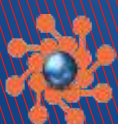


PROJECT REPORT

2021  
2022

IT SECTOR

# BUSINESS OPPORTUNITIES IN HANNOVER GERMANY



CRESCENDO<sup>®</sup>  
WORLDWIDE

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## GERMANY AND INDIA: BILATERAL RELATIONS

- Germany is India's most important trading partner in the EU.
- 6th most important trading partner worldwide.
- Exports from Germany to India amounted to USD 12.1 BN in 2021.
- Imports from Germany to India amounted to USD 8.8 BN in 2021.
- There are around 200 Indian companies operating in Germany



## INDIA-GERMANY TRADE



## HANNOVER QUICK FACTS



Area: 204 Sq.km.



Population: 538,000



Population Density: 2,623 Per.Sq.km



GDP: USD 64.14 BN



237 Major Businesses



44,000 Mini Businesses



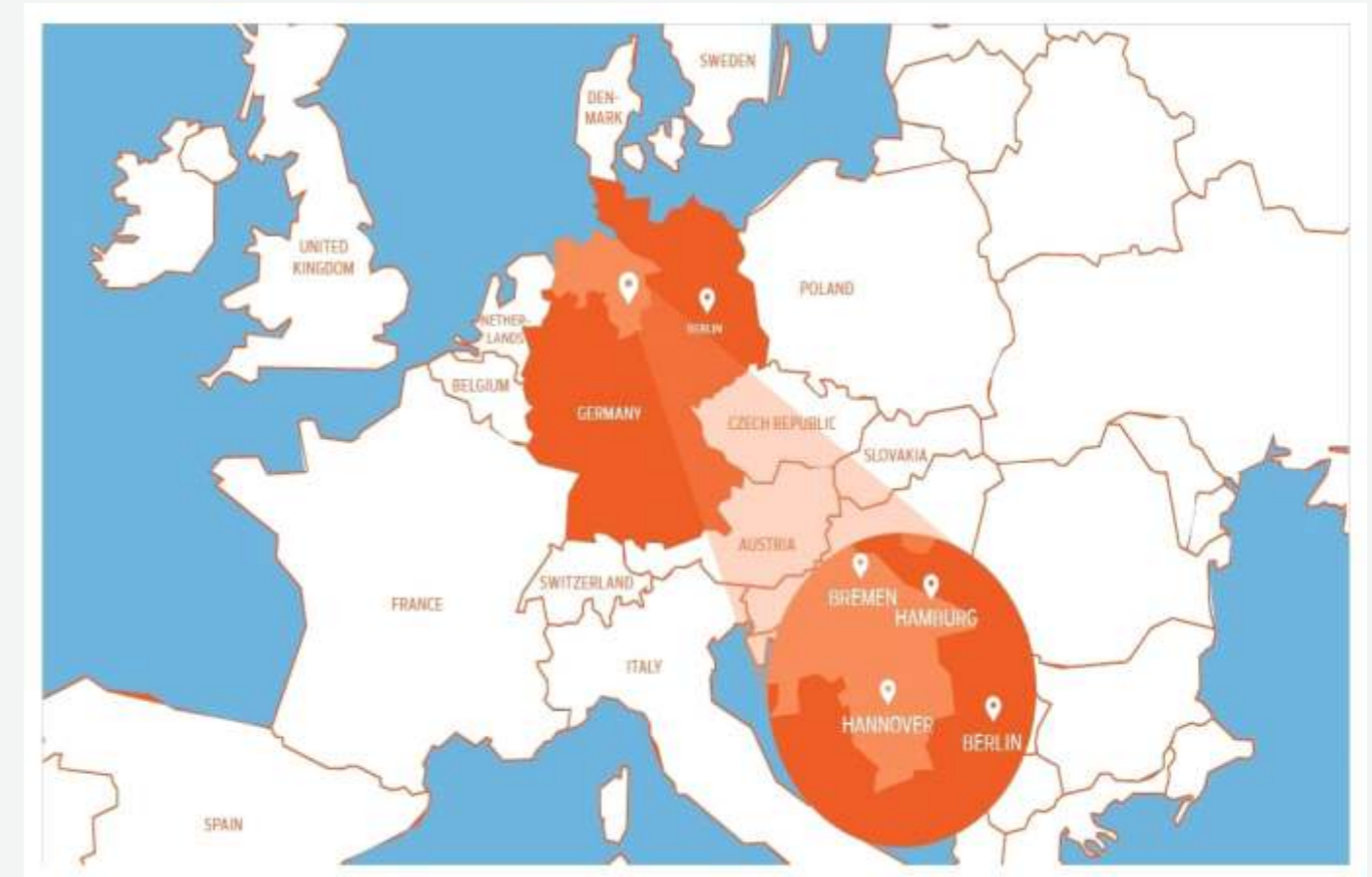
51,000 Businesses are Registered



