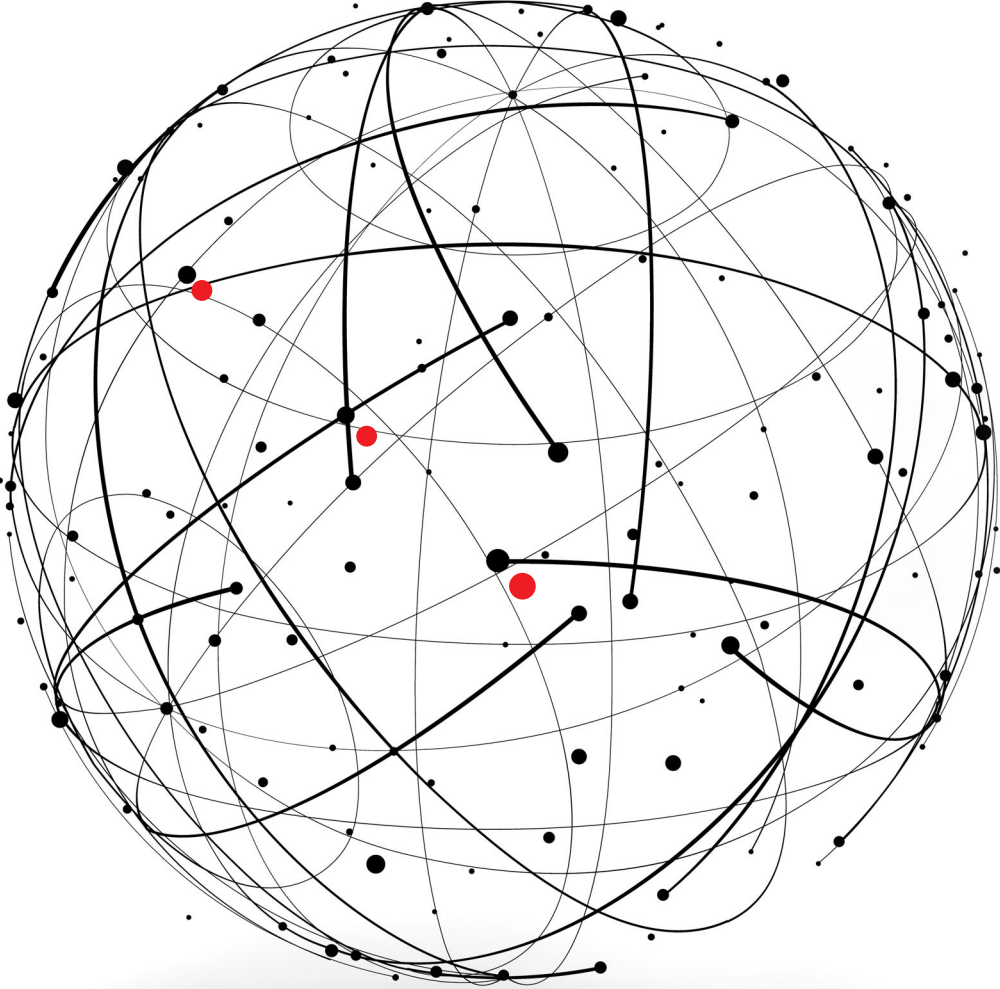




SOFTWARE AND IT MARKET IN GERMANY

BDG industrial Solutions

IT AND SOFTWARE MADE IN GERMANY – AN INDUSTRY OVERVIEW



Germany's IT and software sector is considered one of the most innovative in the world and thus, a highly lucrative market. Until recent events, Germany's expectations for the software and IT market were strongly positive, with €172.2 bn (+1.5%) in revenue for 2020.

While some industries like consumer electronics and IT hardware are shrinking, the software sector increases with revenue growth of 6.4% which is mainly driven by the need for cloud computing services, online collaboration tools, e-commerce and consumer cloud services.

The market for IT and software products and services in Germany is dynamic and highly competitive. Big industry players are present, yet, the market is characterized and dominated by a large number of highly specialized SMEs. Hence a strong demand for IT products made in Germany.



OPPORTUNITIES FOR FOREIGN COMPANIES IN THE GERMAN MARKET



The German market offers diverse opportunities for foreign companies that operate in the IT and software sector. Strategic alliances as **Joint Ventures** can help you gain a strong foothold onto the market, by joining forces with your mature technology and other relevant players.

Another interesting, yet practical approach to sell products and services is through **local Distributors**. Players that are technology savvy, have presence in the market and the right type of connections can be of tremendous value for your business.

If done properly, **B2B** as well as **B2C Direct sales** can lead to significant sales increases. B2B depends on an intentional and proactive approach while B2C requires to set up the right infrastructure (representation, subsidiary, etc.)



