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HELLENIC ASSOCIATION
OF MOBILE APPLICATION COMPANIES



ΣΕΚΕΕ
ΣΥΝΔΕΣΜΟΣ ΕΤΑΙΡΙΩΝ
ΚΙΝΗΤΩΝ ΕΦΑΡΜΟΓΩΝ ΕΛΛΑΔΟΣ



Mobile 4.0 Revolution!



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Industry 4.0

1st revolution

Water/Steam



2nd revolution

Electricity



3rd revolution

Automation



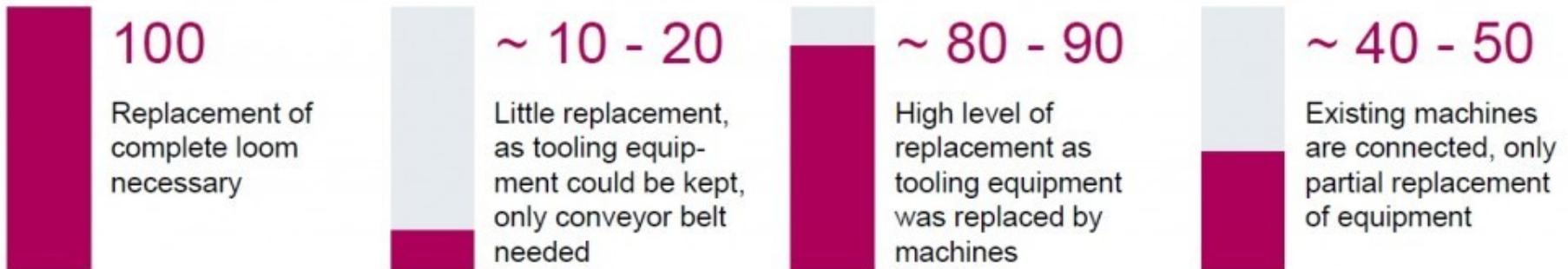
4th revolution

Cyberphysical systems



Replacement of equipment

Percent of installed base





Industry 4.0

*is the fourth industrial revolution where the brainpower that has gone into creating apps for smartphones is creating applications for **smart factories**, **smart cities** and **smart ships**.*



2018: the number of mobile devices is bigger than the world population!

GLOBAL DATA

Mobile connections, including licensed cellular IoT Mar 2018

8,520,948,314

▲ 6.20%



Unique mobile subscribers Mar 2018

5,037,350,818

▲ 3.72%



Revenue/year FY 2017

\$1.05T

▲ 1.64%



ARPU/month FY 2017

\$9.49

▼ -3.05%



Source: GSMA Intelligence 2018, current year-end data except interpolated subscribers and connections



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The daily routine...

