



Survey Results: The Digital Economy in Germany and Chamber Online-Tools

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Agenda

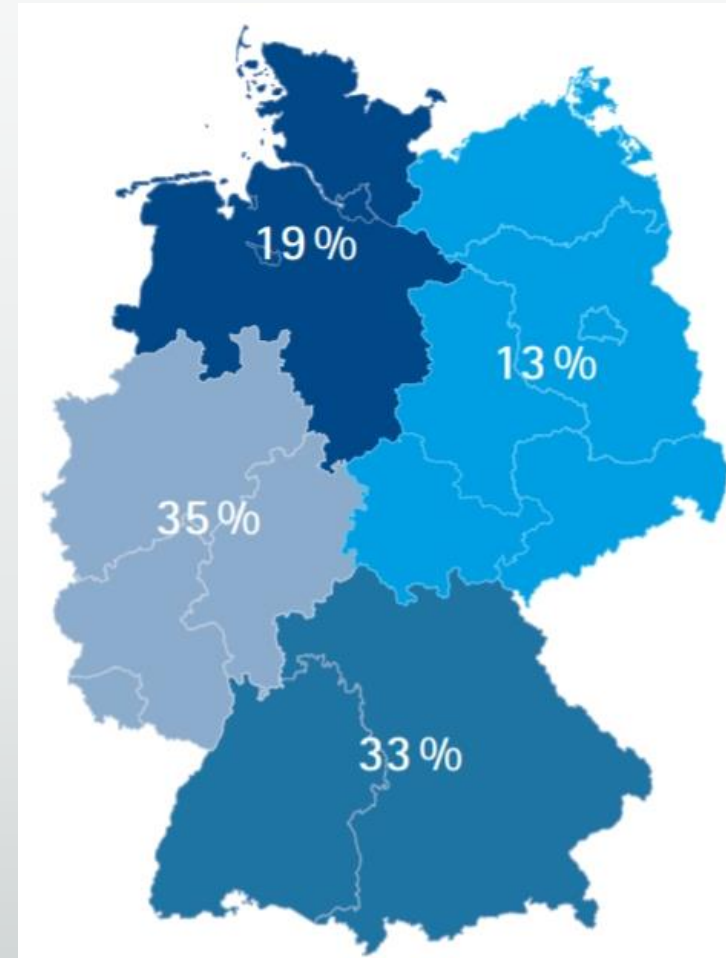
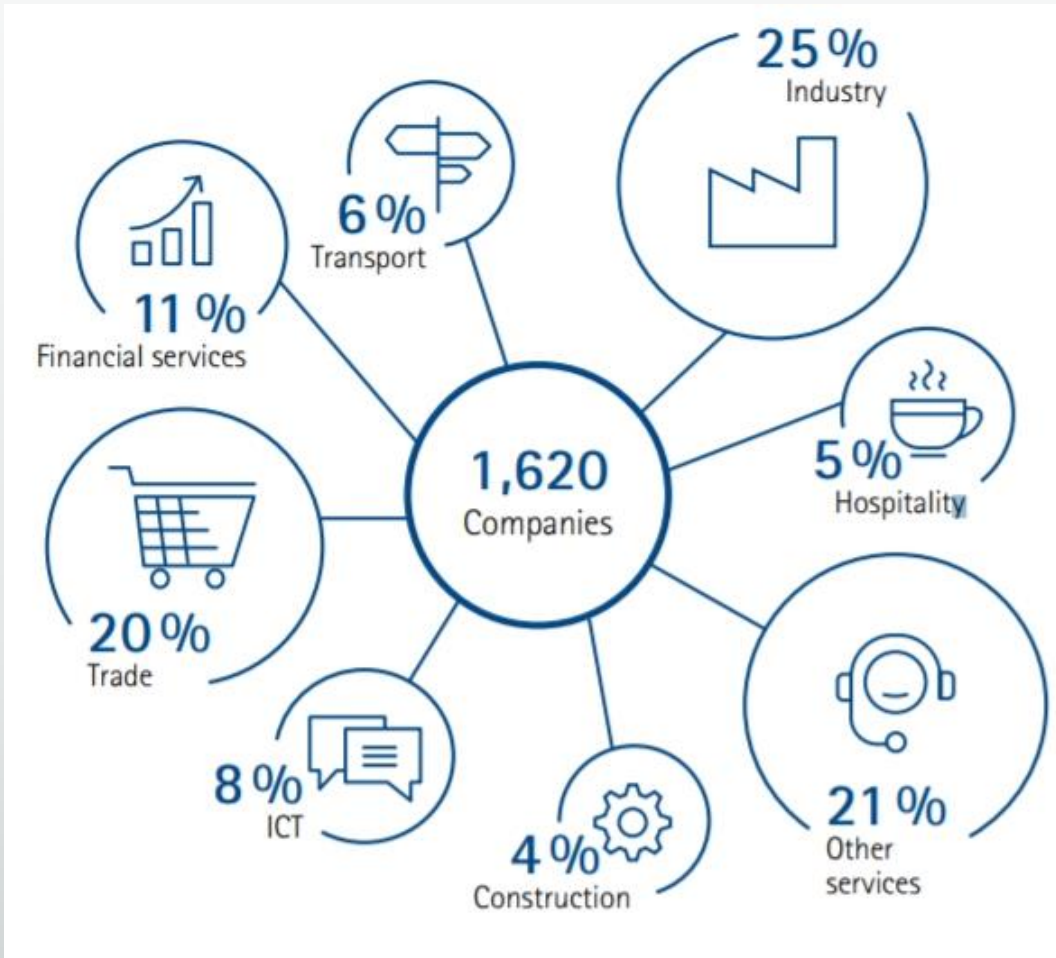
- Digitalization in the German economy
- Online survey of the Association of German Chambers of Commerce and Industry (DIHK)
- Survey overview and Key insights
- Overview Online Tools

