

The background of the slide features a geometric pattern of colorful paper strips. The strips are in shades of red, orange, and green, and are arranged in a way that creates a sense of depth and movement, resembling a stylized architectural or abstract design. The strips are layered and overlap, creating a complex, three-dimensional effect against a light, neutral background.

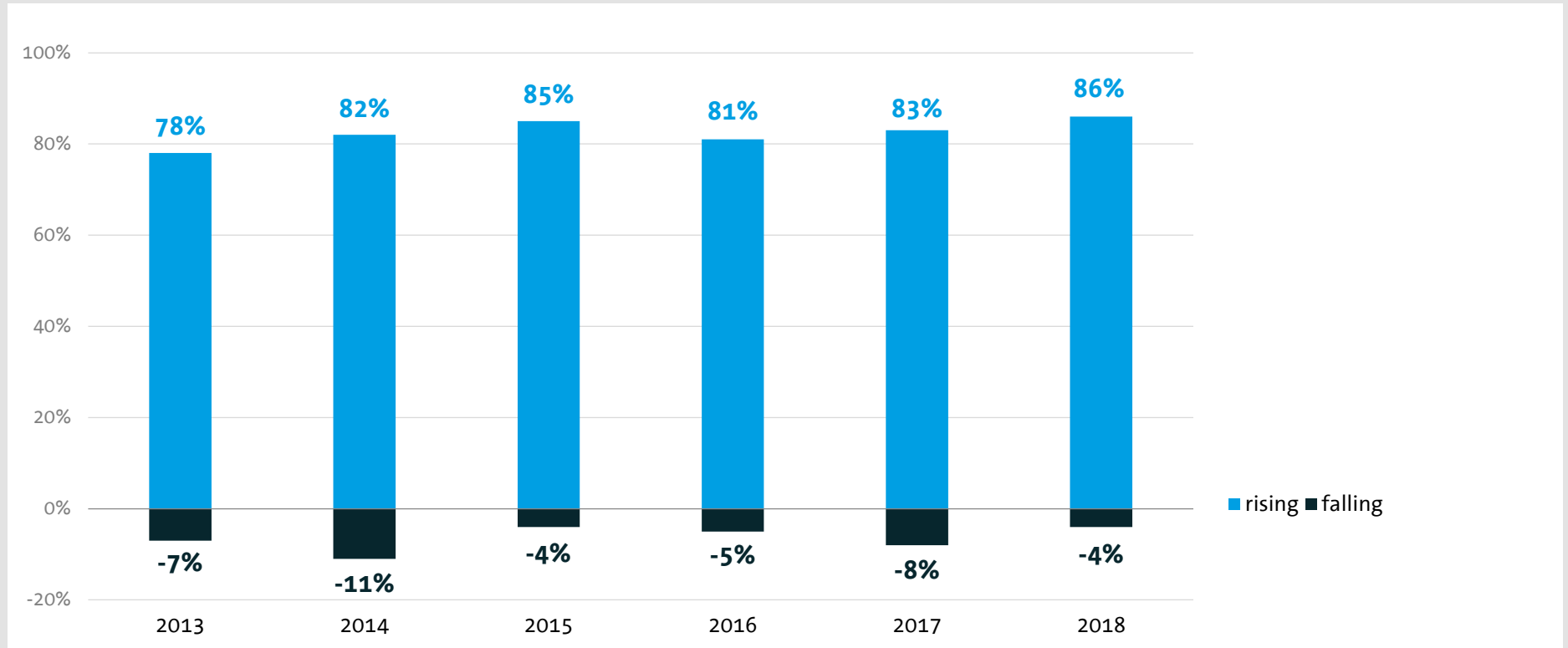
Economic situation and potentials in the ICT industry