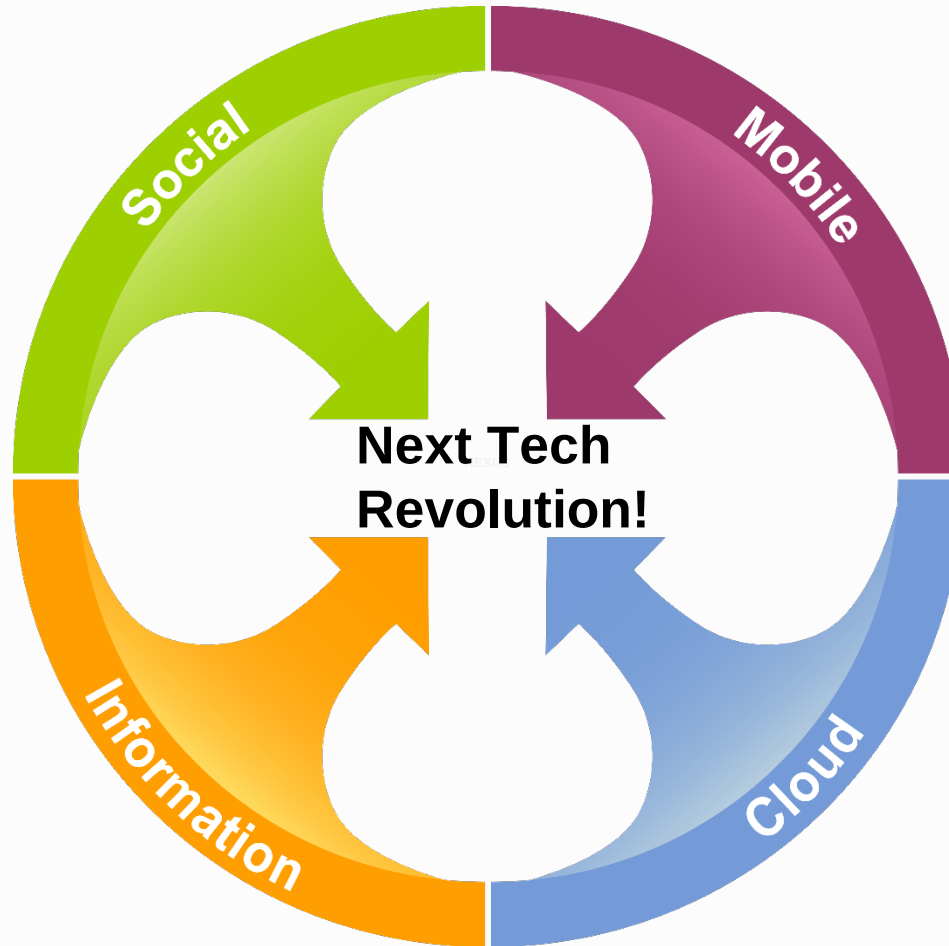


Source:
GSMarena



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Gartner's Nexus of Forces: Social, Mobile, Cloud and Information



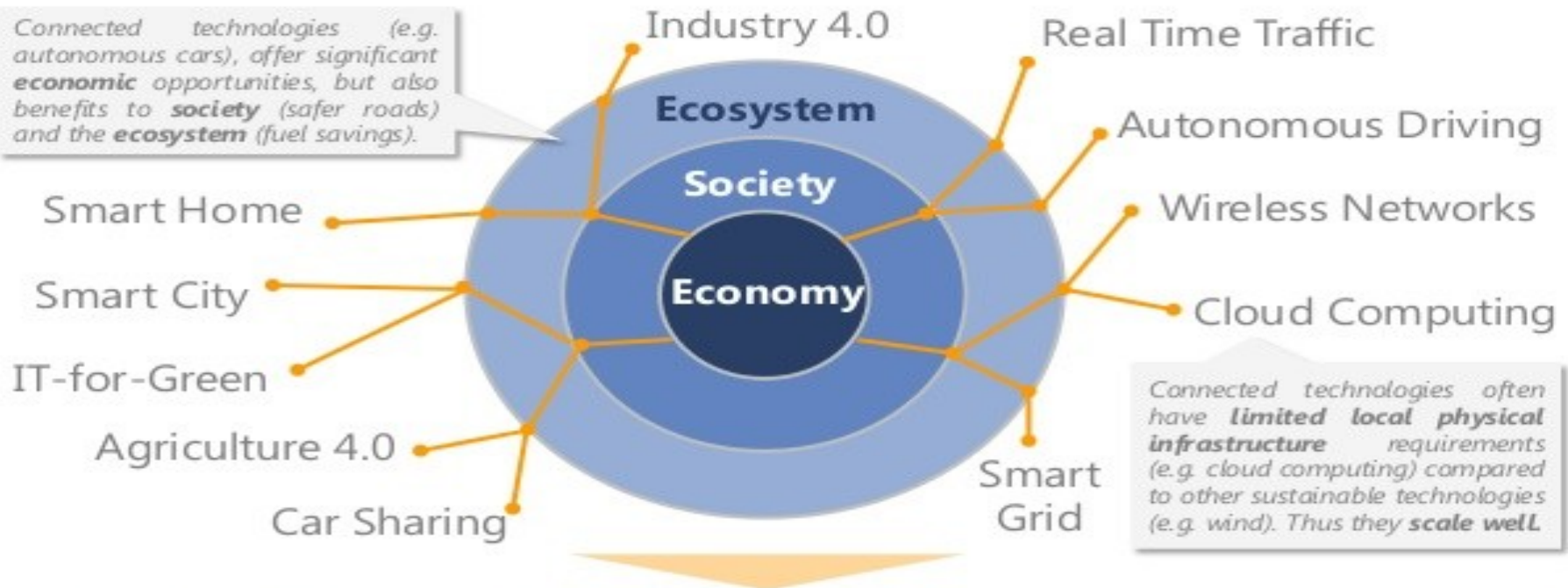
See "High-Tech Tuesday Webinar: Impact of Cloud, Data, Mobile and Social Forces on the Enterprise Software Markets"



