



Spanish Electronics, Information  
Technology and Telecommunications  
Industries Association



**CONTRIBUTING  
TO COMPETITIVENESS  
AND SUSTAINABLE  
DEVELOPMENT**

# Creativity and innovation in a convergent world

*The challenges the world faces at the start of the 21st century call for the development and generalised use of electronics, information technologies and telecommunications given that they are essential tools for scientific progress, wealth generation and improving people's living standards.*

*The eICT sector is a broad universe of applications touching upon everything from basic everyday tasks to the most complex and sophisticated scientific research. Thus, there is almost nothing relating to our society, or to each of us as individuals, that is untouched by the presence of eICTs. Thanks to our technologies we are experiencing an unprecedented growth in opportunities for information, education and innovation, which presage a better world for all.*

*The fulcrum which supports this electronic lever –moving the world and transforming it for the better– is the*

*sector **AETIC** represents. As in other advanced countries, our Association's member firms comprise a nucleus of creativity from which an endless range of products and services is emerging, enabling greater economic, scientific, cultural and social development in Spain and worldwide.*

***AETIC** plays a central role in policy relating to the sector, the major decisions concerning our business future and the development of the information society in Spain. Its organisation and working structure ensure its members an active presence in all the fields of business in which they operate. This makes **AETIC** the benchmark and undisputed forum of representation for the analysis and generation of initiatives benefiting both the sector it represents and Spanish society as a whole.*

**Jesús Banegas Núñez** \_President of **AETIC**

## MACRO-SECTOR FRAMEWORK

**102.668**  
million euros in 2008

**R&D (2008):**  
**Over 2,351 million euros,**  
growth of 8% with respect to 2007

**RTD (2008):**  
**9,086 million euros,**  
representing 4% growth  
with respect to 2007

**44%** telecommunications services

**17%** information technology

**15%** miscellaneous

**10%** digital content

**5%** telecommunications industries

**4%** consumer electronics

**3%** electronic components

**2%** professional electronics

## WHAT IS AETIC?

**AETIC**, the Spanish association of electronics, information technology and telecommunications companies (Asociación de Empresas de Electrónica, Tecnologías de la Información y Telecomunicaciones de España), is the main point of reference in a sector which is one of the most dynamic in the Spanish economy and of unique importance for the development of the country.

## WHO DOES IT REPRESENT?

**AETIC** is one of the largest and most representative business organisations in Spain, with over 3,000 members, comprising individual members and business groups, whose activities are related to the electronics, information technologies and telecommunications sector.

## WHERE DOES IT OPERATE?

**AETIC** runs a series of activities with a view to defending the interests of its members at the local, regional, national and European levels. It is with this aim that Territorial Councils have been set up as a meeting point for member companies in the various regions of Spain. These are intended to enhance access to **AETIC**'s activities and services by running activities bolstering the electronics, information technology and telecommunications sector through dialogue with regional bodies and institutions. Since 2008 Territorial Councils have been running in Andalusia, Aragón, Asturias, Canary Islands, Castile-La Mancha, Catalonia, Galicia, Madrid, Murcia and Valencia.

## WHAT ARE ITS OBJECTIVES?

**AETIC**'s aim is to defend the common interests of its members, and promote the development of the Spanish electronics, information technologies and telecommunications sector through the generation of added value, fostering industrial activity and providing services. Additionally, it aims to promote the development of the Information Society in Spain; extend the use of electronics and ICTs; support the business offerings of the areas it represents; foster demand for technologies, equipment, services, networks and infrastructures; promote the development of SMEs; increase RTD investments; and to champion a stable regulatory framework for the sector in which to encourage investment.

## KEY DATA

**AETIC**'s member businesses and groups generated business with a market value of 102,668 million euros in 2008. They employed 356,283 people and were responsible for the lion's share of private national RTD spending, with an expenditure of 9,086 million euros.

