

Press Release

26 March 2021
TÜRKon/hb/21-15

**DIGITAL ANATOLIA PROJECT BRINGS HUMAN RESOURCES
PROFESSIONALS AND SMEs TOGETHER**

Business Life and Human Resources in “New Normal” Was Discussed

The Digital Anatolia Project, which is carried out in cooperation with TÜRKONFED and Türkiye İş Bankası, has a series of events, each with a different theme, continued with the main theme "Business Life and People in the New Normal Resources". In the event organized with the participation of human resources professionals, attention was drawn to the talent pool that changed during the pandemic, the transformation of employees and new leadership models.

26 March 2021 / Istanbul - The online event series of the **Digital Anatolia Project**, 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, was held with the new main theme "**Business Life and Human Resources in New Normal**". The participants of this year's second event, moderated by technology writer **Serdar Kuzuloğlu**, were **PERYÖN President Board Berna Öztınaz**, **Credit Registration Bureau (KKB) Human Resources Director Nil Durukanoğlu** and **Türkiye İş Bankası Talent Management Department Manager Dolunay Bulut**.

Digital leaders reached 13,000 people in three years

Digital Anatolia Project, which started in 2018, reached three thousand SMEs in nine cities in the first two years, while 10 thousand people followed the broadcasts online due to the pandemic in 2020. The event, which is certain to be held online in the first half of this year, will continue to bring digital leaders together with businesses and entrepreneurs focused on digitalization 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.