New ecosystems emerge

A Connected technologies as a catalyst for sustainability

High scalability due to limited infrastructure requirements

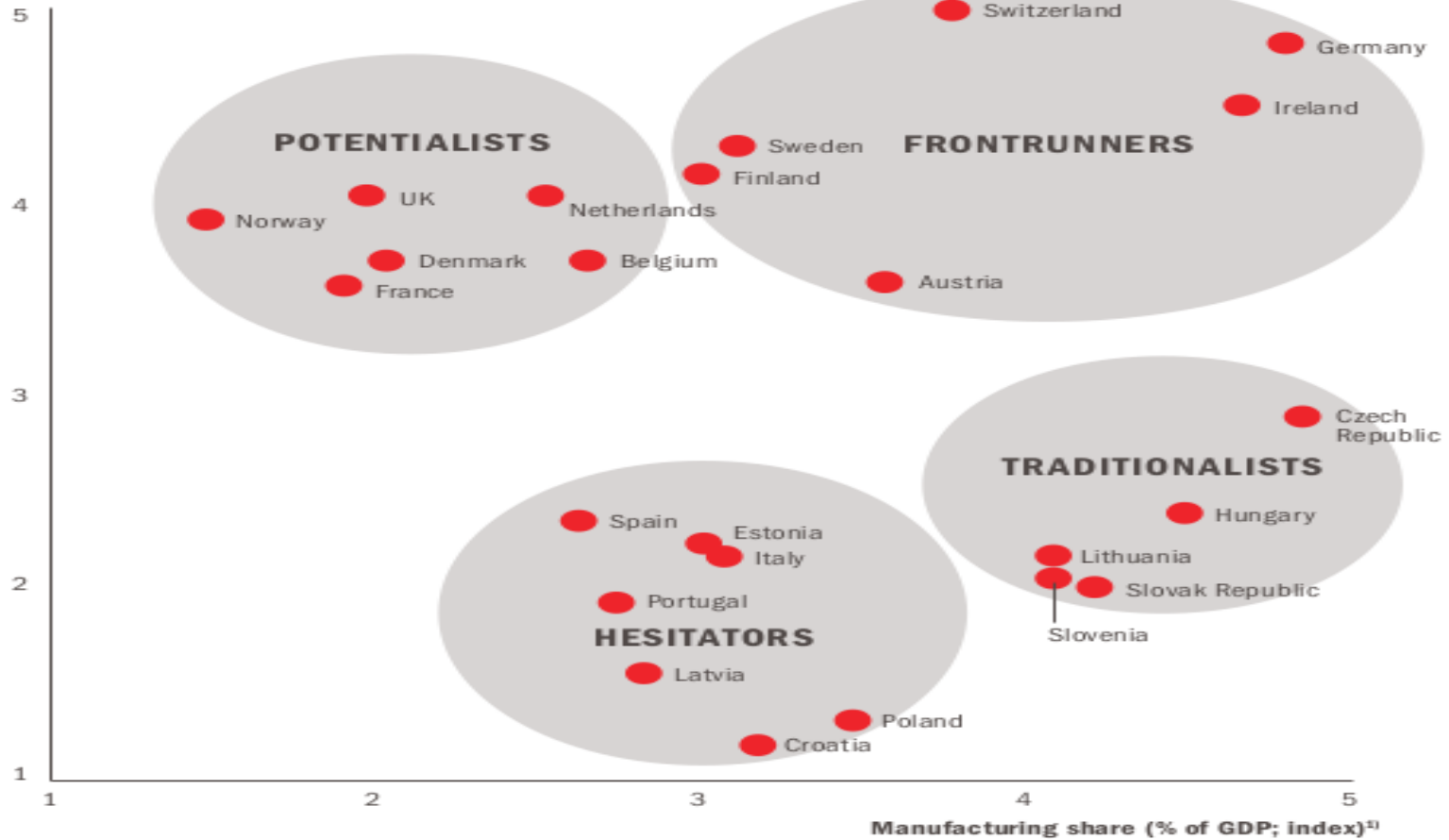


From **optimised processes** to **improved decision making** – connected technologies are a **driver for sustainability**. They also offer high potential **scalability** of sustainability effects.



Where is Greece?