## GOVERNING BODIES

GENERAL ASSEMBLY  
EXECUTIVE BOARD  
EXECUTIVE COMMITTEE  
PRESIDENCY

SECTOR AREAS  
ACTION AREAS  
TERRITORIAL ACTION

## MANAGEMENT STRUCTURE

GENERAL MANAGEMENT  
CATALONIA BRANCH AND CONSUMER ELECTRONICS AND COMPONENTS DEPARTMENT  
IT, MARKET DEVELOPMENT AND BUSINESS SERVICES DEPARTMENT  
PROFESSIONAL ELECTRONICS, TELECOMMUNICATIONS INDUSTRY AND ENVIRONMENT DEPARTMENT  
TELECOMMUNICATIONS OPERATORS/SERVICES PROVIDERS DEPARTMENT  
Digital Content and RTD Department  
INSTITUTIONAL RELATIONS AND COMMUNICATIONS DEPARTMENT  
ADMINISTRATION AND FINANCE DEPARTMENT

# An effective structure

AETIC's vocation is to bring together all the companies, organisations and business groups whose activity is related to the electronics, information technology and telecommunications sector in Spain.

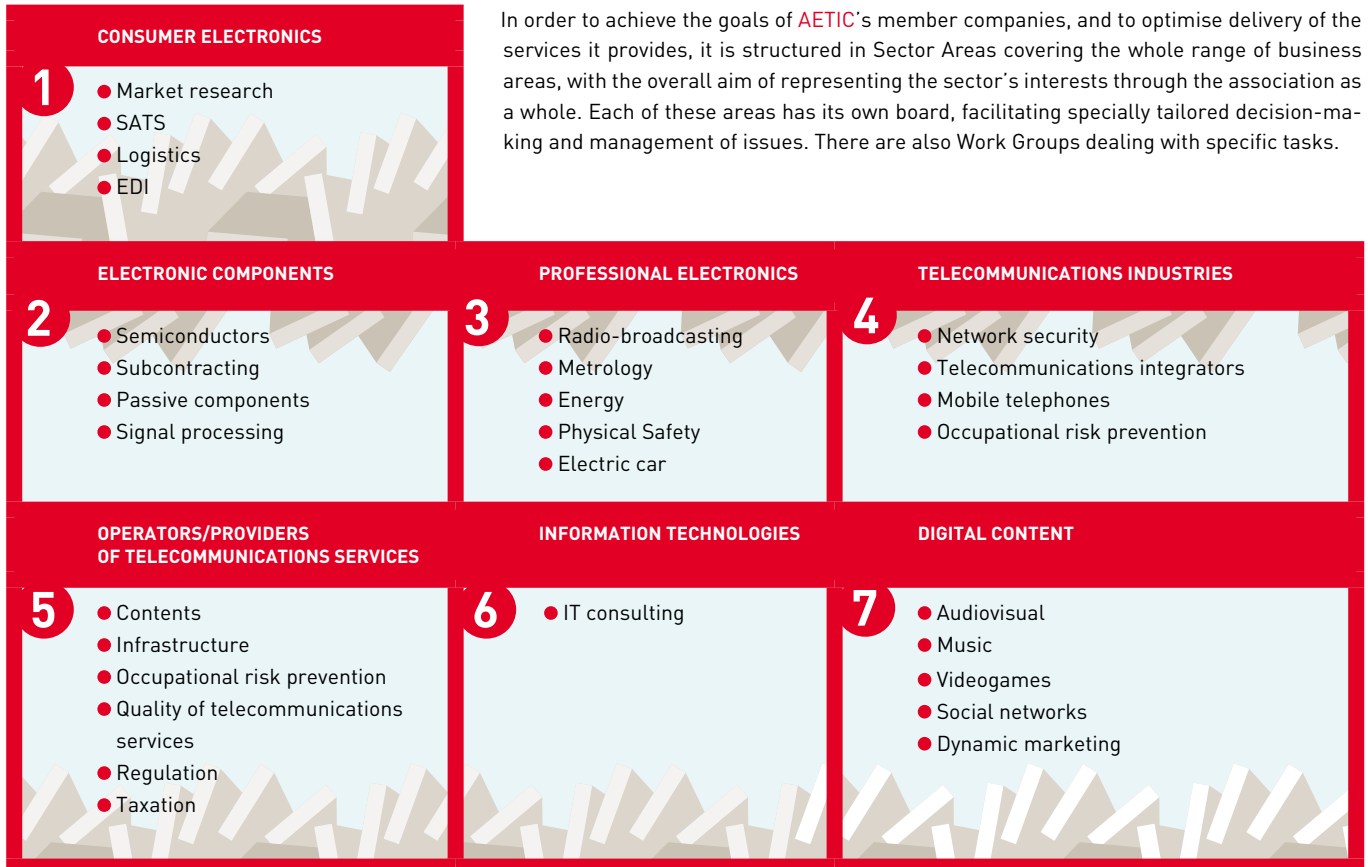
It acts as a forum representing the sector and as a meeting point for its members, and encourages active participation by its members in the association's life. Through the analysis and study of topics of common interest, AETIC raises and defines proposals and solutions to promote

