

BITKOM Group

BITKOM seeks to provide impulses for business leaders, policymakers and society as a whole, and we see ourselves as a service provider for our members. The BITKOM companies further support this range of services:

Bitkom Servicegesellschaft mbH
Bitkom Service GmbH

- Bitkom Academy: Training programmes for specialists and management
- Congresses on special issues
- Conference centers in Berlin and Frankfurt am Main
- Participation in international trade fairs and a trade fair portal to assist you in your own tradeshow presentation
- Individual advice on employment and contractual law
- IT in Germany: BITKOM Supplier Directory for IT, Telecommunications and New Media
- WEEE Guarantee System
- Sample *Terms and Conditions* for use in the ICT industry
- Collection of copyright levies
- Special conditions for companies and employees

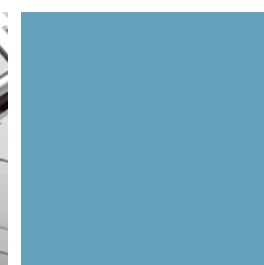
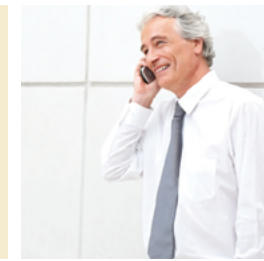
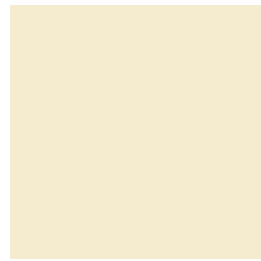
Bitkom Research GmbH
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European Information Technology Observatory (EITO) – Statistics and analyses of the international ICT markets. Online-Portal at www.eito.com



Federal Association for Information Technology,
Telecommunications and New Media

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What We Stand For

BITKOM is the voice of the information technology, telecommunications and new media industry in Germany. BITKOM represents more than 1,350 companies, over 1,000 of them direct members, including practically all German global players as well as 700 key midsize companies. BITKOM's membership generates a sales volume of 135 billion Euros in Germany and exports high technology worth 50 billion Euros. BITKOM thus represents 90 percent of the German ICT market.

BITKOM offers a wide-reaching, powerful network that brings together the best minds and top companies of the digital world. BITKOM organizes a permanent exchange between experts in the field and industry leaders, and provides its membership with platforms for mutual cooperation and for contact with important clients.

Creating a good environment for doing business is BITKOM's highest priority. Education and the training of tomorrow's specialists, data protection and security, green IT, e-government and e-health, midsize business, copyright law, regional economic policy, as well as a new legal framework for telecommunications and the media, are the core of BITKOM's political agenda. With digital convergence in mind, BITKOM seeks to promote the collaboration of all companies working in the realm of information technology and telecommunications.

BITKOM

At a Glance





Our Events

- BITKOM Annual Convention
- BITKOM Executive Nights
 - CeBIT, Hannover
 - IT & Business, Stuttgart
 - it-sa, Nuremberg
- Political receptions
 - Political Evenings in Berlin
 - Summer festival for politics and the press
 - Executive Dinner in Brussels
 - Reception on the evening before the National IT Summit
- Congresses on top themes of current interest
 - KnowTech (Knowledge Management)
 - Decision-makers' forum on Outsourcing
 - Broadband World and Cloud Computing World at the CeBIT
 - ConLife – Conference and Exhibition for Connected Life
- Innovators' and Telematics' Pitch
- Dialogue circles with users
- BITKOM internal working groups, committees, forums and project groups

Our Services



The realm of policymaking plays a central part in BITKOM's activities. We cooperate with government, ministries, parliament and the political parties, objectively and on a basis of trust. We have been successful in bringing the information and telecommunications industry to the attention of Germany's policymakers: the best example of this is the annual national IT summit at the invitation of the German Chancellor.

BITKOM makes its voice heard at important governmental hearings and in daily individual conversations with key decision makers. In addition, BITKOM also offers representatives of politics and industry its own platforms for the exchange of views. In addition to numerous conferences, these include the political evenings, a large summer festival for policymakers and press in Berlin and an executive dinner in Brussels.



BITKOM keeps its members continuously informed about all issues of importance to the industry. The electronic newsletter *infoline* provides a compact and exclusive summary of developments in policymaking and technology which are critical for success. This information is available and updated daily on our Members' Portal. BITKOM's own market research provides solid, objective data and analyses of the ICT market. BITKOM also offers its members practical assistance with numerous checklists and guidelines.



BITKOM organizes some 1,300 events every year, bringing together more than 20,000 decision-makers and experts from the field. Our forums, working groups and expert committees provide member companies with unique platforms for exchange of views at expert and management levels.

Here, shared positions and activities of the BITKOM industry are developed. At the same time valuable contacts are made with competitors, partners and customers.

With numerous meetings to promote cooperation and stands at trade fairs at home and abroad, BITKOM provides support to its members in the international market.



The ICT branch is today recognised as one of the pillars of German business. BITKOM is the most important intermediary between the ICT industry and the media in Germany.

We communicate our membership's views on political, economic and social issues and represent the concerns of the industry to the public at large. BITKOM is mentioned around 30,000 times per year in print and online media.

Our Publications

A selection (in German):

- Political position paper *Facts and Recommendations – key points of a successful high technology policy*
- Study *Embedded Systems – a strategic area of growth for Germany*
- Study *IT Services made in Germany – strengths, examples of success and strategies*
- Study *The Future of Digital Consumer Electronics*
- BITKOM Marketing Library
- Guidelines Cloud Computing
- Guidelines Server Virtualisation



Further guidelines and checklists:
www.bitkom.org/publikationen