Lower Saxony - 4th Most Important Exporter Of Germany

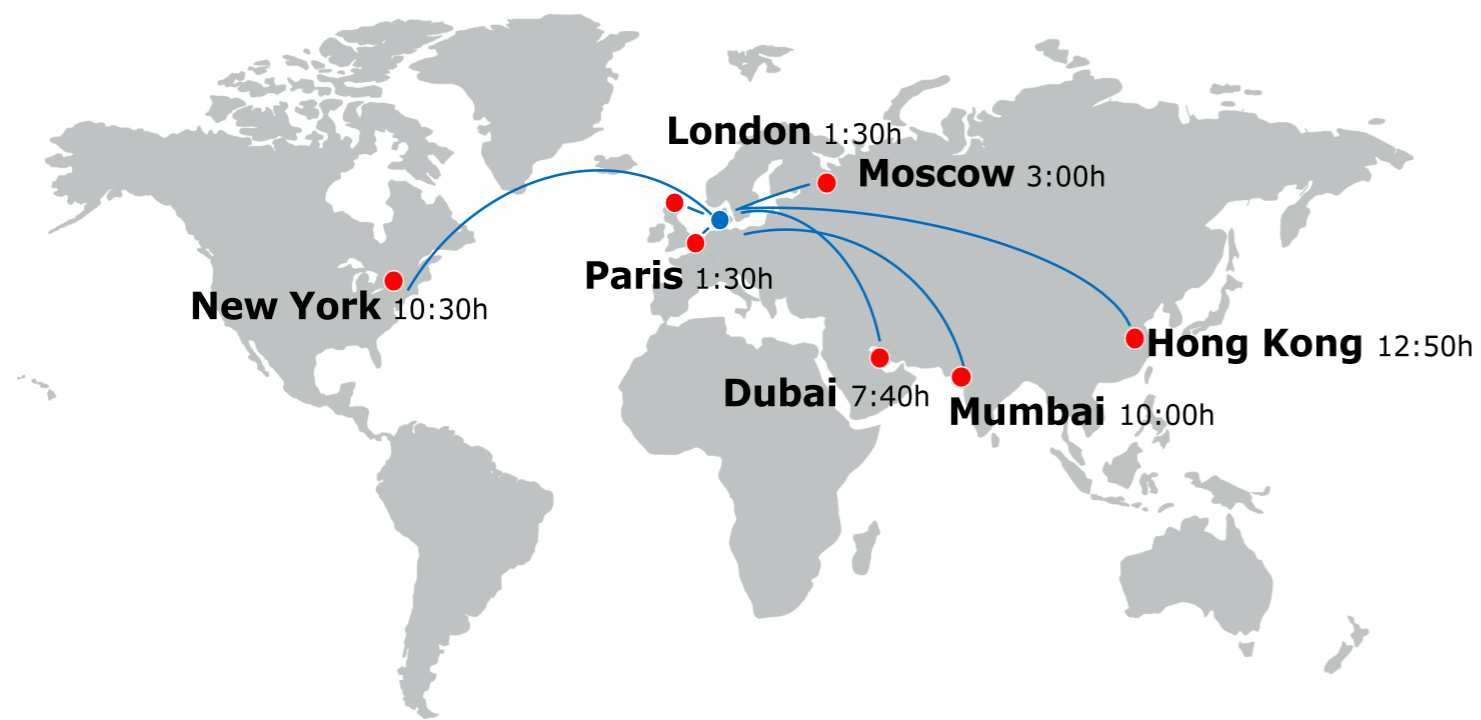


## EXCELLENT GEOGRAPHICAL PLACE



# CONNECTIVITY OF HANNOVER BY DIFFERENT MODE OF TRANSPORT

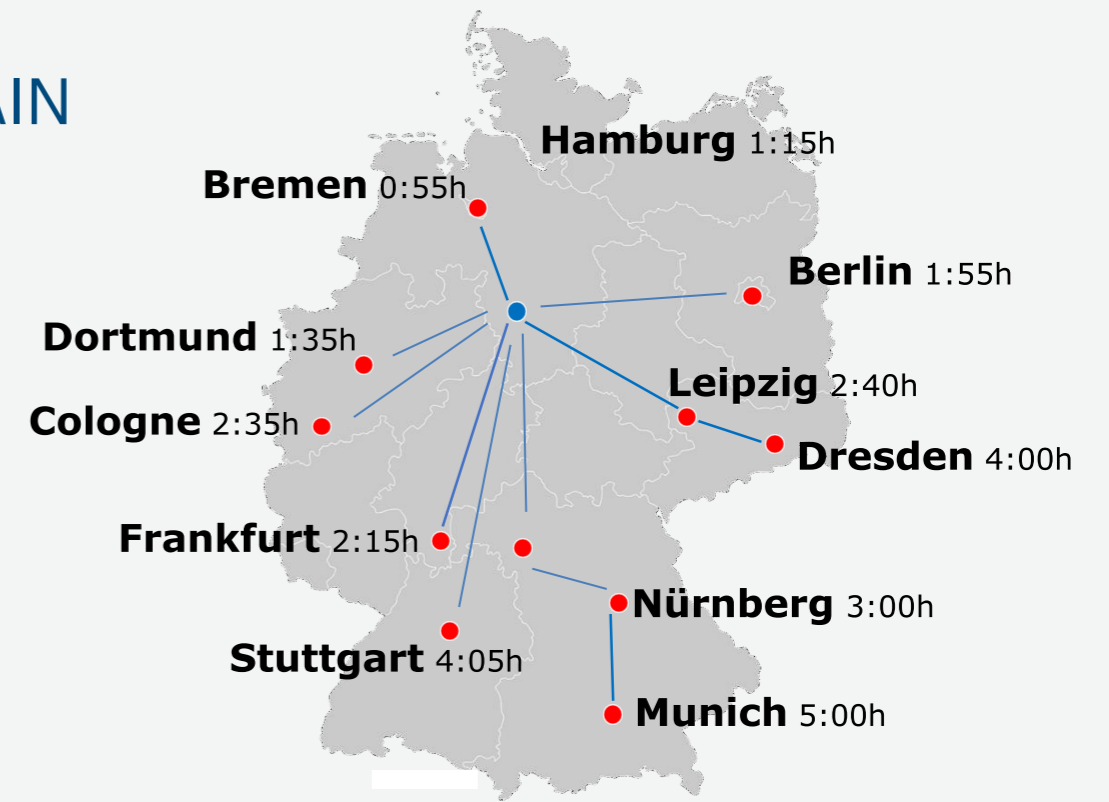
## BY PLANE



## BY SHIP



## BY TRAIN



## BY CAR



## POTENTIAL BUSINESS SECTORS OF HANNOVER



Automotive



Healthcare &amp; Life Sciences



Food and Beverages



Production Engineering



Energy



Information &amp; Communications



Financial Services



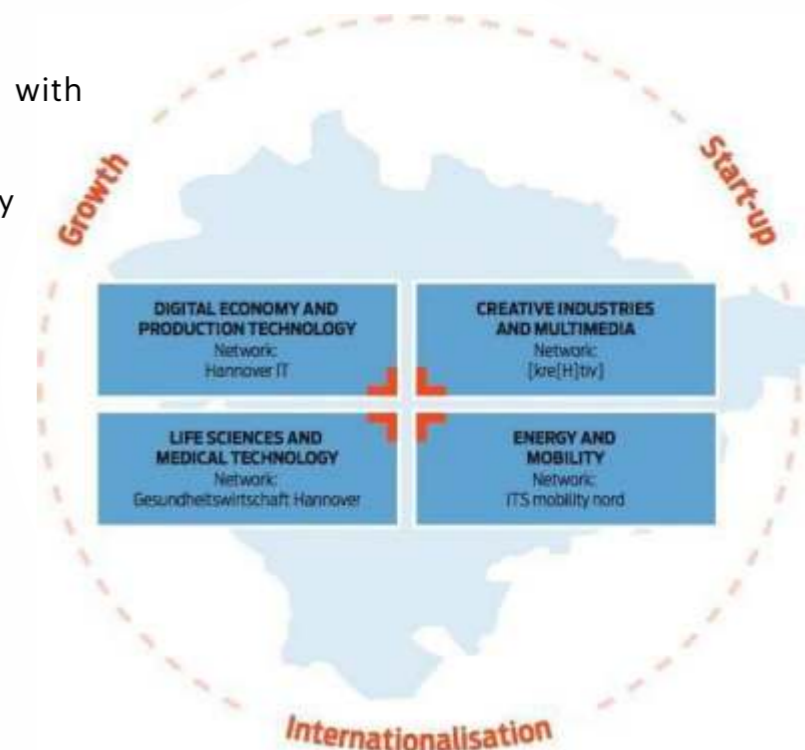
Logistics

## ABOUT - HANNOVER IMPULS



Promoting growth – Attracting business – Strengthening the location An initiative of the capital of Lower Saxony and Hannover Region Team of experts from public administration and industry Promoting a business in the Hannover region:

- Supporting start-ups with successful business ideas
