



CeBIT Preview 2015 – Economic situation of the ICT industry

Prof. Dieter Kempf, President of BITKOM

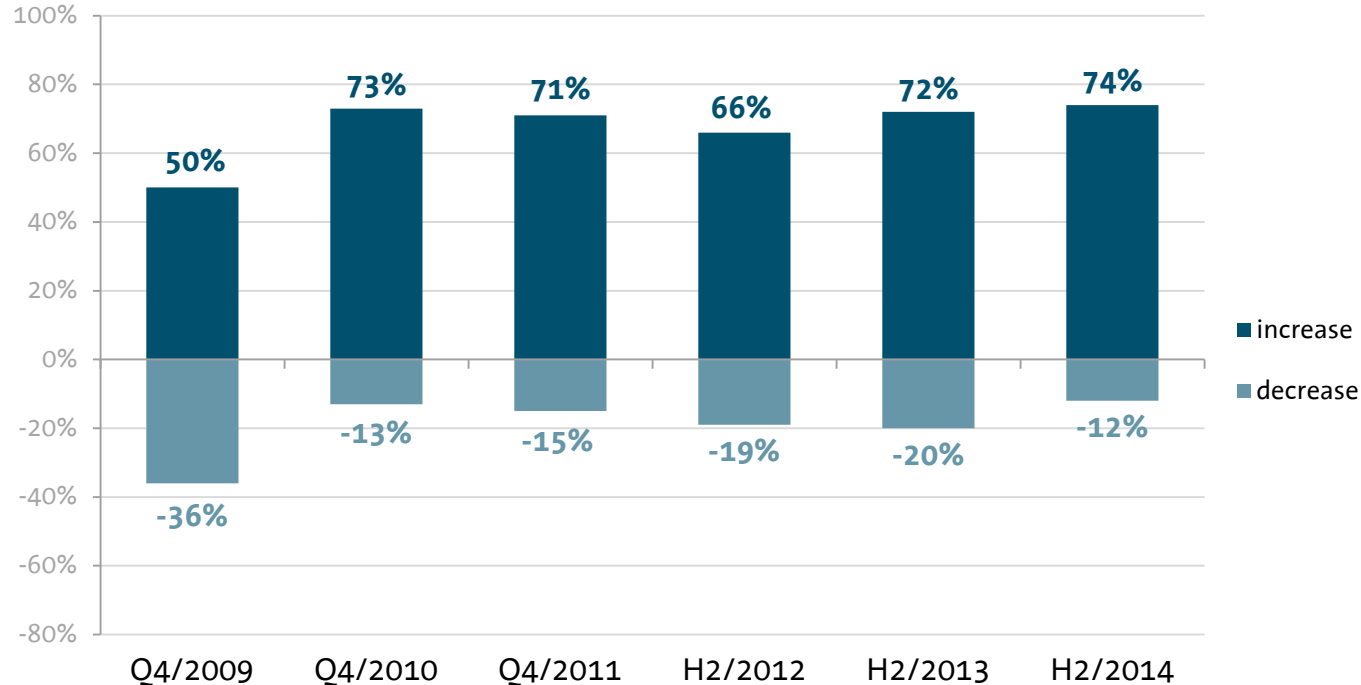
Federal Association for Information Technology, Telecommunications and New Media



Hanover, 28 January 2015

Sales increase in the second half of 2014

ICT sales development in the past half year / quarter compared to the prior year period*

