



## EETT's awarding in the 10<sup>th</sup> Telecommunications Conference Info-Com World

On Tuesday, October 7<sup>th</sup>, 2008, during the 10<sup>th</sup> International Telecommunications Conference Info-Com World, EETT was awarded for its contribution to the development of Broadband Services. The prize was awarded by the Minister of Transport and Communications, Mr. Kostis Hatzidakis, to the President of EETT, Professor Nikitas Alexandridis.

After thanking the organizers, Mr. Alexandridis dedicated the award to all the employees of EETT, as an acknowledgment of their work, which is marked by intense effort, quality and systematic approach, and has contributed decisively to the steady upward course of Broadband in our country.

In his address to the Conference participants, EETT's President stated that "today, Broadband is neither only "penetration" nor only "broadband network". The concept of Broadband has exceeded its technological dimension and now represents also a product of interaction between technology and other aspects of social and economic life in a modern and fast-changing society. The direct correlation between a country's "level of Broadband" and its "progress as a knowledge and information economy" has now been proven. This is why Broadband should also be considered a social commodity or right, since its lack will inevitably lead to social exclusion".

Furthermore, Mr. Alexandridis made reference, among other things, to six components of Broadband which should be considered by all the parties involved (Government, ICT market and the Regulator), so as to lay out a strategy that will create the appropriate environment and will further boost the rapid Broadband development in our country. These components concern the following:

1) **Broadband coverage**, attaching greater importance to the coverage of regional and remote areas.



*EETT's President, Professor Nikitas Alexandridis receives the award by the Minister of Transport and Telecommunications, Mr. Kostis Hatzidakis.*

- 2) **Speed and quality**, through the available access speeds (download and upload), including a set of quality characteristics (average speed, latency, etc.).
- 3) **Prices**, as a measure for Broadband accessibility.
- 4) **Advanced services**, a component which reflects the desire of both citizens and enterprises to adopt and use innovative services.
- 5) **Socio-economic environment**, which comprises parameters associated with citizens' preferences, available capital, readiness and skills of the population when it comes to the use of advanced technologies and electronic telecommunication services.
- 6) **Competitiveness in terms of coverage**, which reflects a country's ability with regards to inno-

vation, investments and choice opportunities for the consumers. As to competitiveness, it is further shaped on the basis of the following separate factors:

- a) **Adequacy** of productive employees.
- b) **Infrastructure** in the field of new technologies (ICT) and readiness to use.
- c) **Positive attitude** and friendly environment towards innovation.
- d) **Strict legal and institutional framework**.
- e) **Competitive broadband network markets**.

EETT's President concluded his speech stressing that the rapid development of Broadband and its expansion everywhere and for all should constitute a central national goal.