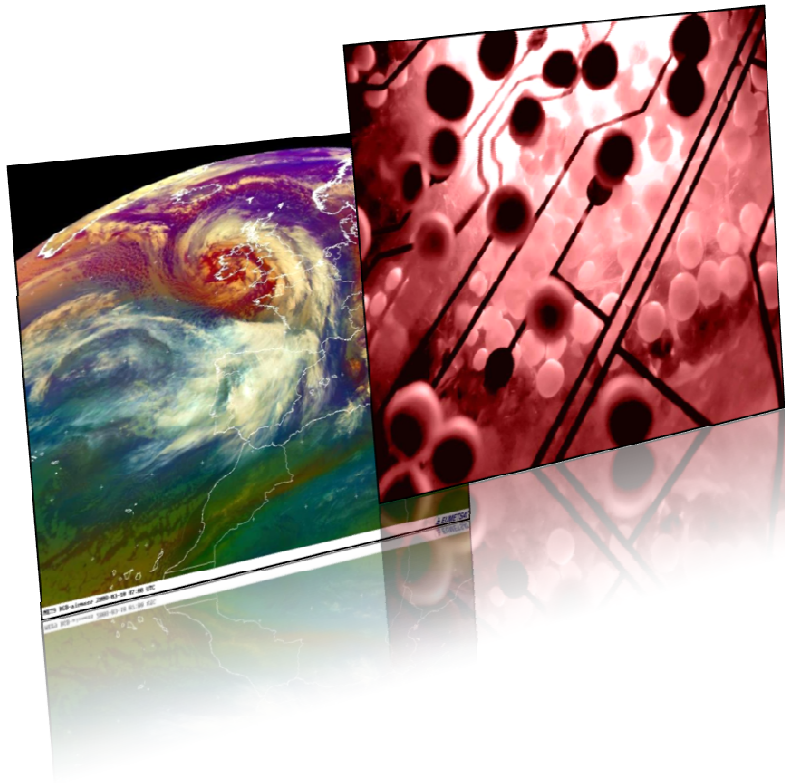




Innovations - Way to the Success



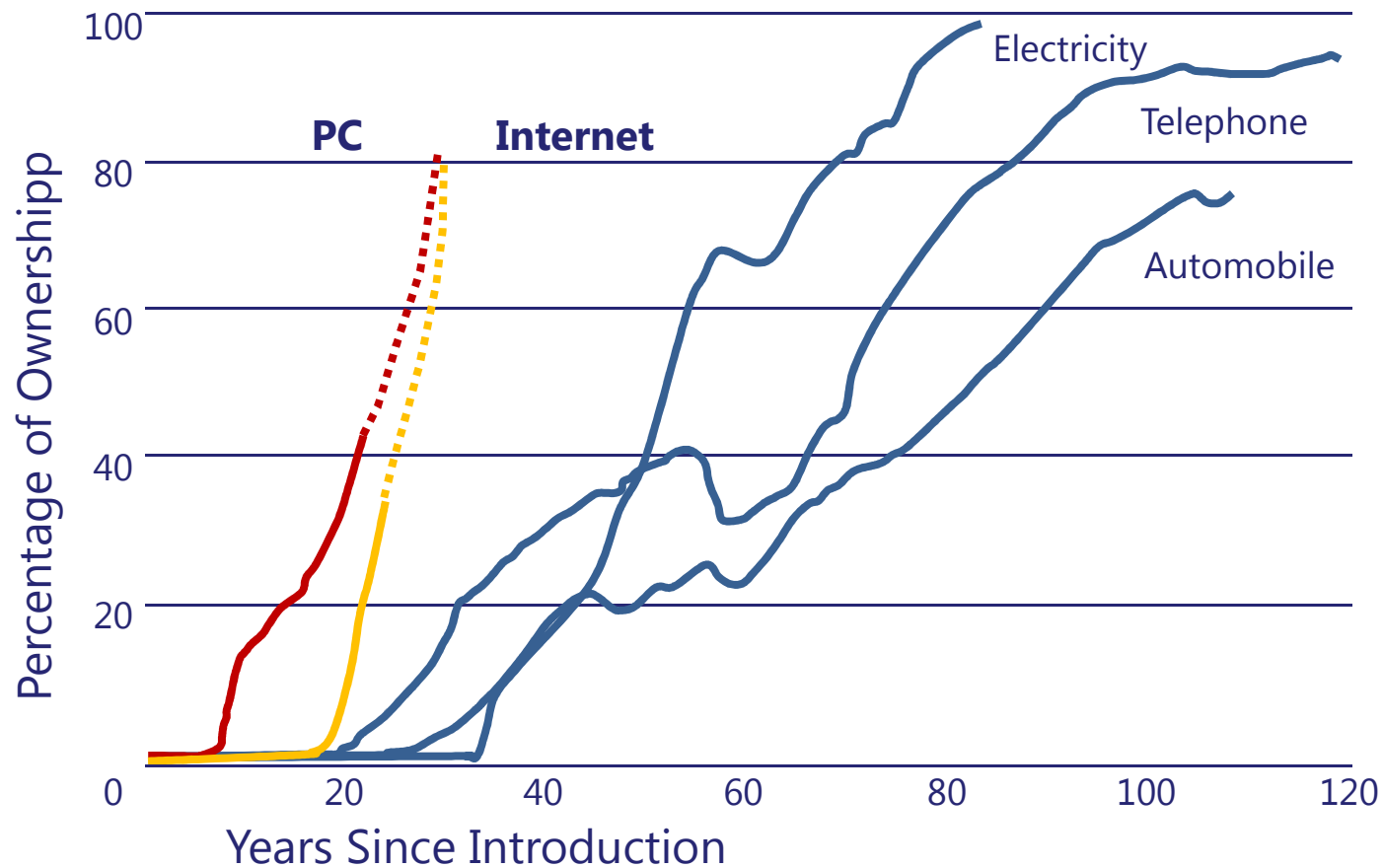
Jane Gilson

*General Manager
Microsoft Czech Republic*

April 29th, 2009



Fast Pace of PC Technology Adoption



Source: The Economist



Believing in the future of CEE

CEE needs

- more engineers and entrepreneurs
- more research investment and partnerships
- less red tape and fear of failure
- education + innovation + entrepreneurship



