NATIONAL ACTIVITIES WITHIN IT4BA INCUBATOR IN THE FRAMEWORK OF THE EU DIGITAL ECONOMY STRATEGY (DES)

Sergiu TUTUNARU, assoc. prof., Ph.D., AESM
e-mail: tutunaru@ase.md

Being a member of the WG2 (Economic Integration & Convergence with EU Policies) of the Eastern Partnership Countries (EaP) Civil Society Forum Center for Economic Development (CDEAP) and Innovative IT4BA (Information Technologies for Business Application at ASEM) we are active involved in promotion, development and implementation of the digital economy strategies declared by the First EaP Ministerial Meeting on Digital Economy, on 11th June 2015.

Following the declaration made during this Meeting, EaP countries have to concentrate main activities on a study which evaluates the level of digital market infrastructures, regulation and services development focusing on six priority HDM areas:
   • Network and Information Security and Cyber-security,
   • Electronic Identification and Trust Services,
   • eCustoms,
   • eCommerce for SMEs,
   • Digital Skills,
   • Telecom Rules.

Network, information and cyber security (NIS) refers to the security of the Internet, private networks and information systems underpinning the functioning of our societies and economies. The EU approaches NIS from both a policy and a single market perspective.

Electronic identification (eID) and electronic trust services (eTS) encompass electronic signatures, seals, time stamp, electronic delivery service and website authentication. These are key enablers for the Digital Single Market. The area is governed by the **eIDAS Regulation** (No 910/2014 of 23 July 2014).

eCustoms aims to replace paper format customs procedures with electronic ones, thus creating a more efficient and modern customs environment. eCustoms also comprises aspects of automation of cross border trade and interaction between different

government and non-government authorities involved in the procedures of issuing permits for external trade.

eCommerce for SMEs is trading in products or services provided by SMEs using computer networks. This includes the sharing of standardized unstructured or structured business information by any electronic means through the World Wide Web, although other technologies such as e-mail may also be used.

Digital Skills are broadly defined as ICT-related skills for the labor force, including ICT professionals, digital learners and citizens. The largest obstacle to harnessing the power of ICT is the shortage of digital skills.

Telecom Rules consist of the policy, legal, regulatory and implementation frameworks that are necessary for effective electronic communications markets to operate.

Based on different European and local investigation related to GAP analysis in ICT field where main problems were fixed we concentrate our activities on Capacity building, as we understand the growing role of the digital skills in today's increasingly digital societies and economic activities. We have accumulated experience since 2004 with main concentration in Information Society Development. During this period, we have trained more than 2500 representatives from SME, Governmental, state institutions and civil society representatives on National level and we have actively participated in different workshops and international conferences in R. Moldova and abroad.

Bibliography:

1. First Eastern Partnership Ministerial Meeting on Digital Economy 11th June 2015, Luxembourg
https://eu2015.lv/images/news/2015_06_11_EaP_Digital_Economy.pdf
2. S. Tutunaru, V. Tîrşu. Potenţialul centrelor de inovare din Republica Moldova în dezvoltarea strategiei „Economia digitală" pentru ţările parteneriatul estic (PAE). VECTOR EUROPEAN Revista de cercetări socio-umanistice Nr. 1 / 2016 ISSN 2345-1106. Chişinău 2016, p.35-42.