- Strengthening industry growth sustainably
- Supporting companies' internationalization plans
- Strategic management of subsidiaries and funds



## INTERNATIONAL ACTIVITIES UNDERTAKEN BY HANNOVERIMPULS

- Consulting the public administration on topics of internationalisation
- Representing Hannover abroad
- Networking with regional and national business development agencies globally
- Networking in Germany: chambers of commerce, associations, diplomatic corps in Berlin
- Expansion of networks and representatives in
  - Russia: Moscow, Yekaterinburg, St. Petersburg, Nizhny Novgorod
  - Turkey: Marmara region, Eskisehir, Konya, Izmir, Istanbul
  - India: Mumbai, Pune, Bangalore, Chennai, Kolkata
- Coordinating internationalisation networks in Lower Saxony

## HANNOVER IMPULS - SERVICES & BENEFITS

### Product Market Analysis and Placement (our ProMAP Program):

Hannover Impuls work with the company and selected experts to develop a robust strategy for entry into the German market, including product analysis and market survey.

### Relocation Services:

They assist together with their partners throughout all administrative steps and cover the costs.

### Connected to a Strong, Broad Network (Regional and Abroad):

Industry partners, political stakeholders, R&D partners (universities & research institutes), trusted business advisors & partners

### Financial advice (public & private):

For financing your expansion and product development they support and guide their application process for public grants through their in-house funding experts with over 30 years of experience. Furthermore, they can also connect to venture capital and public equity funds.