RB Industry 4.0
Readiness Index¹⁾²⁾



1) 1 = low, 5 = high

2) Adjusted for outliers Cyprus, Greece, Bulgaria, Romania



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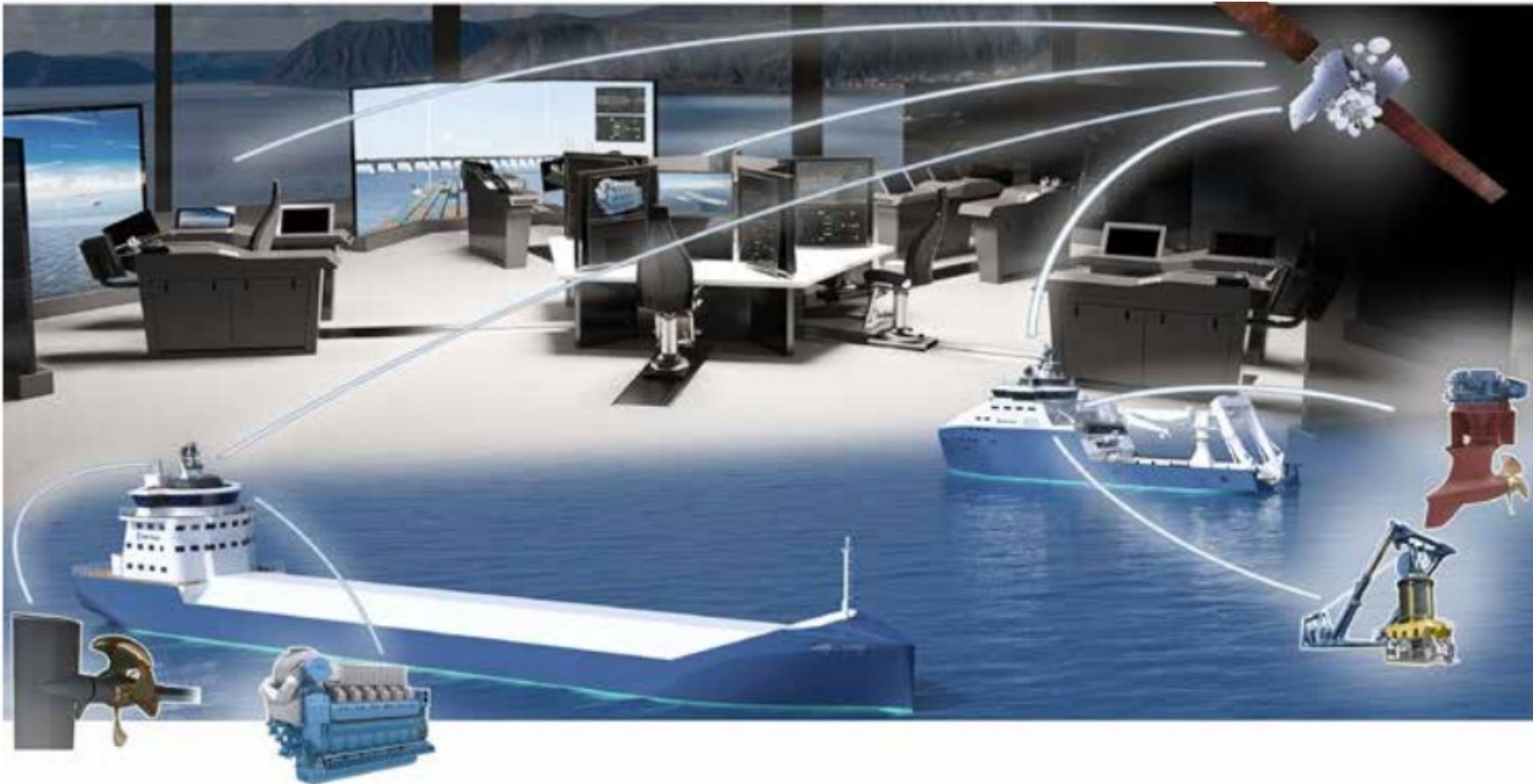
Greece 4.0

- Agrofood
- Life Sciences & Health - Pharma
- Information and Communication Technologies
- Energy
- Environment and Sustainable Development
- Transport and Logistics
- Materials - Construction
- Culture - Tourism - Cultural & Creative Industries