Achim Berg, Bitkom President
Hanover, May 15, 2018

bitkom

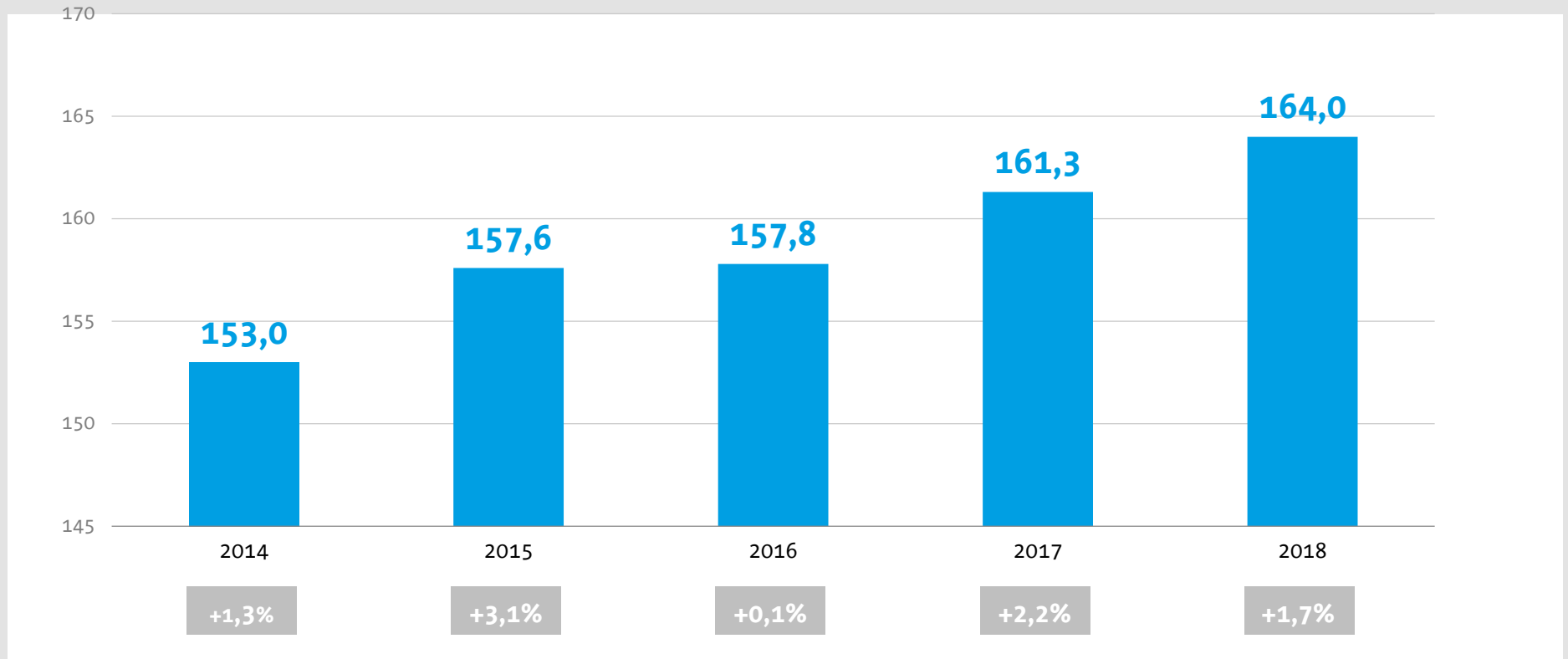
High confidence for 2018

Sales expectations compared to previous years



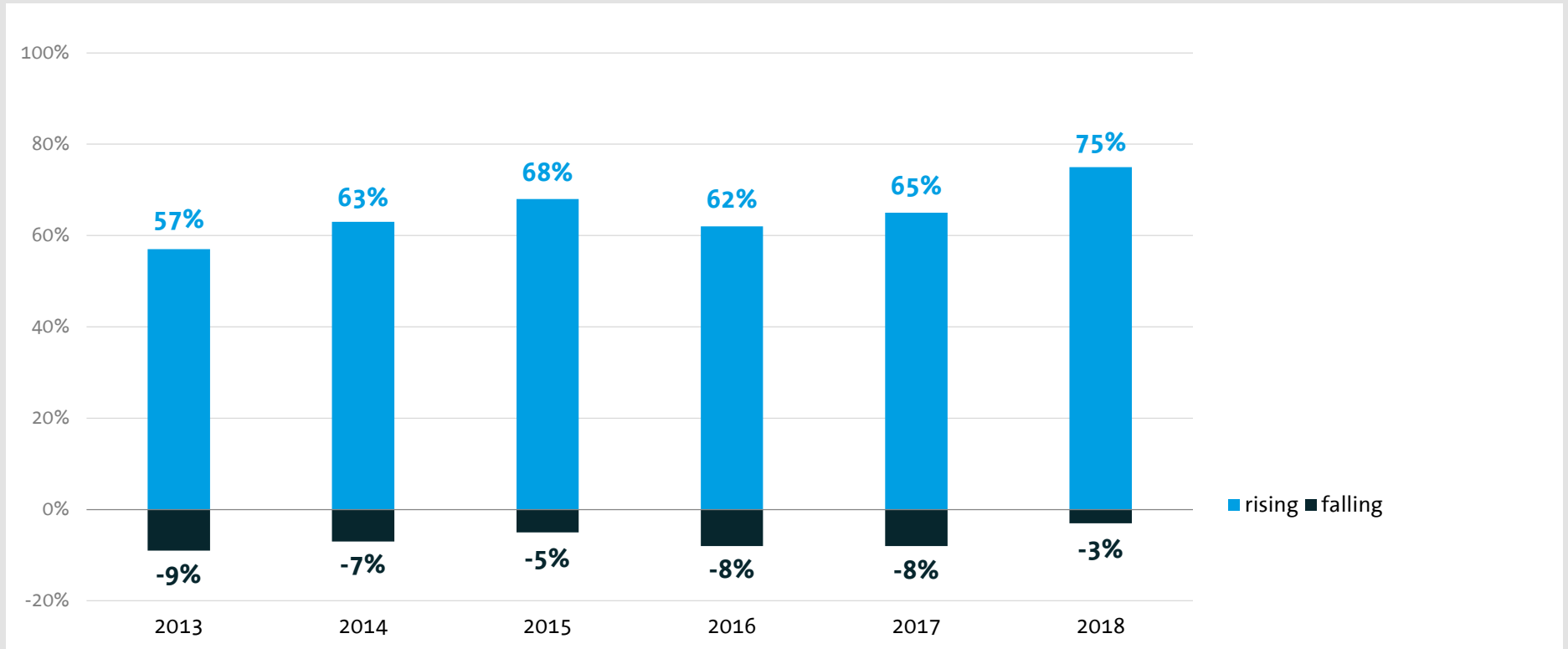
