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“The Strategic Importance of E-Business for Greece”

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ATHENS UNIVERSITY OF ECONOMICS AND BUSINESS

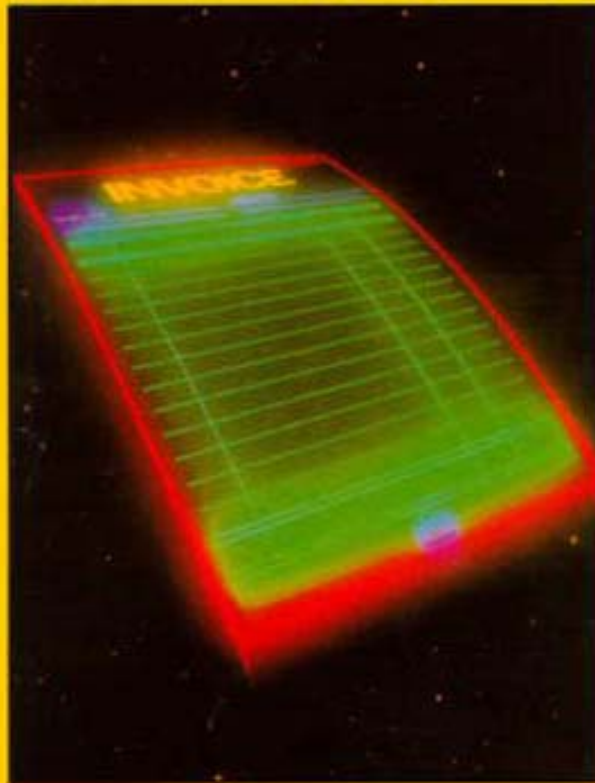
20 Years Late?

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EDI

Electronic Data Interchange

Ηλεκτρονική Μεταβίβαση Δεδομένων



E-Business Strategic Advantages and Greek Best Practices

- Cost reduction and productivity increase



- Closed collaboration with business partners



- New product / services to cover needs



- Growth through global expansion and exports




- New business models and innovative entrepreneurship



Present Situation and Potential Growth of E-Business in Greece

2 mil. on-line Greek consumers with € 2 bil. purchases  **4 mil. with € 5 bil.**

15.000 enterprises involved (2.500 B-C, 12.500 B-B)  **> 70.000**

€10 bil. the value of yearly e-transactions  **> € 50 bil.**

3.000 digital enterprises  **> 7.000**

<1% contribution to GDP  **3-4%**

Investment, Employment, Growth, Entrepreneurship

National Framework for E-Business Development and Growth

1. Increase on-line consumers trust for B-C
2. Finance new digital enterprises (early stage), mainly with international orientation. Coordinate various complementary (or not) initiatives
3. Digitize and outsource B-B, G-B, G-C transactions (procurement, invoice, payment etc)
4. Develop appropriate culture and value-system for innovation and new entrepreneurship

Digitize and Outsource Business and Government Transactions / Services

**(Voucher)
Παράβολο
Invoice
Procurement
Ticketing
Mobile
Transactions
Payments**

COMPETITIVENESS



**€ 2 bil. cost savings to
increase the
competitiveness of the
National Economy**

ENTREPRENEURSHIP



**50 new digital
enterprises with
€ 0.5 bil. revenue**

EMPLOYMENT



**3000 specialized
employees & experts**

Private Sector Initiatives that Help the E-Development