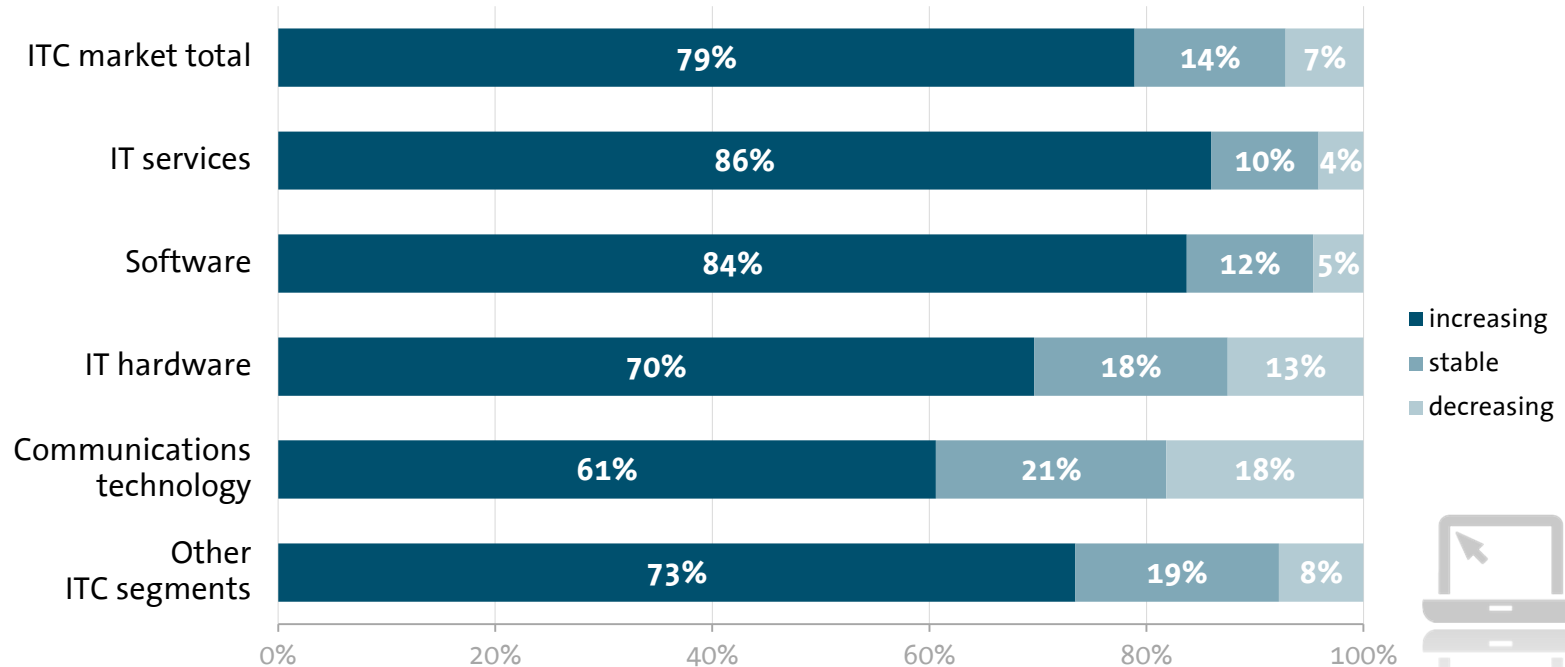


Base: All companies; missing value to 100%: stable sales
*survey in the first quarter / first half of the year
Source: BITKOM