ICT market revenue continues to grow in Germany

ICT Market value (in billions of Euro)



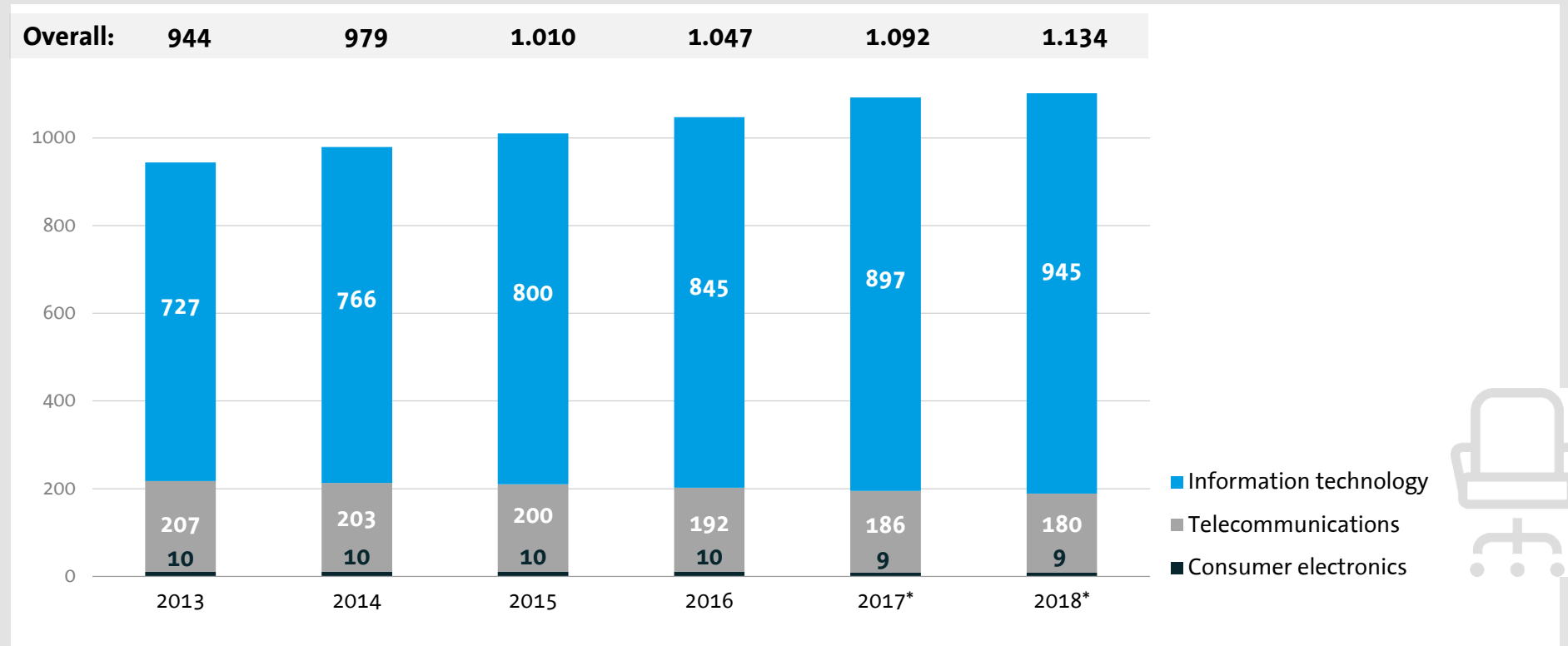
Three out of four companies want to create new jobs