the development of its member companies and the sector in general, and boost both supply and demand for ICTs in Spain.

The work of its representative bodies and study groups makes it possible to transmit the demands and issues of interest to member companies to the various levels of government concerned, and to ensure any necessary actions can be taken more effectively to achieve the proposed objectives.

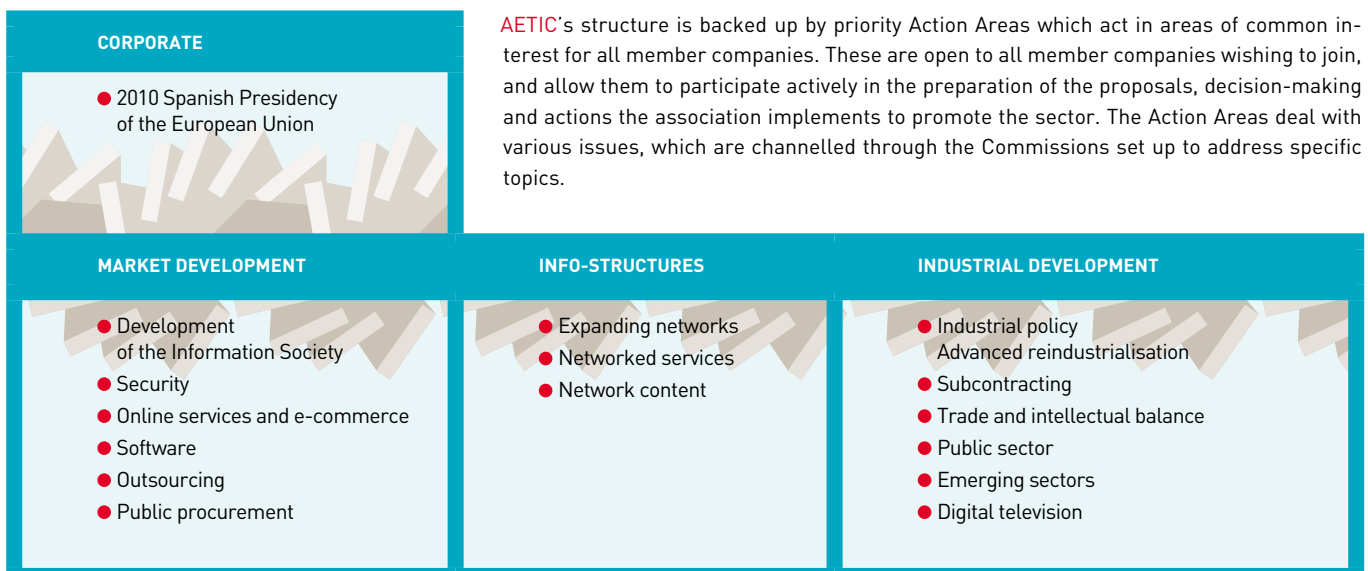
## SECTOR AREAS

In order to achieve the goals of AETIC's member companies, and to optimise delivery of the services it provides, it is structured in Sector Areas covering the whole range of business areas, with the overall aim of representing the sector's interests through the association as a whole. Each of these areas has its own board, facilitating specially tailored decision-making and management of issues. There are also Work Groups dealing with specific tasks.