Together we are working on

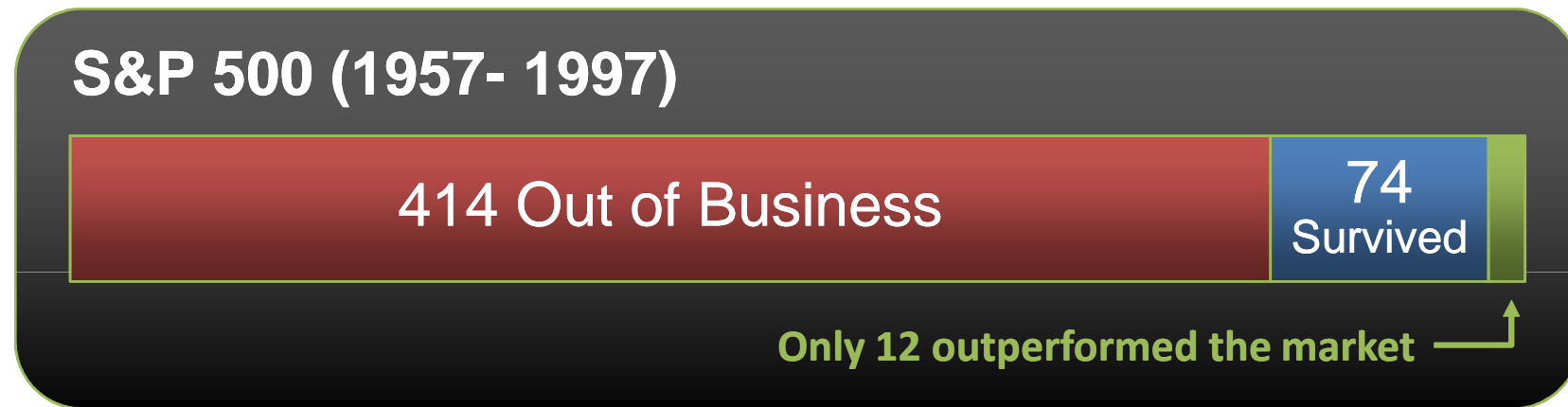
- joint research facilities and programs
- support for next generation researchers and entrepreneurs
- local software economy programs
- education and skills partnerships
- Internet privacy and security programs and advocacy

IT Innovation Drives Economic Growth



- IDC's Economic Impact Study(2007):
 - 50% of the CEE's 2007 IT employment base stems from the Microsoft ecosystem.