Personnel planning for the current year*



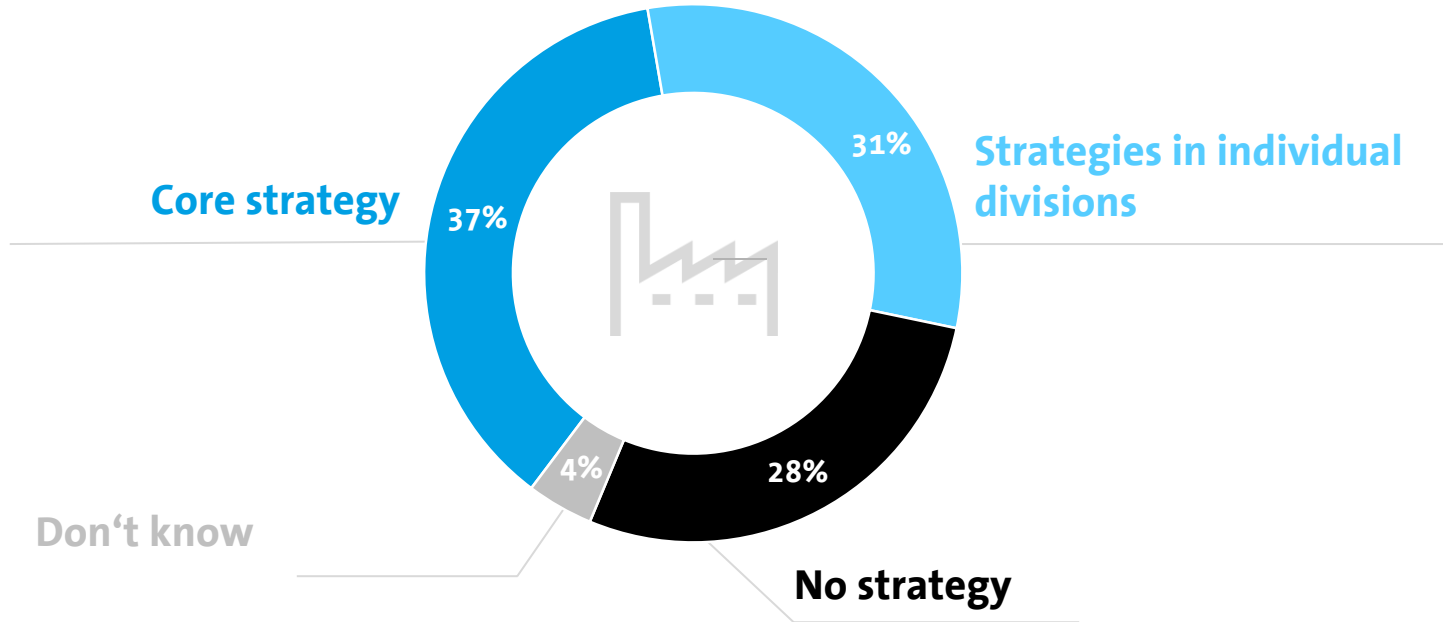
ICT industry counts more than one million employees

Employees in ICT by segment (in thousands)



