

## Kahramanmaraş Technopark Information Technology Cluster Strategy Document

The IT sector, which is developing rapidly on a global scale, is also experiencing a rapid progress in Turkey. Changing and developing information technologies affect all areas and their importance is increasing every day.

In Turkey, the IT sector has grown by 14% on a TL basis in 2019 compared to the previous year. The Turkey IT market, which was 151,8 billion TL in 2018, reached 172.1 Billion TL in 2019. The sector is expected to grow by 5-15% in the following years. The comparison of domestic and imported products and services in the IT market in 2019 can be seen as below:

- Information Technologies - Service; domestic 81%, imported 19%,
- Information Technologies - Software; domestic 69%, imported 31%
- Information Technologies - Hardware; domestic 69%, imported 31%
- Communication Technologies - Hardware; domestic 16%, imported 84%

The 69% localization rate in the software category of information technologies shows that software has an important place in the sector in Turkey. It is seen that the progress of Turkey in the field of software is progressing in a similar profile with the developing countries. The number of personnel working in information technologies in Turkey has exceeded 140.000 as of 2019. This number is expected to increase in the future.

In Turkey, it is on the agenda to increase the share of the informatics and software sector in world exports and to increase the competence and the "1 Million Employment" project was developed within the scope of creating the CVs of citizens who want to have a career in the field of information technologies.

Information technologies are advancing very rapidly on a global scale and It is seen that in 2020 and beyond being all digital-based applications such as autonomous systems, robots, smart systems, cloud applications, cyber security software, internet of things, artificial intelligence, augmented reality “Domestic, National and Original” has become an indispensable element of a strong and independent economy .

Since, IT sector is a fast growing sector globally and also nationally, activities to be performed in Turkey is of great importance Therefore Kahramanmaraş Technopark Information Technology Cluster established to play this role in Kahramanmaraş Region and it hosts IT companies and sectoral shareholders such as universities, research centers, governmental institutions (chamber of industry and commerce, NGOs, development agency, etc.) and potential customers in Kahramanmaraş Region (located in East Mediterranean of Turkey).

Main goal of Kahramanmaraş Technopark Information Technology Cluster is to increase innovation and production capacity of its members by providing various services. Moreover, it also helps to connect the cluster ecosystem to collaboration partners in Europe and to access new markets outside Kahramanmaraş Region and abroad. Objectives and tasks of Kahramanmaraş Technopark Information Technology Cluster can be given as follows;

- Being a leader in our region and being one of the leader organizations abroad in the field of information technologies
- To contribute to social and economic development by accessing new national and international markets
- To foster cluster members to go in to partnerships with SMEs and other organizations located abroad
- To link cluster companies with other clusters' members in Europe and to assist them to collaborate
- Developing innovation and entrepreneurship culture and developing new activities in this direction
- To create infrastructures to increase cooperation among its members and to carry out joint projects
- To transfer the theoretical knowledge of universities to the industry and to ensure their commercialization
- To create new employment
- To increase the share of cluster members' products and services in the field of information technologies

Kahramanmaraş Technopark Information Technology Cluster also determined its targets in short, medium and long terms and executes its activities according to the determined targets. Targets are divided in to 8 main titles and each title has its own sub-titles. Basic information about that targets and sub-targets are given below.

**1. Targets for Cluster Members**

- 1.1. # of Cluster Member Firms
- 1.2. # of Cluster Member Academic Spin-offs
- 1.3. # of Cluster Member Firms out of Kahramanmaraş

**2. Targets for Human Resources**

- 2.1. # of Organized Internship Placement Program
- 2.2. # of Intern Students Placed
- 2.3. # of Organized Part-Time Job Placement Program
- 2.4. # of Part-Time Students Placed
- 2.5. Percentage of Graduate Students Working in Cluster Member Firms (%)
- 2.6. # of Graduates Brought to the Region from Surrounding Provinces

**3. Targets for Project Development Activities**

- 3.1. # of Open-Innovation Work Program Organized
- 3.2. # of Projects Worked in the Open Innovation Program
- 3.3. # of Nationally Supported Projects Received for Cluster
- 3.4. # of Internationally Supported Projects Received for Cluster
- 3.5. # of Approved Project Applications for National Support Programs (Members)
- 3.6. # of Approved Project Applications for International Support Programs (Members)
- 3.7. # of Projects Jointly Developed by Cluster Members
- 3.8. # of Labs / Infrastructure Established

**4. Targets for Consultancy and Mentoring Services**

- 4.1. # of National Support Programs Project Application Preparation and Project Management Training

- 4.2. # of International Support Programs Project Application Preparation and Project Management Training
- 4.3. # of National Support Programs Project Management Training
- 4.4. # of International Support Programs Project Management Training
- 4.5. # of Trainings Provided on Marketing Activities
- 4.6. # of People Benefited from Trainings
- 4.7. # of Consultancy Services Provided on Marketing Activities
- 4.8. # of Mentoring Services Provided to Cluster Member Firms on Business Development, Marketing, Commercialization, Investor Presentation, etc.
- 4.9. # of Member Firms Benefited from Consultancy and Mentoring Services
- 5. Targets for Events Organized**
  - 5.1. # of Project Markets Organized
  - 5.2. # of People Participated to Project Market
  - 5.3. # of Cluster Promotion Activities Participated / Organized
  - 5.4. # of Trade Missions Participated / Organized
  - 5.5. # of Events Organized on Governmental Funding Schemes
  - 5.6. # of Organized University - Industry Cooperation Focused Activities
  - 5.7. # of Organized Industry - Cluster Cooperation Focused Activities
  - 5.8. # of People Participated to Events
- 6. Targets for Internationalization Activities**
  - 6.1. Establishment of a System for National Tender Tracking and Project Partnership
  - 6.2. Establishment of a System for International Tender Tracking and Project Partnership
  - 6.3. # of National Project Partnership / Tender Information Sent to Members
  - 6.4. # of International Project Partnership / Tender Information Sent to Members
  - 6.5. # of Cooperated National Institutions
  - 6.6. # of Cooperated International Institutions
  - 6.7. # of Overseas Market Researches
  - 6.8. # of National / International Reports / Bulletins Subscribed
- 7. Targets for Promotional Activities**
  - 7.1. Preparation of Cluster Website
  - 7.2. Creating Cluster Social Media Accounts
  - 7.3. # of Digital Cluster Bulletins Organized
  - 7.4. # of People Reached Through Website, Social Media and Digital Bulletins
- 8. Targets for Financial Indicators**
  - 8.1. Cluster Members' Income Increase in Percentage
  - 8.2. Cluster Members' Export Increase in Percentage
  - 8.3. # of Exported Countries