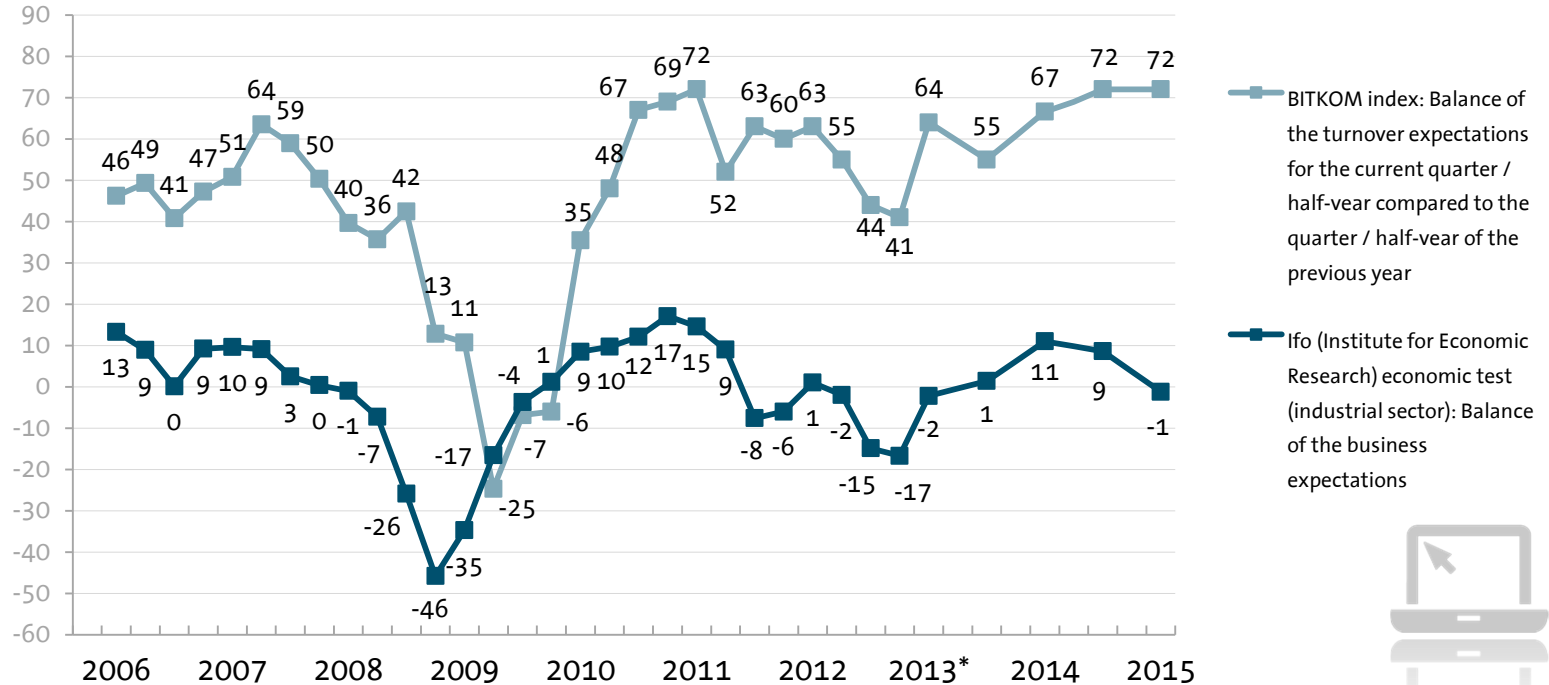
Confidence at the beginning of the year

Expected ICT sales for the first half of 2015 compared to the same period last year



