

PRESS RELEASE

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## DIGITAL ANATOLIA AND DIGITAL TRANSFORMATION CENTER ON ONLINE PLATFORM

### THE DIGITALIZATION JOURNEY OF SME'S CONTINUES

In order to contribute to the digital transformation of production-based sectors, Digital Anatolia Project that was launched by TURKONFED and Isbank of Turkey cooperation in 2018 and met approximately three thousand SMEs in nine provinces, resume with the support of Digital Transformation Center on free digitization in online platforms due to coronavirus outbreak.

Digital Transformation Center under the executive of TURKONFED within the cooperation and partnership of Isbank of Turkey and BANDWITT, put into service of SMEs along with Digital Anatolia Project on a national scale online in 2020.

The joint inaugural meeting of both projects, May 14, 2020 on Thursday, over [www.dijitalanadolu.com/canl](http://www.dijitalanadolu.com/canl) website at 16.00, is carried out with TURKONFED Chairman Orhan Turan and Turkey Isbank Deputy General Manager Şahismail Simsek's participation. The guest of honor at the opening moderated by Serdar Kuzuloğlu is Eczacıbaşı Holding Vice Chairman Faruk Eczacıbaşı.

*May 12, 2020 / Istanbul* - Turkish Enterprise and Business Confederation (TÜRKONFED) and Turkey Isbank continue on contributing to the digital transformation of production-based sectors in Anatolia through **Digital Anatolia Project** launched in 2018. The project, which has reached 3 thousand SMEs in 9 cities in two years, starts with the free digitalization support of the **Digital Transformation Center (DDM)** on the online platform during the coronavirus period. Also in the DDM 2020 program, in partnership with **TURKONFED** and **Turkey Isbank** and **BANDWITT** cooperation, **Digital Anatolia Project** put into national scale online service for SMEs.

For both projects, an opening meeting will be held on Thursday, May 14, 2020, at 16:00 on the website [www.dijitalanadolu.com/canli](http://www.dijitalanadolu.com/canli). Under the moderation of **Serdar Kuzuloğlu**, the online event will be attended by **TURKONFED President Orhan Turan** and **Turkey Isbank Deputy General Manager Şahismail Simsek**, as well as the guest of honor **as Eczacıbaşı Holding Vice Chairman Faruk Eczacıbaşı**. **AliExpress Turkey CEO Yaman Alpata** will participate in the event as a speaker and the webinars will continue with a different theme every week between 21 to 28 May.

## Free Digitalization Report and Road Map For SMEs from the Digital Transformation Center

DDM\ established by TURKONFED with the support of Istanbul Development Agency, Turkey Isbank, the Governorship of Istanbul, Bogazici University, Endeavor Turkey, All Entrepreneurs and Business Mentors, puts Digital Anatolia Project into national scale online service for SMEs within cooperation and partnership of Turkey Isbank and BANDWITT in 2020.

All SMEs can apply to DDM which guides 150 SMEs in their digitization journey from Istanbul. DDM, which will start to serve businesses in Anatolia in the new period along with the cooperation of TURKONFED and Isbank, will also present the digitalization report and road map to SMEs free of charge.

In this context, a survey will be shared with those SMEs who have registered to the system via [www.ddm.org.tr](http://www.ddm.org.tr), who meet the necessary conditions for calculating the digitalization report. Digital transformation reports and road maps to be issued according to the responses of SMEs will be delivered to them free of charge.

Among these SMEs, the first 100 companies that request an appointment for coaching are given free coaching training by DDM for three months. SMEs should also apply to [www.ddm.org.tr](http://www.ddm.org.tr) address for DDM's free services.