CURRENT MARKET TRENDS & ENTRY PROSPECTS



Hurdles and Chances

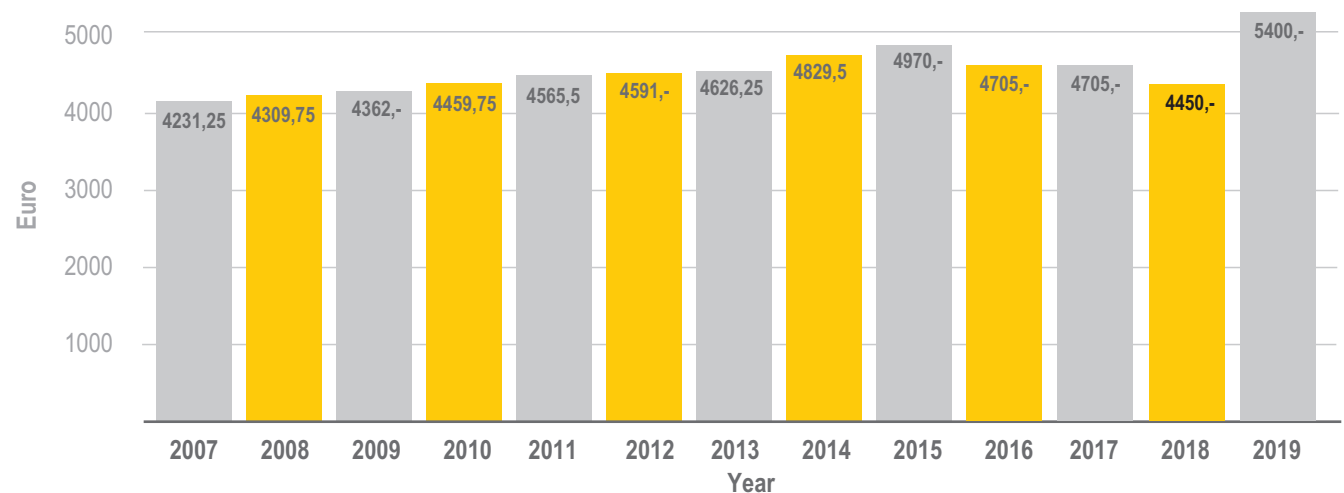
Despite the economic situation being under distress during the first half of 2020, the software and IT market in Germany continues to experience a growing demand for digitalized and automated services. Particularly cloud computing services, online collaboration tools, e-commerce and consumer cloud services are currently in the interest of German stakeholders.

Entry Opportunities

It is essential that the market entry is and thoroughly prepared! Based on extensive project experience, We recommend to begin this process by **defining the exact strategy and the suitable message for the objectives**. Within one session (which is always well prepared and accompanied by BDG experts) the pros and cons can be elaborated and the sales approach and strategy can be optimized to a required level.

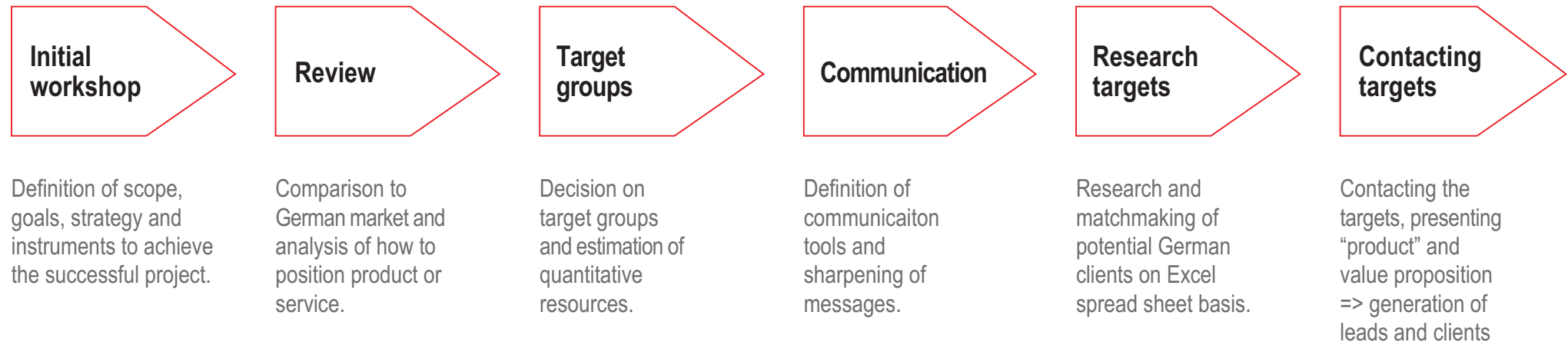
With this thorough starting point, we build up your campaign within the German market and raise your chances of success significantly.

Development of average monthly gross salary in IT sector:



ENTERING THE GERMAN IT AND SOFTWARE MARKET WITH BDG:

We advise our clients to follow a few systematic steps to raise the chances of success in the German market significantly:



REFERENCES AND TESTIMONIALS



"They have made a fantastic job and I am looking forward to working with them again soon"

Alvaro Garcia

Business Development , Mobile Lean S.L.
Valladolid / Spain

"Thim is extremely helpful and supportive towards our overseas compliances. He is always proactive and shares live updates. This helps in taking quick and better decisions. He works cost effective and provides adequate solutions. His team is superb and are available around the clock for instant help."

Abishek Jhawar

Senior Manager, e-Zest Solutions Pvt. Ltd.

"We have collaborated with BDG in a project that supported our presence as exhibitors at CeBIT. The BDG team proved to be very professional, reliable and with very quick response times."

Anca Dumitriu

Executive Manager, BeeNear Srl., Iasi / Rumania

"During our process of setting up an office in Berlin, we have contacted several parties for advice and assistance. BDG stood out with their knowledge and prompt replies to any question we had. We recommend their services and we will certainly use their services again in future."

Louise Wolf

CFO, Binary Ltd., Jersey / Channel Islands

"BDG is not the typical partner you request something and could obtain some results when the contract ends. We really appreciate two key aspects in our relationship. They feel the project as they were part of our organization and the project never ends until it is perfect."

Antonio Alonso

Chief Financial Officer, Solid GEAR S.L., Valladolid / Spain



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WE SUPPORT



Since 2018 bdg Consulting GmbH has been committed to the UN Global Compact corporate responsibility initiative and its principles in the areas of human rights, labour, the environment and anti-corruption.

Market Entry for foreign Software and IT Companies in Germany

