to overcome the global economic crisis with the pandemic process with digitalization, high-tech production and value-added exports.

26 February 2021 / Istanbul - Digital Anatolia Project, which was implemented in cooperation with the Turkish Enterprise and Business Confederation (TÜRKONFED) and Türkiye İş Bankası, with the aim of contributing to the digital transformation of sectors focused on production, started its fourth year with the theme of “New Economy and Digitalization”. This year's first event of "Digital Anatolian Live Broadcasts" moderated by Technology Writer Serdar Kuzuloğlu, was attended by TÜRKONFED's President Orhan Turan, Türkiye İş Bankası Deputy General Manager Şahismail Şimşek, Türkiye İş Bankası Economic Research Department Manager and Chief Economist İzlem Erdem. The keynote of the event was Erol Bilecik, Index Group Chairperson and TÜSİAD President for the period 2017-2018.

Digital leaders will address a different theme each month

While the **Digital Anatolia Project** reached three thousand SMEs in nine cities in its first two years, 10 thousand people followed the broadcasts online in 2020. The Digital Anatolia Project, which will continue with a series of events, each with a different theme, in 2021, will continue to bring digital leaders and businesses and entrepreneurs focused on digitalization online on the last Thursday of each month.

Free and one-on-one coaching service for SMEs in the digitalization process

In addition to the **Digital Anatolia Project**, the cooperation of **TÜRKONFED** and **Türkiye İş Bankası**, with the solution partnership of **BANDWITT**, digitalization service is provided free of charge by the **Dijital Dönüşüm Merkezi (DDM)** to more than 120 companies from 24 different cities in Turkey. SMEs that register to the system on DDM's website www.ddm.org.tr and meet the necessary conditions for calculating digitalization scorecards are offered free digitalization scorecard, roadmap and coaching sessions. On the other hand, DDM supports medium and large-scale enterprises that want to start their digital transformation with the **OBI Project**, in which a part of the quarterly digital transformation consultancy service fee is supported by Türkiye İş Bankası.