



CeBIT Preview 2014 – Economic situation of the ICT industry

Prof. Dieter Kempf, President of BITKOM

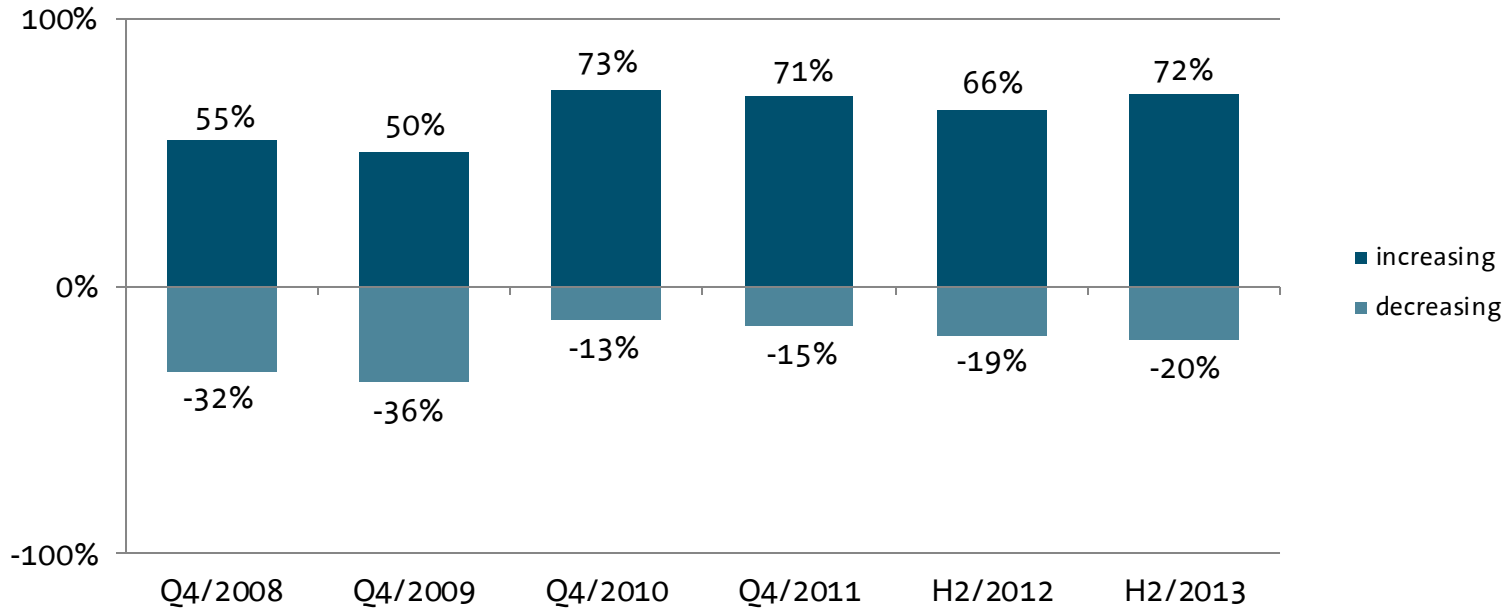
BITKOM - Federal Association for Information Technology, Telecommunications and New Media



