IN THE ERA OF DIGITALIZATION - SOFTWARE EXPORT SUPPORTS OF THE SELECTED ECAs AND SUGGESTIONS THEREOF

The software industry, which is becoming more and more important with the impact of digitalization, globalization and the latest transformations has become a part of daily lives with the Industry 4.0 concept. The ever-marching spread of the internet, the ease of storage, streaming and processing services have all contributed to the further development of the software industry. Nowadays, every item used is made "smart" thanks to the software, and the economies of the countries are leaping forward with the successes in this industry.

Moreover, in less than a century software market has shown a sharp increase by reaching a multi-billion-dollar industry, and even if trade volumes of the software significantly underestimated - because its trade is usually based on the value of physical goods rather than content and is often bundled with computer hardware - while the share of telecommunications services has declined, computer services receipts have reached more than double in value between 2008 and 2018.

In this context, within the growth of international trade of software, in order to understand the Export Credit Agencies' (ECAs) export credit and insurance support for software sector, I conducted research of 51 ECAs/Development Banks all around the world, and I also conducted a survey where 71 current or potential software exporters participated to accurately identify the needs of the software exporters.

The results of the researches showed that whether related to credit or insurance, it was obvious that software export is not sufficiently supported by the ECAs whose main goal is to contribute their national export volumes. The barriers for supporting software by the ECA's around the world stem from one fundamental difference, there are no procedures that are appropriate for the different nature of software as an export item. As a solution, I came up with an idea that it is necessary to first establish a standardization in classification and measurement method and then to introduce new solutions in line with the needs of software exporters so that ECAs would be able to easily support software exports, and thanks to this success, many countries will benefit from converting themselves to the information society and the increase in world trade volume.

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