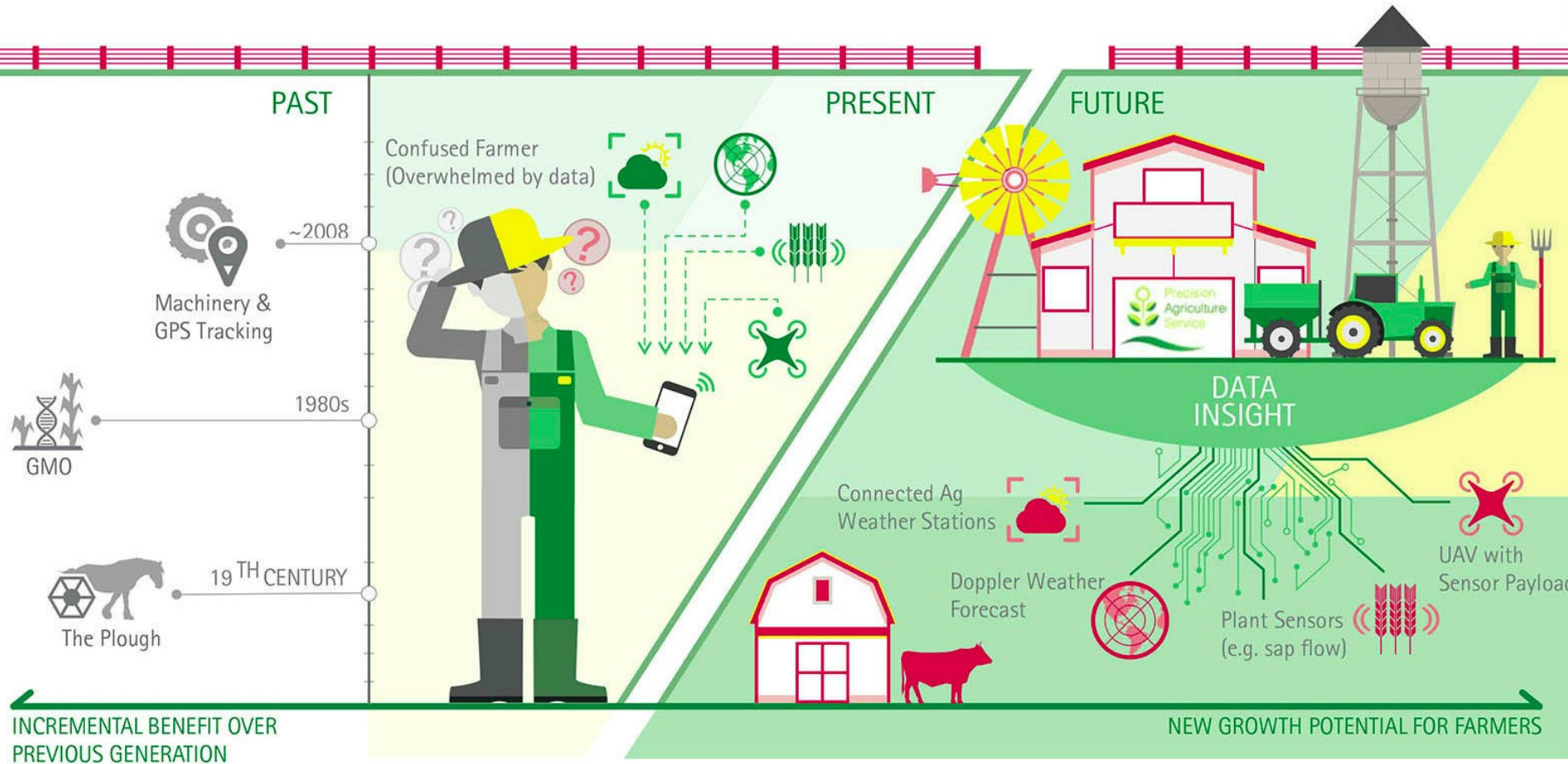
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Marine & Logistics 4.0