## ACTION AREAS

AETIC's structure is backed up by priority Action Areas which act in areas of common interest for all member companies. These are open to all member companies wishing to join, and allow them to participate actively in the preparation of the proposals, decision-making and actions the association implements to promote the sector. The Action Areas deal with various issues, which are channelled through the Commissions set up to address specific topics.



# that manages an activity

TECHNOLOGICAL INNOVATION	BUSINESS COMPETITIVENESS	ENVIRONMENT AND SUSTAINABILITY	COMPANY SERVICES
<ul style="list-style-type: none"> <li>● RTD and funding of associated services</li> <li>● Standardisation and certification</li> </ul>	<ul style="list-style-type: none"> <li>● Human capital. Training</li> <li>● Regulating competition</li> <li>● International competition</li> <li>● Tax</li> <li>● Legal</li> <li>● Employment</li> </ul>	<ul style="list-style-type: none"> <li>● eICTs and sustainability</li> <li>● Waste Management</li> <li>● Energy efficiency</li> </ul>	<ul style="list-style-type: none"> <li>● Foreign trade and internationalisation</li> <li>● Trade-fairs</li> <li>● Quality</li> <li>● Studies, statistics and publications</li> <li>● SMEs</li> <li>● Training plans</li> </ul>

**AETIC** represents its members' interests and acts as their spokesperson in dealings with government departments and public or private bodies on matters relating to legislation, the economy, dissemination, promotion, training, and any other issues that might affect them.

It acts as a source of information on the sector for members, professionals, and national or international bodies and institutions. Along these lines it also cooperates with national, international and EU-level associations on the drafting and amendment of legislation affecting the sector.

It is highly active in the preparation of analysis, reports, studies and statistics on the electronics, information technology and telecommunications sector.

It supports and encourages the participation of its members in the groups, subgroups, committees, subcommittees and working groups, and in the organisation of professional surveys, conferences, national and international seminars, etc.



Under the direction of AETIC's Innovation and Technology Development Committee, AETIC's RTD Department has the following:

## OBJECTIVES

- Defend the interests of the eICT industry on RTD issues vis-à-vis government and public bodies.
- Promote effective participation by sector companies, particularly SMEs, in:
  - European RTD programmes.
  - IDT Framework Programme.
  - Competitiveness and Innovation Framework Programme (CIP).
  - EUREKA, EUROSTARS and Clusters (CELTIC, ITEA 2).
  - Ambient Assisted Living (AAL) Joint Programme.
  - Other international cooperation programmes: IBEROEKA and Bilateral (India, China, Korea).
  - Spanish National RTD Plan.
  - Spanish Regional RTD Plans.
- Facilitate access to RTD funding sources.
- Catalyse the sector to form ad hoc strategic consortia for collaborative projects.

## SERVICES

- Transfer technology -Office of Transfer of Research Results (OTRI) registered at the Ministry of Science and Innovation.
- RTD business financing: information on calls for proposals and financial aid.
- AETIC's European projects office, AproTECH, and its extension in Latin America, AproTECH LatAm (funded by the Ministry of Industry, Tourism and Trade) offers free information and advice to companies on the whole range of issues relating to participation in international RTD projects: guidance on preparing and submitting proposals for technological development initiatives, adaptation to the programme and strategic objectives, support to enable SMEs to participate in projects, preliminary evaluation of proposals and negotiation with the European Commission or competent body, depending on the call for proposals.
- International promotion of initiatives and proposals with Spanish participation.
- Preliminary evaluation of proposals for projects.
- Partner search/Consortium formation.
- National Consortium Project Office (Cenit, Fondo Tecnológico, Avanza I+D): aid applications, technical, economic and administrative management.
- Management of industrial and intellectual property rights.
- Estimating and providing documentary support for RTD tax deductions.
- Guidance on the most adequate calls for proposals for initiatives or technological developments. Broad vision on international programmes.



# ... specialised, local

## SPANISH TECHNOLOGY PLATFORMS

What are they? Scientific/technological cooperation networks bringing together entities with an interest in a specific sector and which, led by industry, mobilise a critical RTD mass. They have the support of the Ministry of Industry, Tourism and Trade (MITYC), Ministry of Science and Innovation (MICINN) and the Centre for Industrial Technology Development (CDTI). These networks are the Spanish point of reference and contact with counterpart European platforms.