Base: All companies
Source: BITKOM

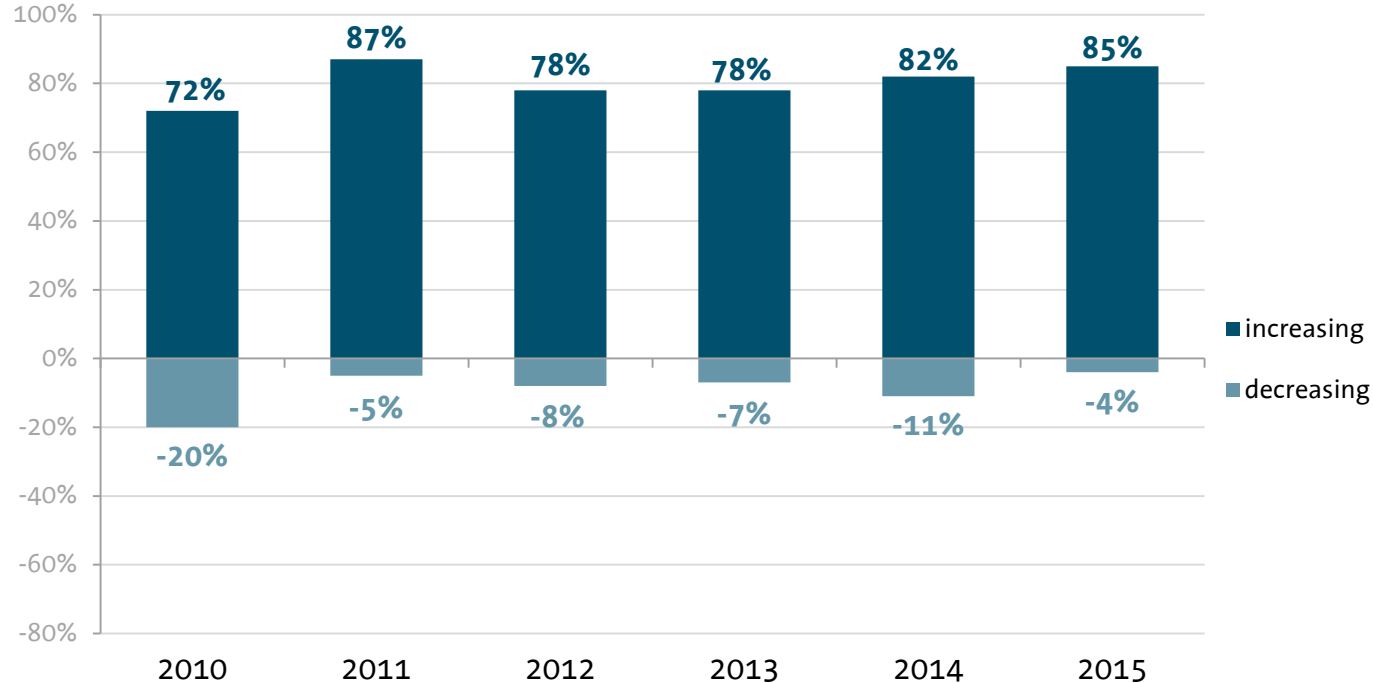
BITKOM index remains on top



Base: All companies,
* Conversion to a semi-annual survey
Source: BITKOM

High expectations for the full year 2015

ICT sales forecast for the full year compared to the respective previous year*

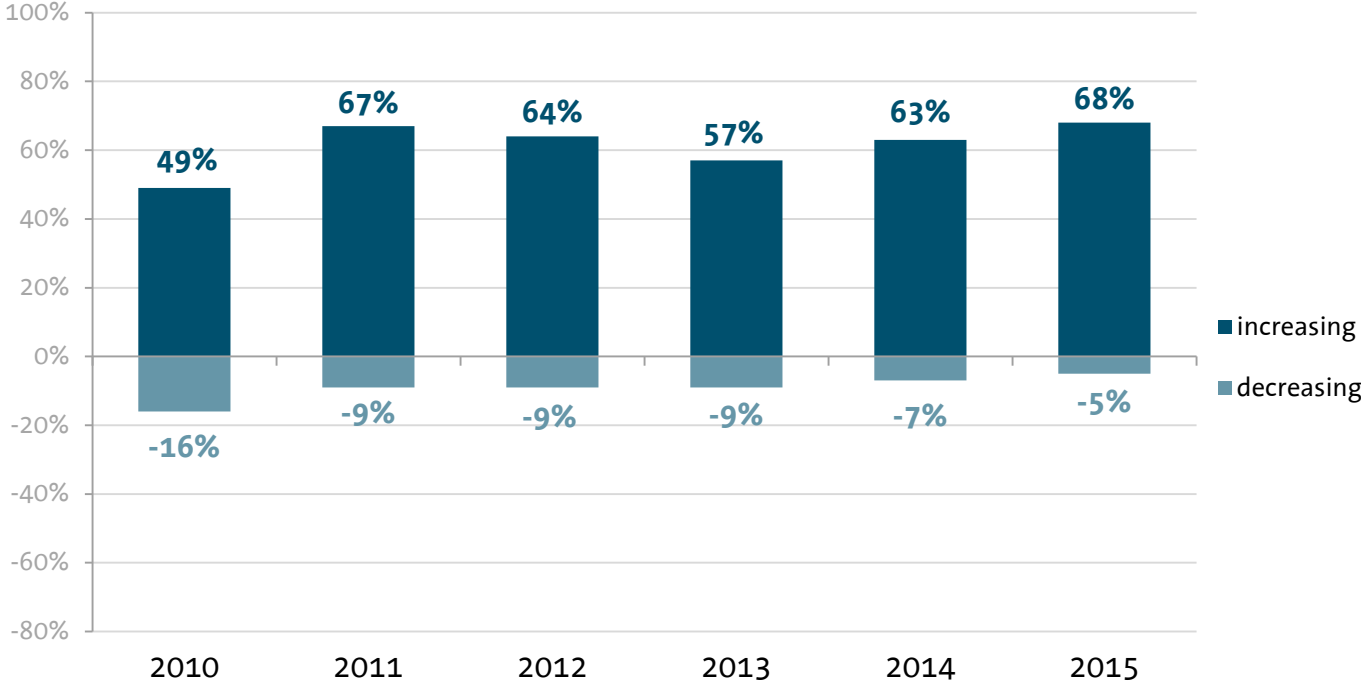