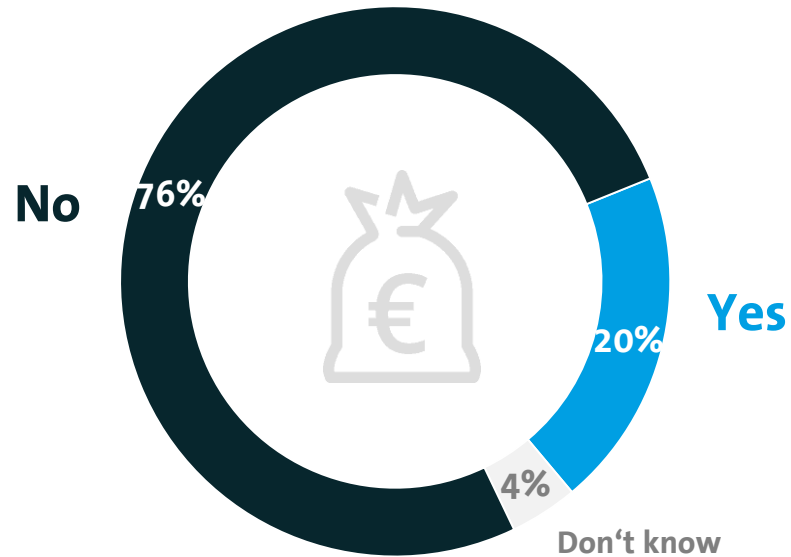
Two out of three companies have a digital strategy ...

Is your company pursuing a strategy to deal with the digital transformation?



... but few invest in digital business models

Does your company invest in digital business models?



We know digital.

Artificial Intelligence



3D Printing



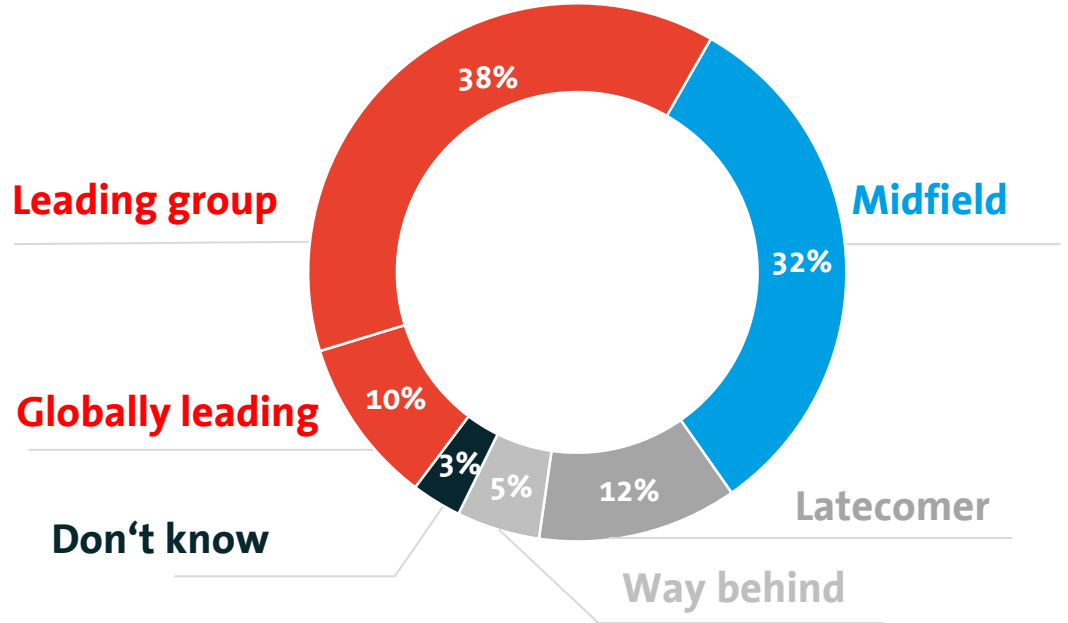
Internet of Things



Blockchain



Where do you rank the German economy on digitization in global comparison in the year 2030?



The background of the slide features a geometric pattern of colorful paper strips. The strips are in shades of red, orange, and green, and are arranged in a way that creates a sense of depth and movement, resembling a stylized architectural or abstract design. The strips are layered and overlap, creating a complex, three-dimensional effect against a light, neutral background.

Economic situation and potentials in the ICT industry

Achim Berg, Bitkom President
Hanover, May 15, 2018

bitkom