

T: +90-212-872 2000 x.1010

E: haluk.gokmen@arcelik.com



Arçelik A.S. / DINO-LABS

Cyber-Physical and Embedded Systems

Haluk Gökmen

- Europe's 3rd largest White/Brown Goods Manufacturer, 14 production facilities in 6 countries (Romania, Russia, Turkey, South Africa, China and Thailand)
- Workforce 25,000 (1000+ @R&D), over 1700 suppliers (around 1000 SMEs) globally
- Parent Koç Holding (Energy, Automotive, Consumer Durables, Finance) is the largest industrial group in Turkey (Revenues/GDP 7%, Exports/Turkey's Exports 9%)

The project

- Digital Innovation Labs Cluster
- Pan-European market place for experimenting and developing innovative products using digital technologies providing
 - facilities,
 - services,
 - link to existing and emerging regional and national innovation hubs and
 - link to investors and regional / national funding

The key challenges addressed

- One-stop access point for digital technologies and services
- Provide open building blocks with necessary expertise to SMEs
- Open calls to extend existing portfolio
- Pan-European dissemination of products / applications / services developed by SMEs
- Reuse existing solutions developed by other initiatives

Request for partner(s)/expertise

- Country consortiums including at least a few of the following:
 - TTO / Uni-Research Institute,
 - SME Organization or Cluster,
 - Regional Dev. Agencies,
 - Chambers of Industry / Commerce,
 - EEN / National Networks
 - Large enterprise with many SME suppliers

Questions to the audience

- What is the biggest challenge for the digital transformation?
- How can you solve the trust and the cybersecurity problems?
- How can you synchronize regional, national and European wide initiatives for the digitising European Industry?