

THEIS CONSULTING

UNTERNEHMENSBERATUNG

Independence & Experience

1

GERMAN – UKRAINIAN ICT – COOPERATION A WIN-WIN-BUSINESS

Dipl.-Ing. Friedhelm Theis
Hauptstraße 1b • D-56237 Wirscheid
Germany
mobile +49 151-54653584 • fax +49-2601-912152
Mail: theis@theis-consulting.eu



Basics



- Ukraine as the intellectual, scientific and cultural center of Eastern Europe can play that role in the future also in business cooperation
- Germany has a similar role in Western Europe
- Uncertain picture of both sides?
 - Less information in Germany about the states of Sovjet Union (Ukrainians know more about Germany than Germans about Ukraine!)
- Less experience in co-operation outside the EU

Conquer Obstacles



- Installing a institution who can navigate in both cultures!
Role:
 - Bringing both sides together
 - Presales for both sides
 - Being –if needed- contractor between the parties
 - Scouting for common opportunities (e.g. EURO 2012)
- Avoiding one way streets!
 - Not only business in one direction
 - Only winners no losers!
- Benefit for both sides:
 - Cost savings: no additional sales force head count in a early stage of business
 - Additional business
 - Potential for distributing your products on Ukrainian market
 - Enlarging the international scope of business

Examples



1. Mobile Portals

- Roles:
 - ✦ T-Systems/GEMAPPS: Owner of IPR/Licences
 - ✦ THEIS CONSULTING: Contracting partner, „broker“
 - ✦ Softline: Provider in Ukraine
- Business:
 - Providing mobile portals in Ukraine for
 - ✦ Hotel reservation
 - ✦ Event ticketing
 - ✦ Etc.

2. Nearshoring

- Opportunity:
 - ✦ Using excellent skills of Ukrainian specialist for German companies
- Positive:
 - ✦ Only 2 hours to fly from Frankfurt to Kiev
 - ✦ European thinking
 - ✦ Less problems
 - ✦ Save resources (no special sales force)
- Required roles:
 - ✦ Broker
 - ✦ Nearshoring partner e.g. Softline
 - ✦ Clients

Conclusion



- The Ukraine is not only with the view on UEFA EURO 2012 an interesting partner for German IT-companies
- The Ukraine can be the gate way for German ICT companies to the east and
- Germany for Ukrainian companies to the west
- Both sides have to learn from each other and
- Use the German-Ukrainian synergies

GEMAPPS Mobile Portals



Mobile Portals Overview