Base: All companies; missing value to 100%: stable sales
*survey in the first quarter / first half of the year
Source: BITKOM



Two thirds of ICT companies want to hire staff

Human resources planning for the current year*

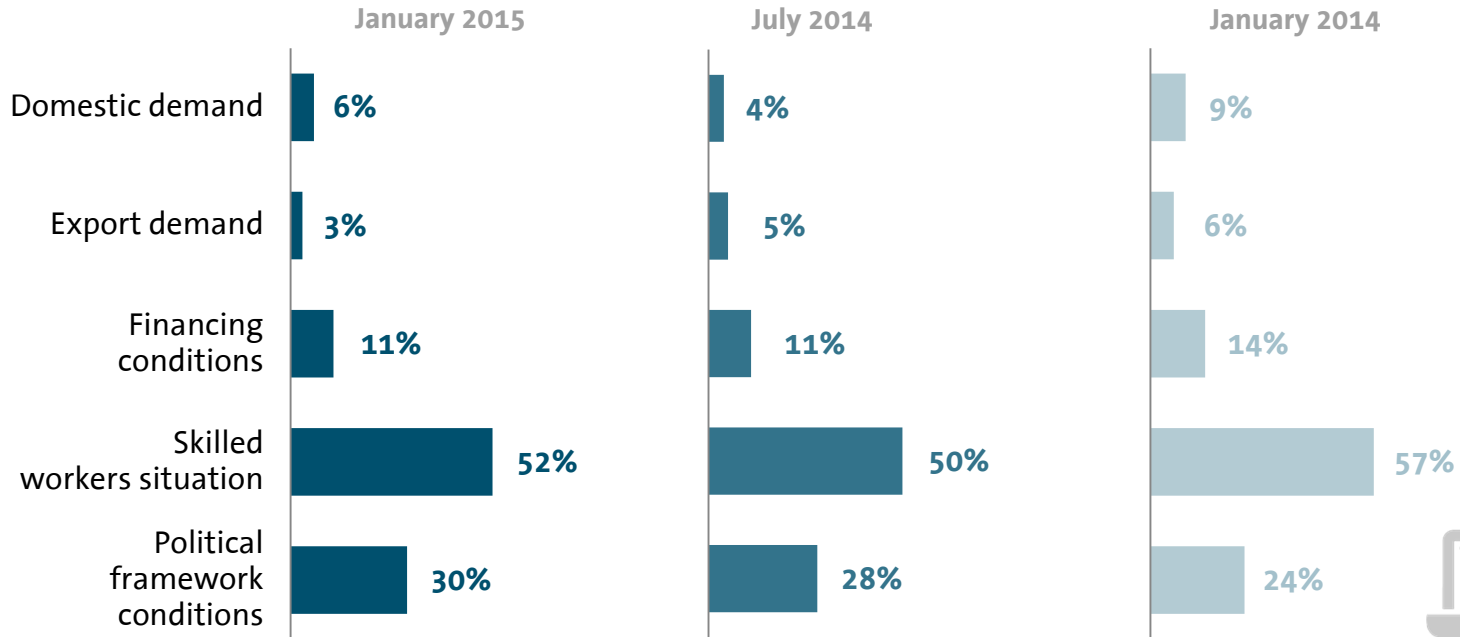


Basis: All companies; missing value to 100%: stable sales
*survey in the first quarter / first half of the year
Source: BITKOM