The Digital Economy in Germany Survey Results

Survey overview: Digital Economy in Germany

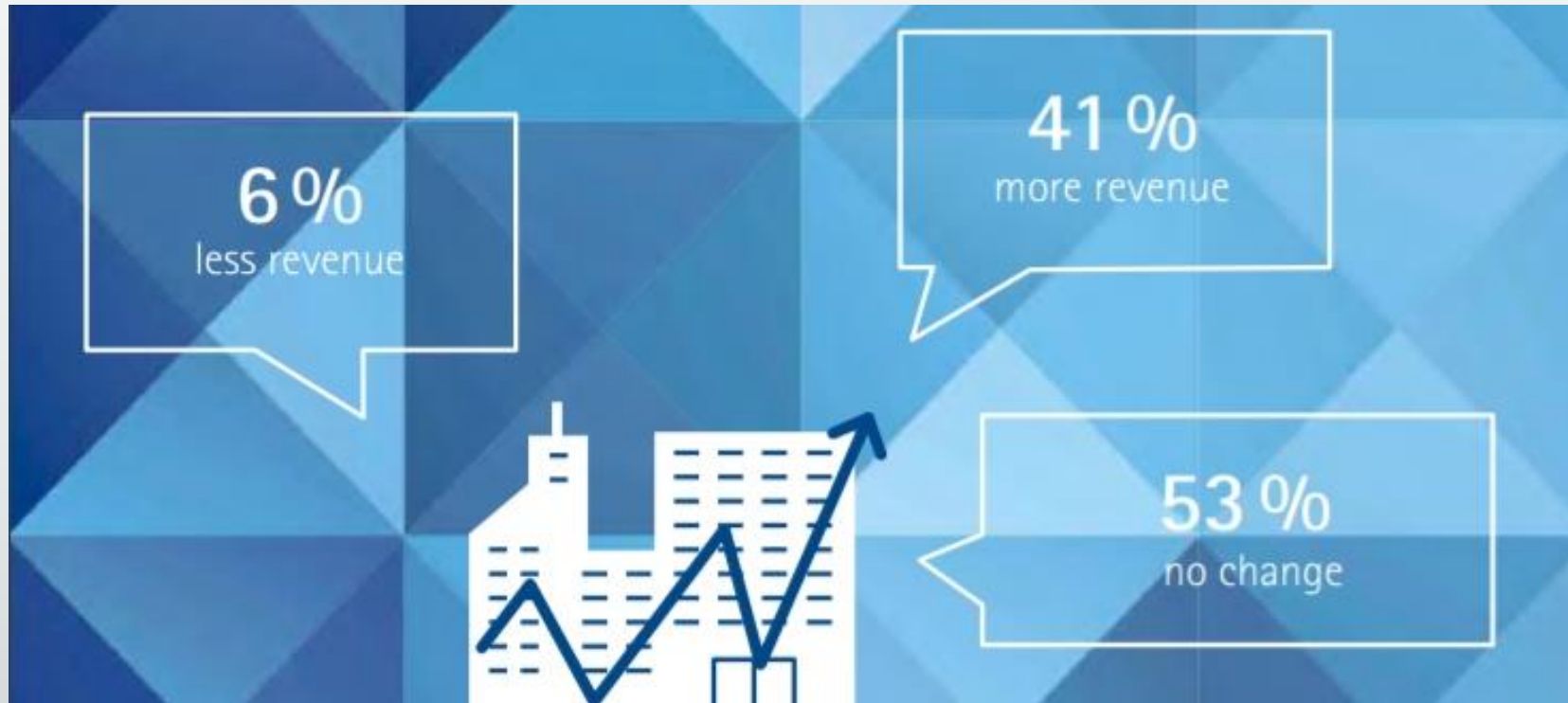
- Online survey regarding the digitalization in the German economy conducted in March 2016
- Second survey after 2015
- More than 1.600 German companies from 8 different economic sectors
- Who conducts?
The Association of German Chambers of Commerce and Industry (DIHK) as the central organization for the German Chambers of Commerce and Industry and the German Chambers Abroad

Survey: Economic sectors and geographical distribution



Survey: Key insights I

Digitalization is becoming an ever larger driver of economic growth



Survey: Key insights II

In the course of digitalization, companies anticipate...



