



Ametic

THE VOICE OF THE **DIGITAL INDUSTRY**

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We are

an association committed to the present
and future of our sector and of our
Partners

Welcome to AMETIC
Find out everything you want to know about what we do

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Agile and participative management

"At AMETIC we are convinced that only through plurality, debate and consensus can we provide management that promotes both well-being and efficiency"

1. WHAT IS AMETIC?

WHO ARE WE?

We are the employers' representative of the digital technology industry in Spain. Our members are companies of all sizes and include large global IT, Telecommunications, Electronics, Services and Digital Content companies, leading companies in digital transformation as well as sector associations.

VISION

We want society to benefit from the opportunities offered by digital technology in Spain and we consider this sector to be the main driver for achieving economic and social objectives.

MISSION

To promote, for the benefit of our partners, the economic policy and legislative environment that best facilitates the development and use of digital technologies. We want to achieve this goal by working as constructive partners with national and European public and private institutions, as well as with other international bodies.

WHAT DO WE WANT?

- We want Spanish companies and citizens to benefit from digitisation
- To provide a growth-friendly environment for companies in the sector
- To be the meeting point of the actors of the digital transformation
- To increase the number and size of technology companies
- To encourage the creation and consolidation of new companies (startups, etc.)
- To promote digital talent and careers
- To promote, taking advantage of the presence in AMETIC of major global players, national driver projects with a wide scope, enabling the development of globally innovative solutions that position Spanish companies in global innovation chains

We represent:

+3,000

COMPANIES OF ALL SIZES

We have:

+40

YEARS OF EXPERIENCE

Companies that provide and use digital products, services and solutions in the following fields:

INFORMATION TECHNOLOGIES

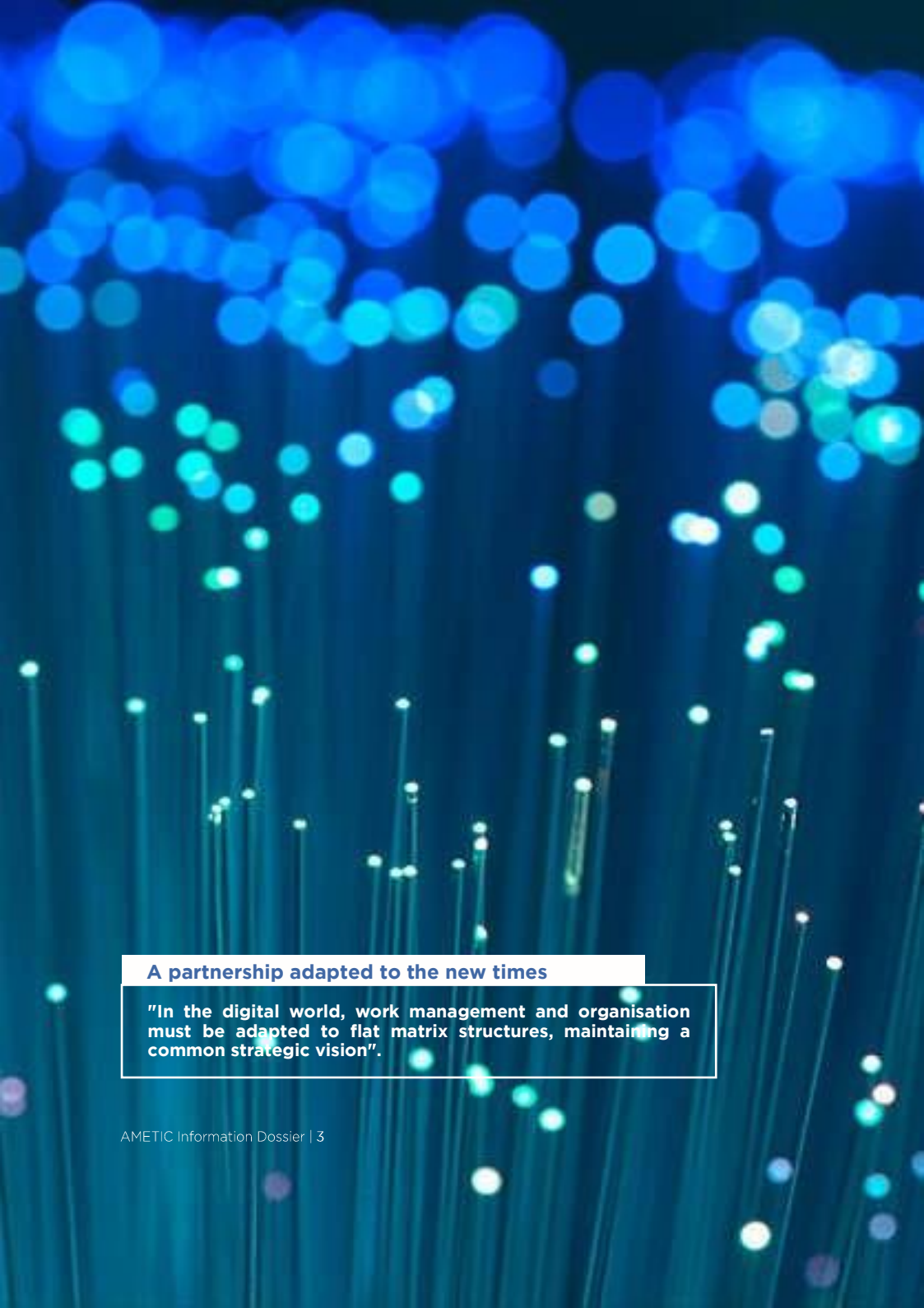
DIGITAL TECHNOLOGY CONSULTANCY

ELECTRONICS INDUSTRY

CONSUMER ELECTRONICS

DIGITAL CONTENT

TELECOMMUNICATIONS



Regional, national and international associations we belong to

AMETIC is a member of the Boards of Directors and Executive Committees of the main business organisations in our country and of the most important technological associations in the global, Latin American and European context as the sole representative of the Spanish sector.



A partnership adapted to the new times

"In the digital world, work management and organisation must be adapted to flat matrix structures, maintaining a common strategic vision".

OUR VALUES



COLLABORATION

AMETIC facilitates dialogue with companies, public and private institutions and other sectoral organisations.



REPRESENTATIVENESS

AMETIC has recognized prestige. It is the primary information resource for digital development regulators and planners. It brings together and gives voice to the entire digital industry value chain.



CONSENSUS

AMETIC's positions are the result of the agreement of our Associates.



TRANSPARENCY

AMETIC is a trusted partner. We are consistent with our associative objectives.



INNOVATION

We believe that new solutions and services are key to our partners' competitiveness and success. We work with a forward-looking approach.



QUALITY

We work to meet and exceed our partners' expectations.



INDEPENDENCE

Our activity is based exclusively on the defence of our partners' interests.

2. OUR ORGANIZATION

AMETIC is an agile, flexible and pragmatic organisation that is constantly changing and is a true reflection of the sector we represent. We are capable of meeting the needs of our members precisely and quickly.

An agile and functional organisation

AMETIC is organised around **19 Commissions**, which meet the needs of our Partners. Each commission covers a number of subjects belonging to the same ecosystem.

An efficient organisational structure

In a sector as changing and dynamic as the digital one, efficiency and speed are the key to success. Our organisational structure is matricial and flat, with goal-oriented management and always maintaining the association's strategic vision.

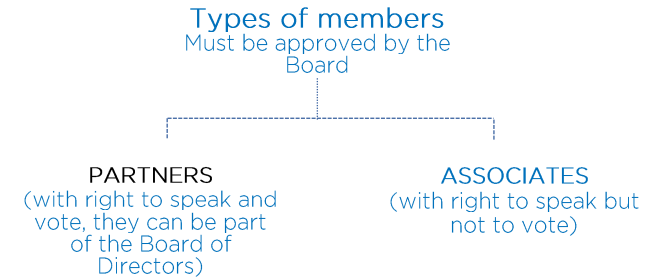
Our employees are a critical component in achieving our partnership goals. That is why we promote continuous learning, a commitment to excellence and internal communication channels.

New forms of participation in the Association

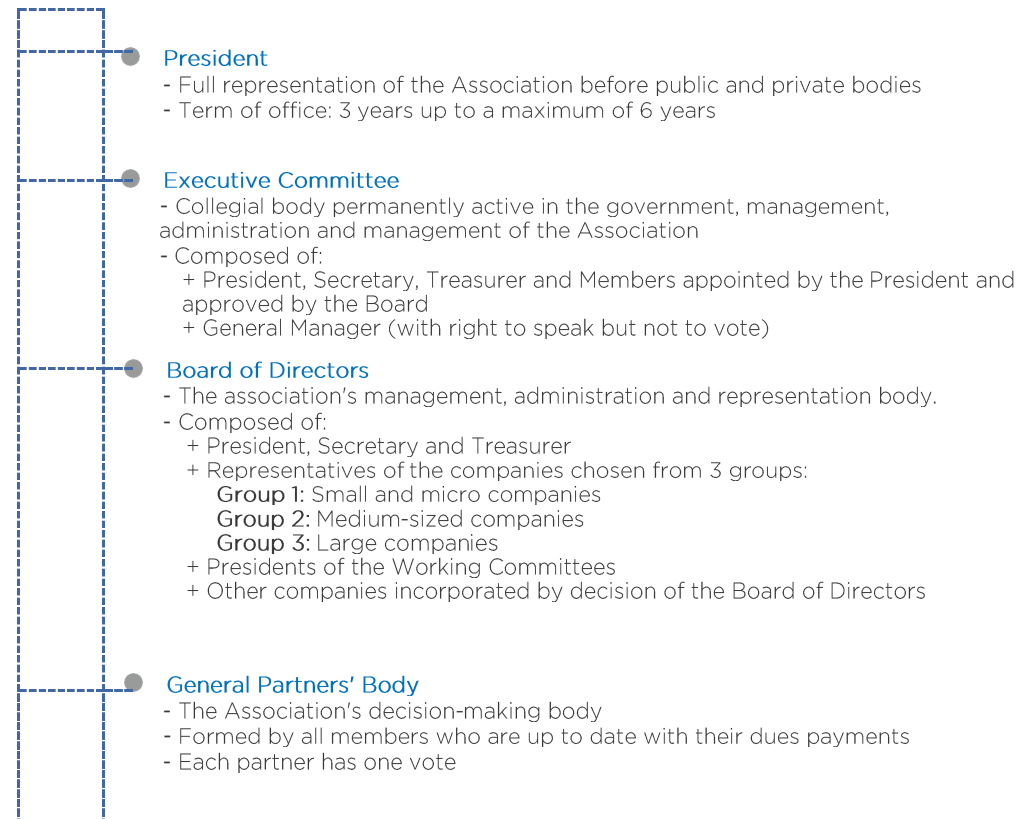
In addition to the full member, there is the '**Associate Member**'. According to our Articles of Association, these may be companies, organisations and non-governmental institutions that do not carry out their own activities but wish to join because of their specific interest in some of AMETIC's activities; or other organisations as decided by the Board of Directors. These affiliated members will have right to speak but not to vote.