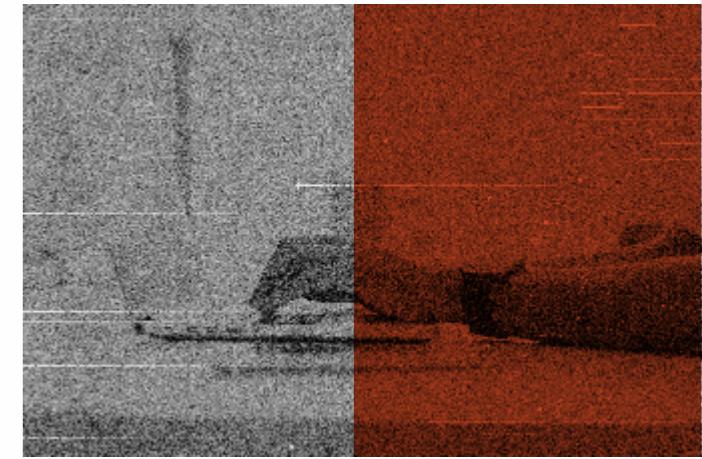
### Sales & Marketing Support:

For offering their products and services they support all engagements with the fair company Deutsche Messe AG (e.g. Hannover Messe, Labvolution) organizationally as well as financially. Within our GeMS program (German Marketing and Sales Solutions), they support marketing and sales activities.

### Human Resources:

Support by searching for personnel for the office

## IT/ICT SECTOR IN GERMANY



Projected market volume of IT Outsourcing is **21.77 BN USD** in 2022.

Revenue is expected to show an annual growth rate (CAGR 2022-2027) of **6.23%**.

Market volume is expected to be **78.66 BN USD** by 2027.

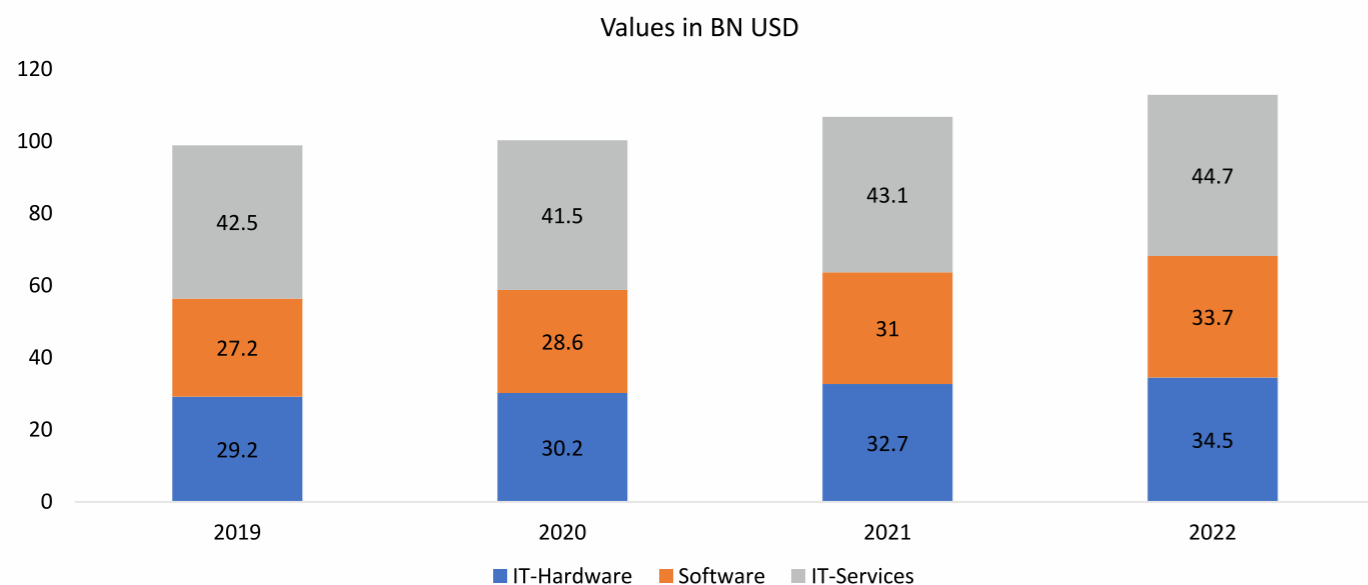
**1.15 MN** Employees are associated with Germany IT Services.

