

Formal addressing

ITU Workshop on "Multimedia applications and the future of digital society"

Ladies and gentlemen,

It is an honor to be here today, for the occasion of ITU Workshop on Multimedia applications and the future of digital society. Thank you for inviting me to take part at this Session today that will explore how multimedia services and applications can enable digital culture.

As you all may know, on Regional Development Forum for Europe, that took place in Prague, Republic of Serbia expose Project Proposal “Regional Platform to Accelerate the process of National and Regional Digitization of Citizen Centric Services, in particular digitization of cultural heritage” with objective to provide a regional platform for exchange of practices while building human capacities and expert networks across the region. This will include: The development of best practices and implementation experiences of the countries currently going through the process of digitization; Collection of citizen centric e-services case studies in Europe; Stocktaking of existing technical solutions and emerging technologies for accelerating digitization and digital transformation. Our proposal is under the EUR2 Initiative: “A citizen-centric approach to building services for national administrations” is to facilitate the development of transformative and paperless citizen-centric services that could be accessible and available to all members of society. One of the actions under the Implementation Plan for 2018-2021 Regional Initiatives for Europe is this Workshop on Multimedia applications and the future of digital society.

Recognizing the enormous challenges facing the ICT sector today, including the Europe region, we need to work closer together and find ways to encourage further

investments in the ICT that could be used in innovation that are not to be missed – CULTURE and it should be raised higher on the ladder of ITU priorities. Republic of Serbia has proposed and the Europe Region supported the Regional Initiative covering this important aspect of the ICT Ecosystem, which was included at the Implementation Plan for 2018-2021 Regional Initiatives for Europe.

Through the Contest for Visual Arts and Multimedia the Ministry of Culture of the Republic of Serbia intends to improve the position in contemporary production in these fields, in a transparent fashion, which is rooted in domestic and European legislature, and following current strategies of development. We have ambition to effect the progressive change of social reality, which can be relevant to every individual, by the means of organizing and enhancing the entire cultural system. We find that our task is to familiarize Government Administration and Cultural Institutions with the concepts of multimedia technologies and electronic business and the possibilities of their application in culture.

Transferring technology from the research and development field to the culture - using ITU's proven tools, such as Regional Initiatives - is our mutual task. On this regard, the Ministry of Culture and Media of the Republic of Serbia is committed to the cooperation with ITU as the leading UN agency in this field. Benefits of using ICT in everyday life are evident, and their importance in social and cultural participation is increasing.

Finally, distinguishing a very good cooperation between our administrations, I would like to use this opportunity to thank ITU for strong commitment to Serbia and the region. I would like to thank to all panelists and the Republic of Slovenia for hosting the meeting and look forward working together with all of you to shape the future of digital culture.