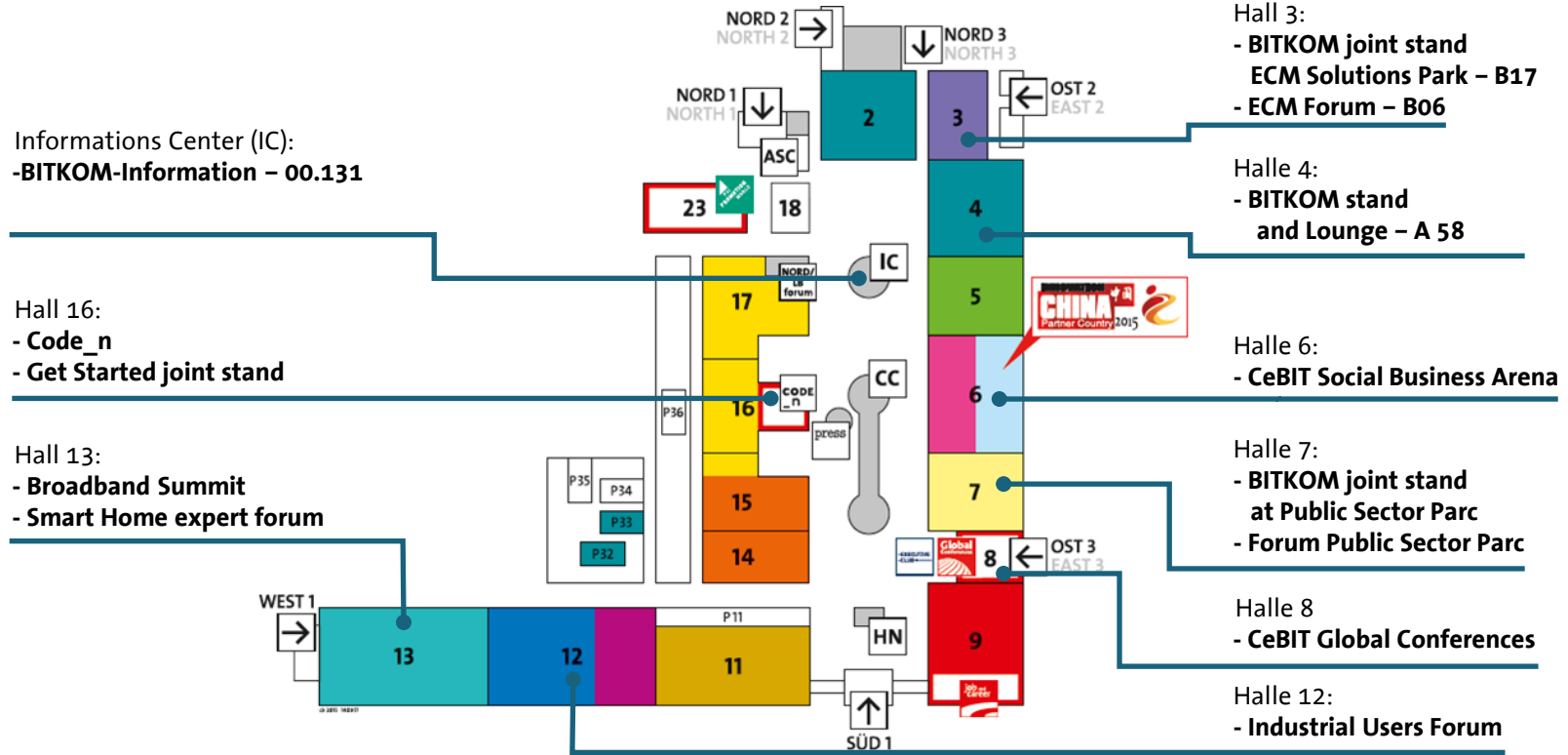
Every second company suffers from shortage of skilled workers

Development of the market obstacles over the course of time



Basis: All companies
Percentages: Sum of the answers „hindering“ and „very hindering“
Source: BITKOM

BITKOM at CeBIT 2015





CeBIT Preview 2015 – Economic situation of the ICT industry

Prof. Dieter Kempf, President of BITKOM

Federal Association for Information Technology, Telecommunications and New Media



Hanover, 28 January 2015