Hannover, 28 January 2014

Strong sales growth in the second half of 2013

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

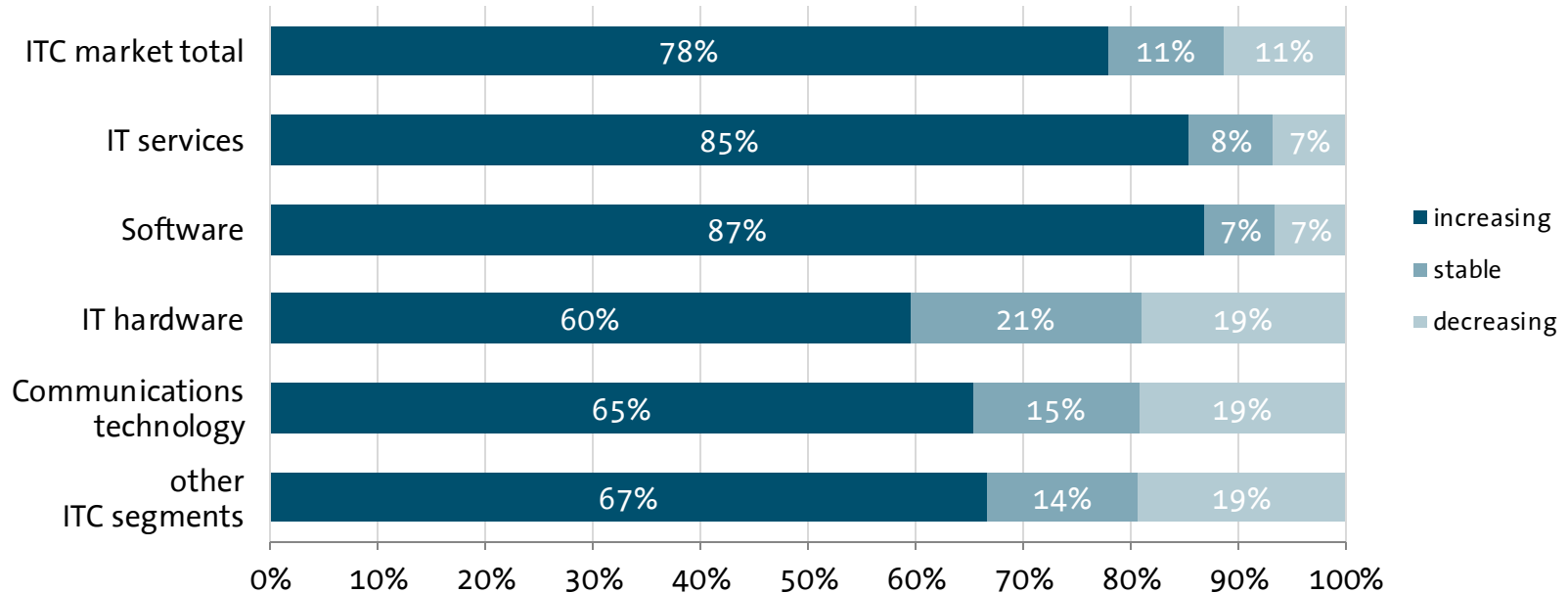


Base: All companies; missing value to 100%: stable sales