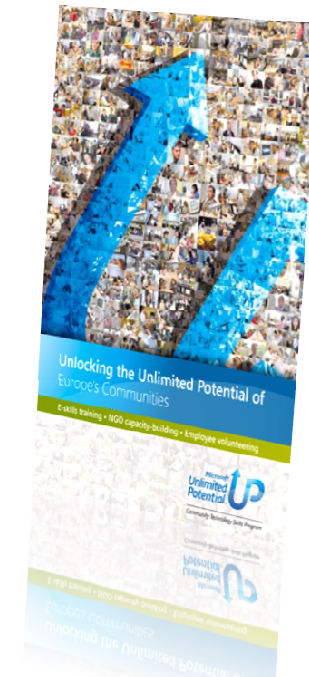
Never Stop Innovating!



Source: Dick Foster & Sarah Kaplan, *Creative Destruction: Why Companies That Are Built to Last Underperform the Market*

Drivers of Innovations

- A skilled and educated workforce
- Access to capital
- Global opportunities in a free market that is open to all
- Ability to protect intellectual property (IP)
- Wide and open co-operation



Microsoft

Our CEE Innovation Partner Ecosystem



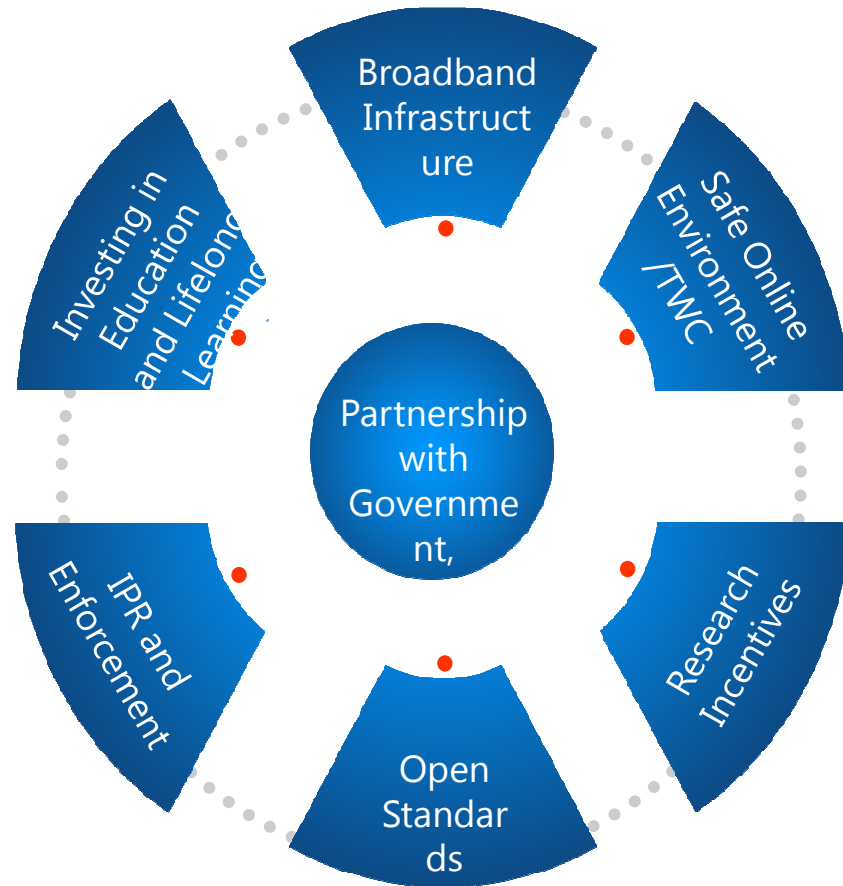
Securing Innovative Future

BIG BETS

RISK

ENTREPRENEURSHIP

SILICON VALLEYS in Europe



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