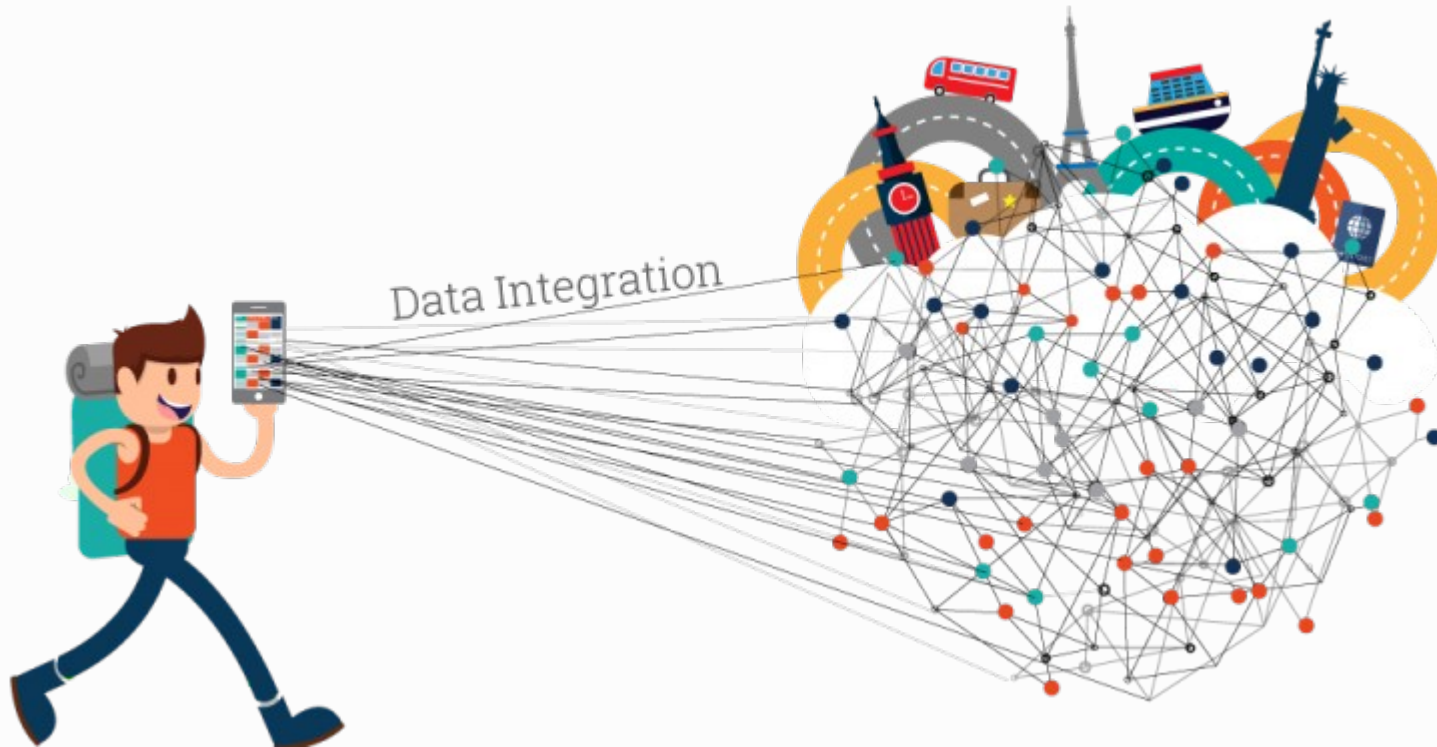
Agri-Food 4.0





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Tourism 4.0





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mGov 4.0





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Greece Scales Up!





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about HAMAC

- ✓ Established in Athens in 2010, by **32** companies - today **70+** which develop **innovative** applications and services to **mobile devices**
- ✓ Its members have a global presence in **40+** **countries**
- ✓ They have gained **international investors' trust** and have raised funds from the international markets.



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HAMAC members



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HAMAC members

- **4.000 employees**, among them **1.000 scientists and engineers** of high academic and professional qualification
- have a total turnover of over **400 mil.€**
- have obtained a series of **distinctions** and **awards** at national and international level



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HAMAC Objectives

Growing the
ecosystem

Going global

Access to
capital

Enhancing
innovation and
entrepreneurship
policies



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Hellenic Mobile Cluster



a **competitive**, **globally**, cluster
which will contribute
to smart, sustainable, extroverted
development of its members
and all actors of the broader
ecosystem



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Greece @MWC





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The winners from Greece - 2014

**Copernicus
masters**



**EUROPEAN
SATELLITE NAVIGATION
COMPETITION 2014**





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YOOR: The Greece challenge winners