*survey in the first quarter / first half of the year

Source: BITKOM

Confidence at the beginning of the year

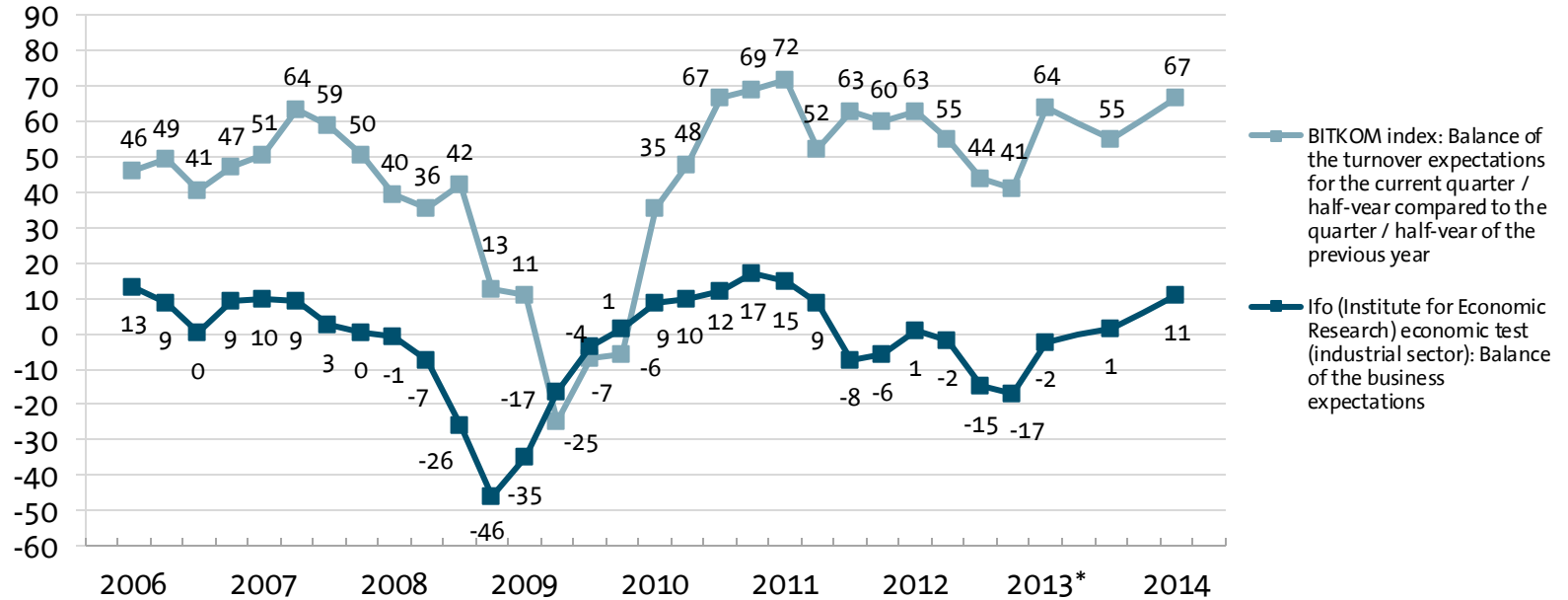
Expected ICT sales for the first half of 2014 compared to the same period last year