### OBJECTIVES

- Bolster Spain's participation in European programmes and institutions: Framework Programme, European Platforms, EUREKA, IBEROEKA, AAL, CIP, EUROSTARS and others.
- Define, update and implement the Strategic Research Agenda.
- Advise national managers (ministries, CDTI, regional governments) on the definition of their RTD programmes and collaborate on foresight and technology watch activities.
- Promote RTD projects that combine job creation, impact on GDP and increase in business competitiveness.
- Eliminate market barriers to enable development of the Information Society.
- Facilitate access by companies, especially SMEs, to the various consortia and calls for proposals in the framework of RTD funding programmes.
- Connect with users/customers.

### AETIC'S ROLE

AETIC, through its RTD department, promotes and provides secretarial support to the following Spanish Technology Platforms:

- Spanish Technology Platform for Satellite Communications: eSI.
- Spanish Technology Platform for Wireless Communications: eMOV.
- Spanish Technology Platform for Online Audiovisual Technologies: eNEM.
- Spanish Technology Platform for Security and Trust: eSEC.
- Spanish Technology Platform for Health-care, Well-being and Social Cohesion: eVIA.
- Technology Platform for Convergence with the Internet of the Future: es.INTERNET.
- Spanish Technology Platform for Water and Irrigation (in collaboration with AFRE, ATTA, AEAS, Tragsa and Aqua España).
- Technology Platform for Tourism: Thinktur (in collaboration with ITH; Polibienestar and SEGITTUR).

## FOREIGN TRADE

AETIC's foreign trade department focuses its efforts on two areas:

- Information and advisory area. AETIC offers companies wishing to embark on an export venture or make a foreign investment a varied range of tools: Monthly newsletters on international calls for tender, a guide to internationalisation aid, contacts with foreign counterpart associations, information days, customised queries, etc.
- Promotion area. This area implements sector-specific plans with ICEX and other local promotion bodies, in response to the specific needs of the technology sector, and creates numerous synergies between participating companies. Each year this area participates in around 200 events, organising activities in 25 countries, through official/collective pavilions at major international trade fairs, visits to other countries or visits by foreign delegations, business meetings, technical seminars, visits by delegations to multilateral organisations, etc.

AETIC has a considerable corpus of documents concerning the socio-economic and commercial conditions in the majority of countries of the world. This material is available to companies starting their process of internationalisation or wishing to take it further.

## STANDARDISATION AND CERTIFICATION

AETIC participates in the governing bodies of the Spanish association for standardisation and certification (AENOR), and in various working groups studying, preparing and proposing national and international technical standards (UNE, ISO, CEI, CEN/CENELEC, etc.).



## ... and global activities



**AETIC** plays an active role in the European Telecommunications Standards Institute (ETSI), its governing bodies and the working groups developing technical standards applicable in the sector in Europe.



### TRAINING

The mission of the Fundación Tecnologías de la Información (FTI) is to contribute to the development and promotion of training in the companies of the sector through courses and complementary activities. The FTI's lines of action are: ongoing training, job training, workshops and seminars, profiles and professionals, and the eSkills campaign for technology training in collaboration with the European Commission's Enterprise and Industry DG.



### REPORTS AND STUDIES

**AETIC** prepares and publishes numerous studies and periodic reports offering abundant statistical data and analysis on general and specific issues relating to the sector. These are an important benchmark source of information for institutions, companies and professionals. These reports include, among others, the annual report on the sector as a whole, the sector salaries and employment policies report, information technology in Spain, information and communications technology in Spanish firms, emerging profiles of ICT professionals, information society metrics, company directories, and studies prepared by the ETIC Industrial Observatory.

More specifically, on an ad hoc basis, other studies of interest have been carried out, such as a study into the development of ICT outsourcing in the Spanish economy and its internationalisation; The map of the IT sector, or the impact of IT on the Agrofoods sector; Spain and the new business opportunities in the global environment: software factories; the Impact of IT on the Agrofoods sector; or Consumer Power in an interconnected world.



### ENVIRONMENT

Concern for the environment and the need to recycle products, compliance with Spanish and European standards on these issues, and actions to improve business performance in this field, are among **AETIC**'s constant goals.