EUROPEAN
SATELLITE NAVIGATION
COMPETITION 2014

Philippos Beveratos and Jean-Robert Malandra
Greece Challenge winners



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Mobile mini-MBA

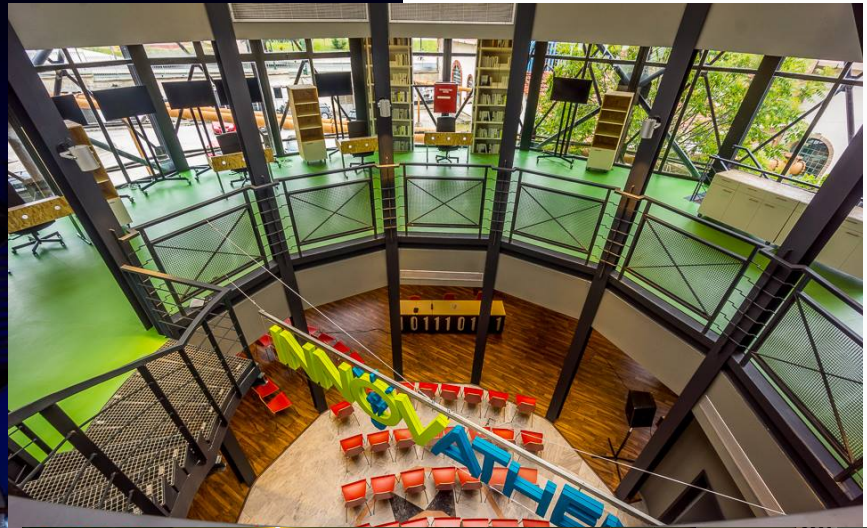
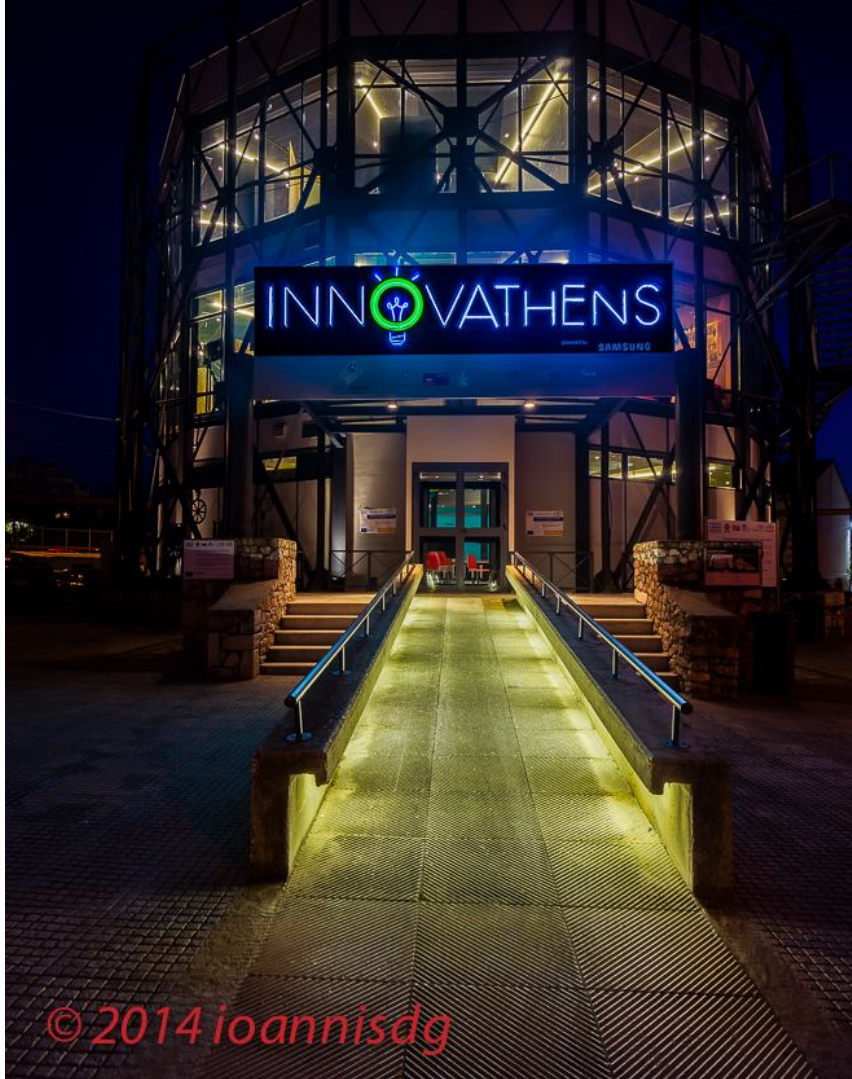