Base: All companies

Source: BITKOM

Good sentiment in the high-tech industry

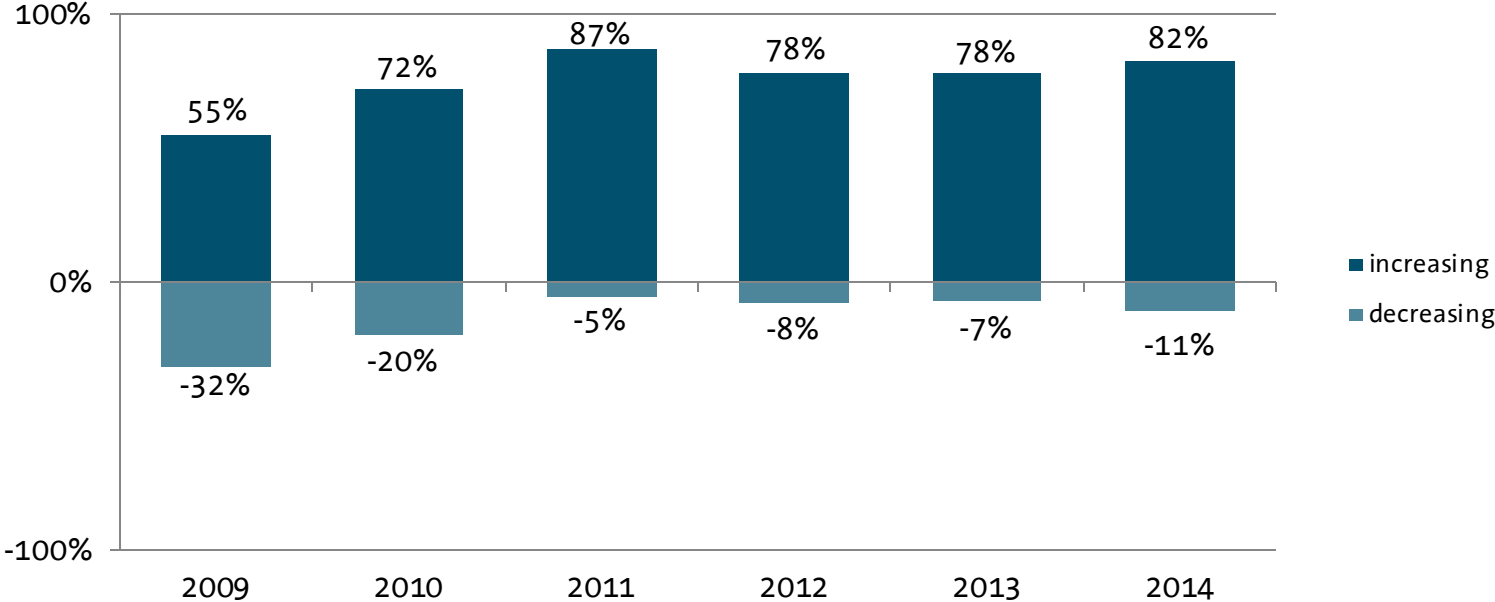


Base: All companies, * Conversion to a semi-annual survey

Source: BITKOM

Optimistic outlook 2014

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

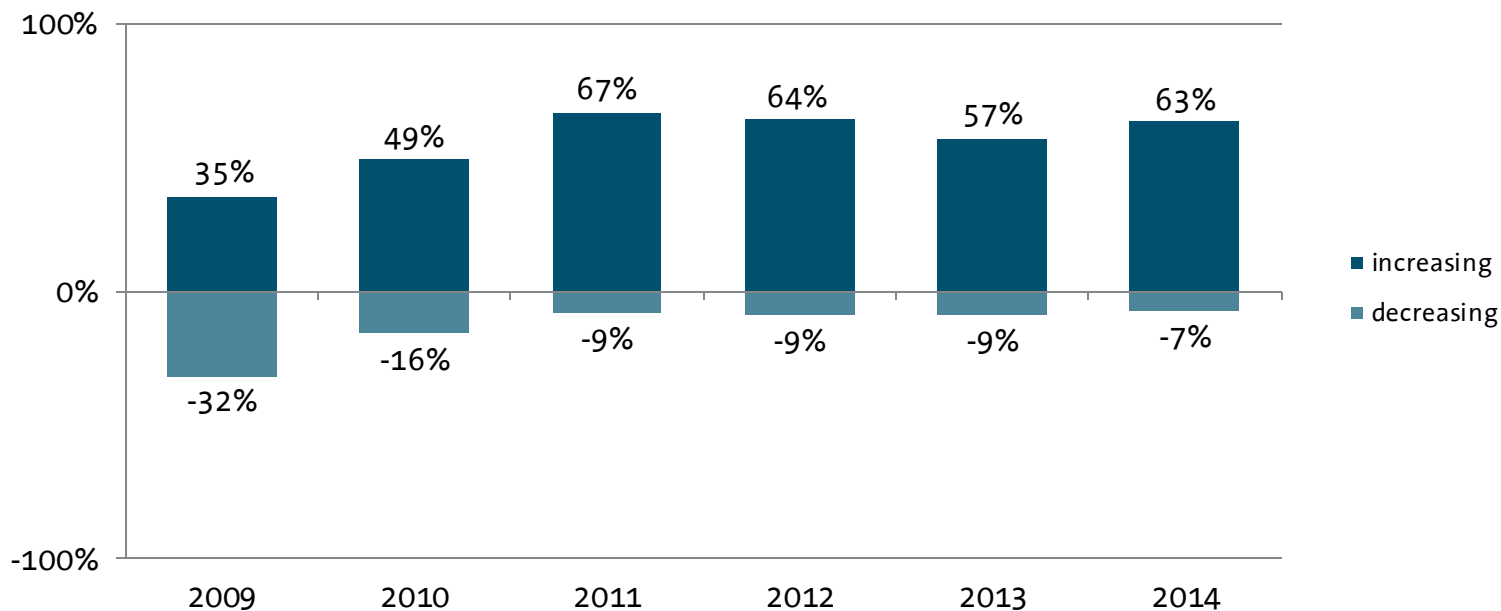


Base: All companies; missing value to 100%: stable sales
*survey in the first quarter / first half of the year