19 %
layoffs



19 %
new hirings



62 %
no change

Survey: Key insights III

Top challenges for companies: Further Education, Investment & Cybersecurity



85 %

of companies
believe further training
is necessary.



83 %

of companies see
a need for more
investment.



72 %

of companies fear
growing security
risks.

Survey: Key insights IV

Integration of Digitalization in Industry Companies and the most significant hurdles



81 % of industrial companies digitally link their processes and products.



66 % of industrial companies analyse their data using big data technologies.



64 % of industrial companies use digital platforms.



A lack of qualified employees is frequently cited as an obstacle to further digital projects.



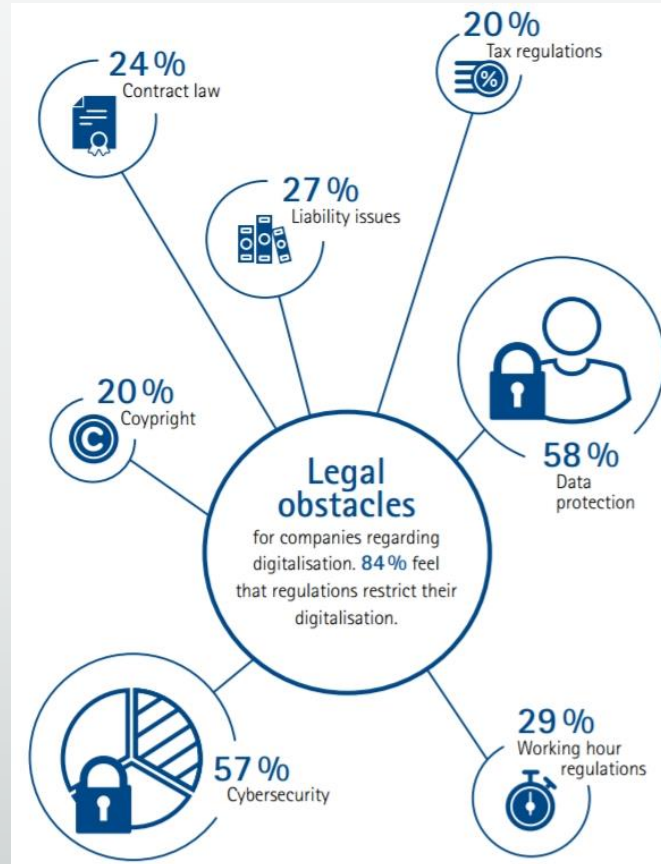
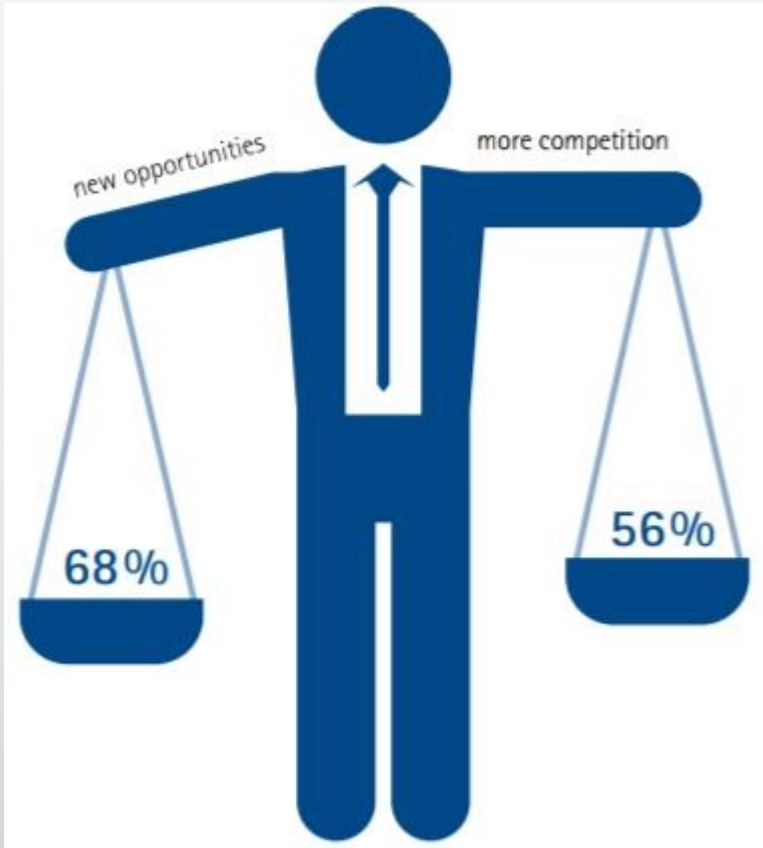
Companies worry a lot about cybersecurity in relation to digitalisation.