A HAMAC initiative, in cooperation with AUEB, Samsung and InnovAthens



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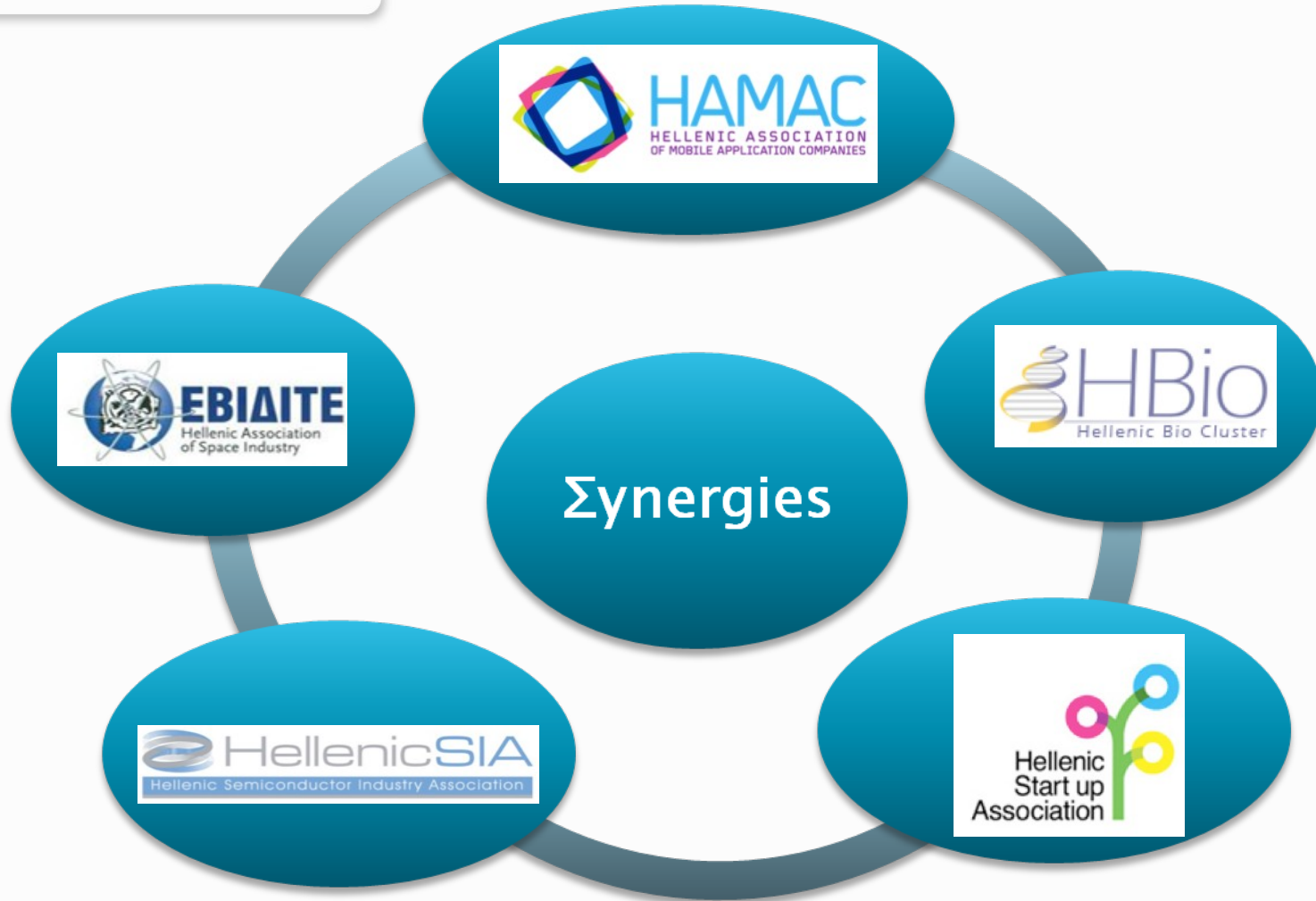
InnovAthens - Σynergies





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Σynergies



JOIN THE
MOBILE
★
★
REVOLUTION
★
NOW!





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Thank you!

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