Source: BITKOM

Almost two thirds of ICT companies want to hire staff

Human resources planning for the current year *

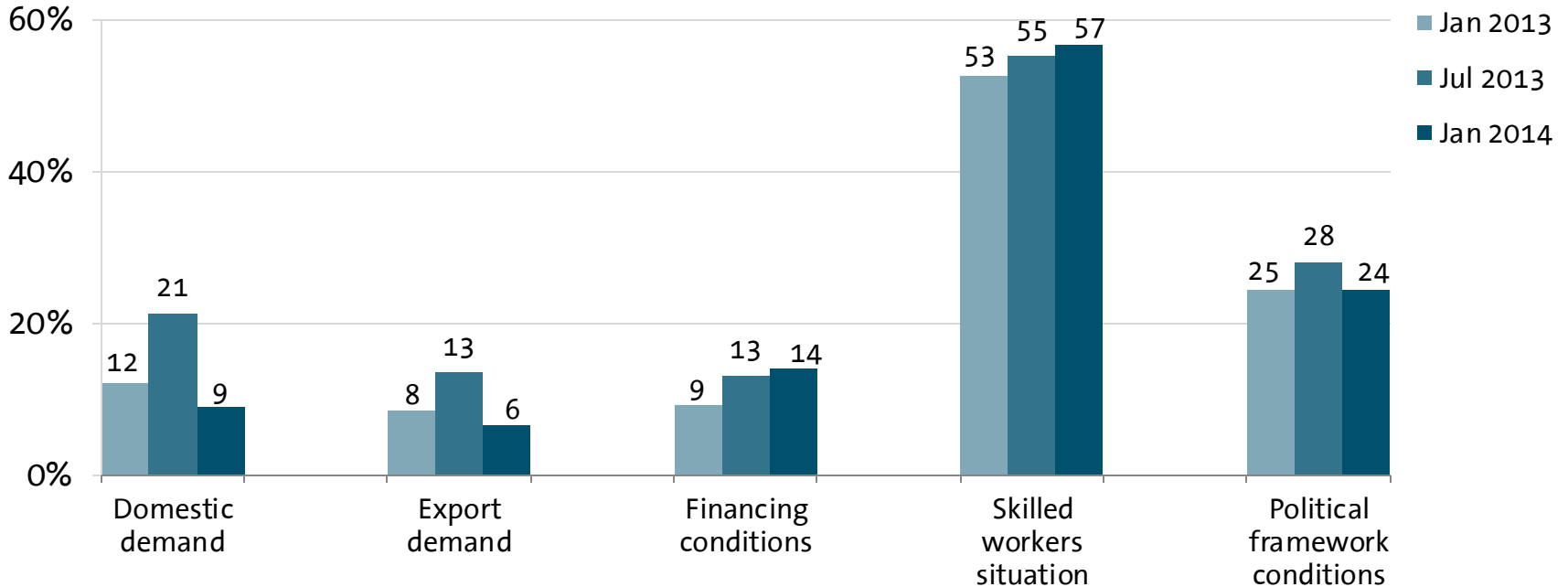


Basis: All companies; missing value to 100%: stable sales
* survey in the first quarter / first half of the year

Source: BITKOM

Shortage of skilled workers remains the biggest challenge

Development of the market obstacles over the course of time



Base: All companies
Percentages: Sum of the answers „hindering“ and „very hindering“

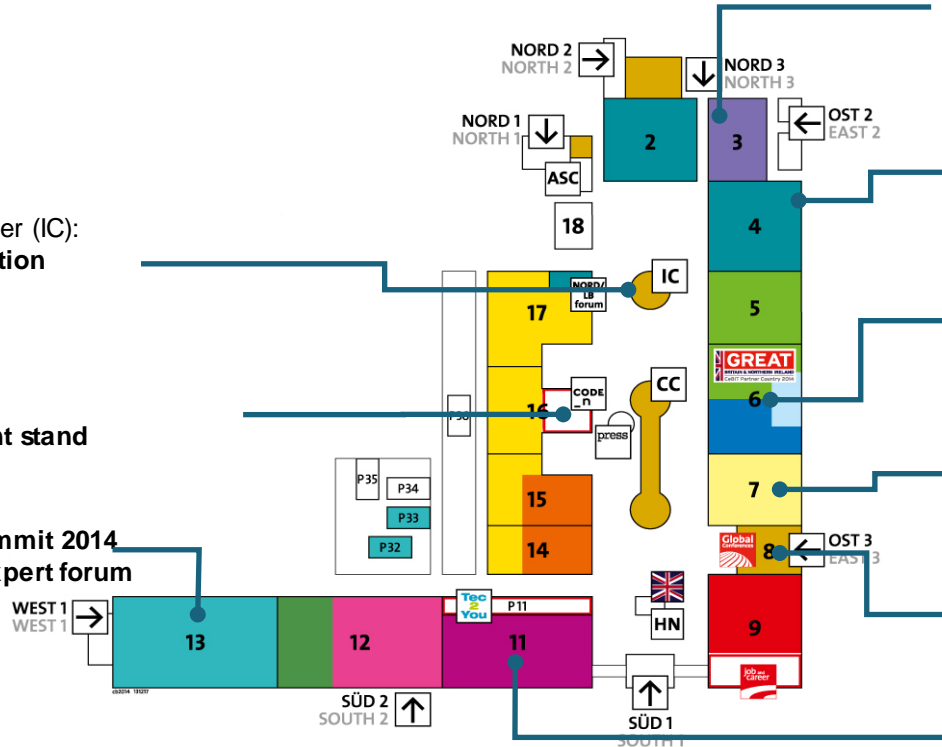
Source: BITKOM

BITKOM at CeBIT 2014

Informations Center (IC):
BITKOM-Information

Halle16:
- Code_n
- Get Started joint stand

Hall 13:
- Broadband Summit 2014
- Smart Home expert forum



Hall 3, B17:
ECM Solutions Park
ECM Forum Halle 3, D05

Hall 4:
BITKOM World and Lounge

Hall 6:
- **Mobile Enterprise Park**
- **Open Source Park**
- **eCommerce Park**
- **CeBIT Social Business Arena**

Hall 7:
Public Sector Parc und Marketplace commune

Hall 8:
- **CeBIT Global Conferences**
- **German-British ICT Summit**
- **CxO Community Days**

Hall 11:
- **Industrial Users Conferences**



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