Many companies view the need for investment as a large hurdle.

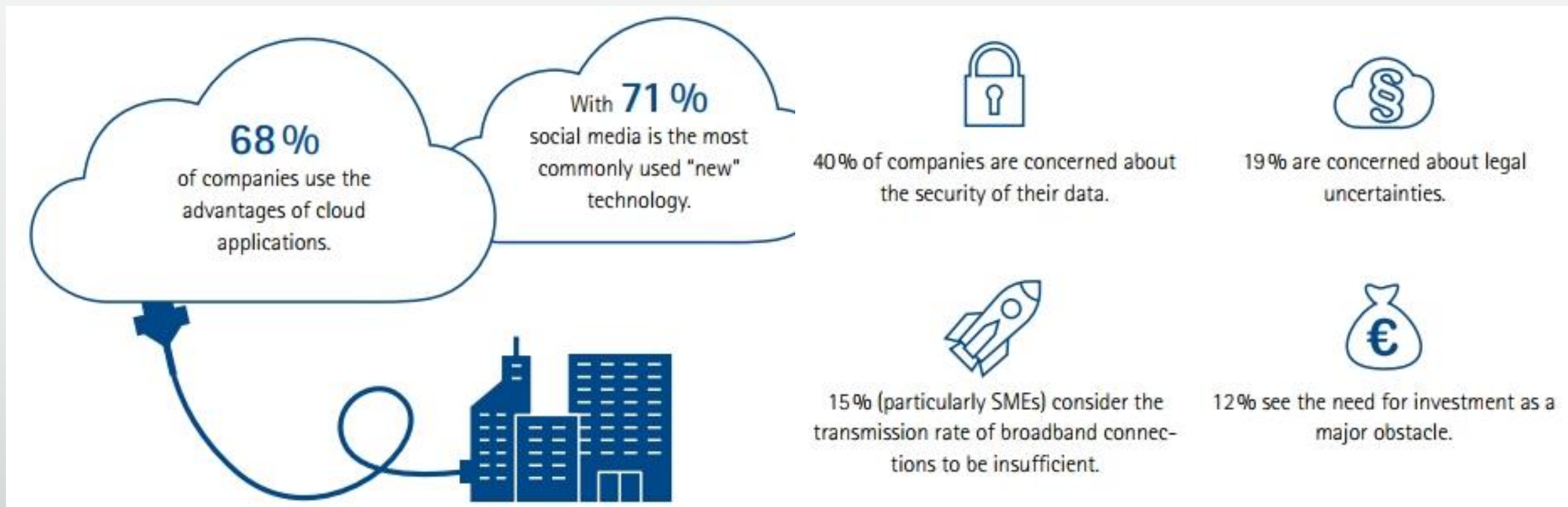
Survey: Key insights V

Opportunities, Competitive Pressure and Legal Obstacles



Survey: Key insights VI

Use of cloud applications and new technologies



Chamber Online-Tools

Overview Online-Tools

- RenewablesB2B.com
- Pro-Greece.com
- Chamb.Net
- German-Fairs
- Online-Advertisement & Recruitment
- E-Fairs and Trade Networking

RenewablesB2B.com

- The platform aims to assist in promoting the Export of Renewable Energies and energy efficiency
- Serves as a source of information aswell as a method of interactive cooperation
- Broad range of specialized information for different markets



User data:	6.800 User
	5.000 Companies
	1.700 Energy Experts
Content:	> 10.000 News articles
	> 760 Market Studies

Pro-Greece.com

- interactive social network for German and Greek companies
- matching of Greek companies' excess capacities with German demand to initiate manufacturing and service agreements.
- enables Greek companies to cover their export needs by initiating trade agreements with German companies



User data: 850 Companies

- 750 Greek companies (Supply)
- 100 German Companies (Demand)

Chamb.Net

- Interactive networking tool for members
- Working Groups
- Management Tool



Further Platforms

- German-Fairs



- Online-Advertisement & Recruitment



- E-Fairs and Trade Networking



Thank you for your attention!

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