Fundación Ecotic is responsible for implementing so-called integrated management systems (SIG, in their Spanish initials) for the treatment and recovery of electronic equipment and products such as consumer electronics, professional electronics, subcontracting and parts, telecommunications equipment and mobile phones.

### OTHER ACTIVITIES

- Collaboration agreements with national and international institutions and bodies. SETSI, COIT, COITT, AHCJET, ALETI, CINTEL...
- Preparation of studies and reports within the ETIC industry observatory at the Ministry of Industry, Tourism and Trade, jointly with the Industry Federation of CC OO, UGT metal and construction, and FEDIT.
- Participation in trade fairs, conferences and national and international seminars: SIMO NETWORK, MATE-LEC, CEBIT, IBC, NAB, Mobile World Congress, etc ...
- Institutional actions and liaison with government and public institutions.
- Communication activities aimed at members and the domestic and foreign market: "E&TIC" journal, newsletter for members and professionals, internal newsletter, website, etc.
- Organising the annual Telecommunications meeting at the UIMP in Santander; meetings TIC APD, Madrid; SANDETEL sustainability forum, Seville; ICTs and Health Forum, Barcelona.
- Organising seminars and meetings with institutions such as APD, RCF, etc.
- The **AETIC** website offers a broad range of information about its activities, including documents of interest, news, Intotic bulletins, training courses, studies and reports, press releases, information about member companies, sector catalogue and participation in forums for debate.

## INSTITUTIONAL RELATIONS

AETIC's activity focuses on the creation and strengthening of active links with all those institutions and bodies that are closely related to the electronics, information technology and telecommunications sector.

- Ministries of Industry, Tourism and Trade; Culture; Environment, Rural and Maritime Affairs; Defence; Economy and Treasury; Health and Consumer Affairs; Labour and Immigration; Science and Innovation; and Foreign Affairs.
- Autonomous Communities
- Local bodies, FEMP
- Joint Committee on Intellectual Property Law
- Anti-piracy commission
- Advisory Committee on Electrical Safety
- Centre for Industrial Technology Development (CDTI)
- National Consumer Arbitration Boards
- Spanish Institute for Foreign Trade (ICEX)
- Instituto Nacional de Consumo (National Consumers' Institute)
- National Employment Service (INEM)
- Coordination Committee for European Programmes
- European Commission
- European Parliament
- Consorcio de Promoción Comercial de Cataluña (Catalonian Trade Promotion Consortium, COPCA)
- Instituto Madrileño de Desarrollo (Madrid Institute for Development, IMADE)
- Desarrollo Internacional de Madrid, S.A. (PROMOMADRID)
- Madrid network of parks and clusters
- Trade unions
- Certification council of the National IT Security Evaluation and Certification Scheme (Esquema Nacional de Evaluación y Certificación de la Seguridad de las TI)

AETIC is a member of numerous associations and national and international institutions:

## NATIONAL ORGANISATIONS

- Confederación Española de Organizaciones Empresariales (Spanish Confederation of Business Organisations, CEOE)
- Confederación Española de Organizaciones Empresariales del Metal (Spanish Confederation of Metal Industry Business Organisations, CONFEMETAL)
- Confederación Empresarial Independiente de Madrid (Madrid Independent Business Confederation, CEIM)
- Asociación Española de Normalización y Certificación (Spanish Standardisation and Certification Association, AENOR)
- 'Fomento del Trabajo'
- Cluster Seguridad Comunidad de Madrid (Madrid Region Security Cluster)
- 'Fundación Círculo de Tecnologías para la Defensa y la Seguridad'

## INTERNATIONAL ORGANISATIONS

- DIGITALEUROPE Executive Committee
- European Telecommunications Standards Institute (ETSI)
- Federation of associations of information technology entities in Latin America, the Caribbean and Spain (ALETI)
- European Information Technology Observatory (EITO)
- World Information Technology and Services Alliance (WITSA)
- Internet Corporation for Assigned Names and Numbers (ICANN)
- European Electronic Component Associations (EECA, ESIA, EPCIA, EPIA)



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