Representativeness and transparency

With regard to members' voting rights, AMETIC has a system which, while retaining the "**one company, one vote**" system, grants weighted representation on the Board of Directors, by group according to the size of the companies, as well as the direct presence of all the commission chairmen. With this organisation, a balanced presence of all sizes and interests is ensured, maintaining the principle of representation by election among the members.



GOVERNING BODIES



3. WHAT DO WE PROVIDE TO OUR PARTNERS?

● DISCUSSION FORUM

Join the biggest and most representative Association in our country in the technological and digital sector. AMETIC creates spaces for open dialogue based on its Working Committees in which all members (large, small and medium-sized companies) can participate

● RELATIONSHIP WITH THE INSTITUTIONS

Our association transfers the positions and opinions agreed upon by the associates to the different parliamentary groups and Spanish and European governments in order to influence the creation of a legal framework that favours our partners' interests

● REPORTING

Our activity also includes the drawing up of statistics and data on the digital technology sector in Spain that includes essential data for investment as well as forecasts for the future

● ACCESS TO NEWS FROM THE SECTOR AND THE ASSOCIATION

Exclusive information channel presenting the most relevant in-house and external news and current events in the sector. The association's power to speak to public bodies and administrations is also reflected in the media. Our members have access to a free press clipping service with priority current affairs issues for their businesses

● AID FOR INTERNATIONALISATION

Help and support for internationalisation for those companies that want to extend their scope of action to foreign markets

● RESEARCH, DEVELOPMENT AND INNOVATION

Advisory and information services on R&D&I projects and public tenders. Drafting of the speech and positioning in the public policies of RD&D and dialogue with the Administrations. Support for the creation of consortia for European projects. AMETIC acts as the Secretariat of Technology Platforms

● COMMUNICATION PLATFORM

Our association has an extensive audience that is assembled through all our corporate channels as a source of information on the digital technology sector in Spain. These communication channels are a showcase to present both the results of our activities and those of our partners. Participation facilities by digital means, own meeting rooms, participation in work sessions in person or via web, Intranet for associates, SR communication channels, etc.

● ORGANIZATION OF EVENTS AND CONFERENCES

We organise our own events according to the thematic priorities agreed in the Working Committees. An opportunity to give greater visibility to the activities carried out by our partners, and a meeting and networking point for the main agents in the sector



25 February 2020
Barcelona



25 March 2020
Madrid



22 April 2020
Madrid



1 July 2020
Bilbao



2 - 4 September 2020
Santander



Digital Tourist
2020
15 - 16 October 2020
Benidorm

PHOTO GALLERY OF EVENTS





4. WHAT MAKES US DIFFERENT?





AMETIC, leader as sector representative

5. WHAT WE DO

TOPICS OF GENERAL INTEREST

- Agenda and Digital Transformation Commission
- Digital Policy Commission
- Digital Talent Development Commission
- Innovation Commission
- Internationalisation Commission
- Environment and Circular Economy Commission
- Public Sector Commission

DIGITAL ECOSYSTEMS

- Automotive Connectivity and Sustainable Mobility Commission Consumer
- Electronics Commission
- Industry 4.0 Commission
- Electronics Industry Commission
- Digital Health Commission
- Digital Content and Services Commission
- Smart Cities Commission
- Signal Processing Commission

ENABLING TECHNOLOGIES

- Blockchain Commission
- Cybersecurity Commission
- Cloud Commission
- Artificial Intelligence and Big Data Commission

OTHER MATTERS

- Macro driver projects