There are around **200 Indian companies** operating in Germany

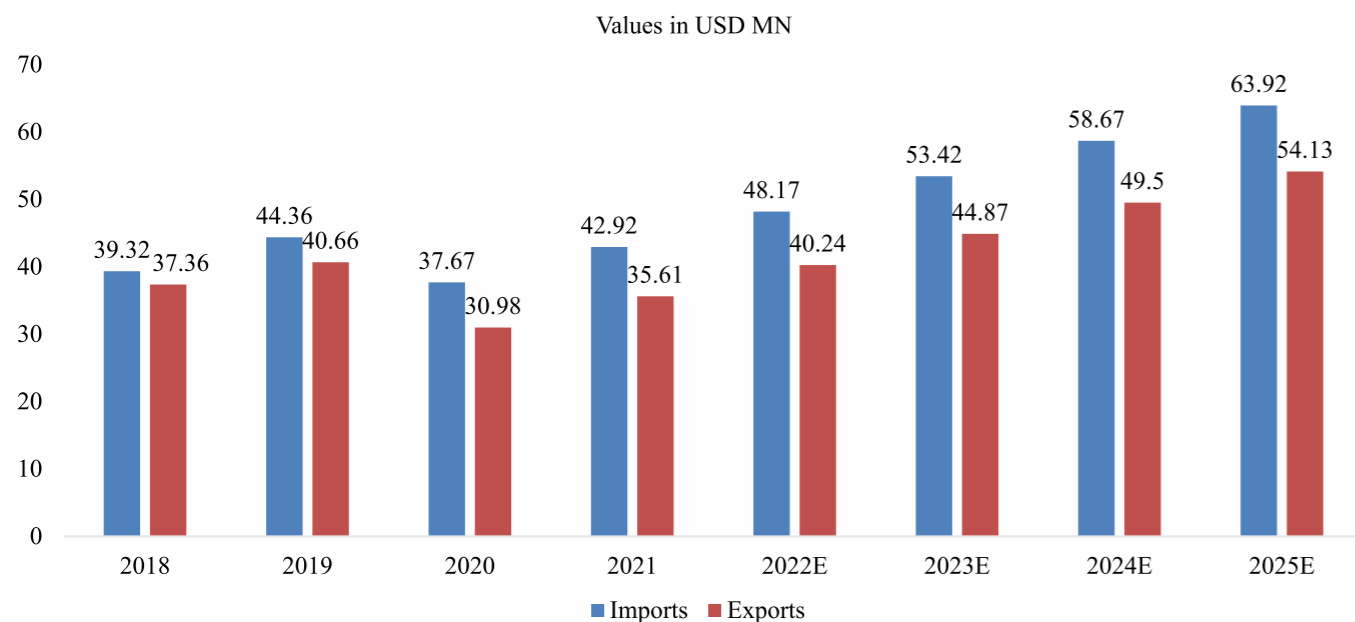
## TOP TRENDS IN GERMAN TECH SECTOR

- INDUSTRY MERGERS AND ACQUISITIONS
- A BOOST TO TECH COMPANIES
- BOOST IN TECH-INVESTMENTS
- GAIA-X – A CLOUD GAME-CHANGER?
- A CATALYST FOR INNOVATION
- GREATER DEMAND FOR TECH TALENT

## REVENUE OF IT SECTOR IN GERMANY



## IMPORT/EXPORT OF IT SECTOR IN GERMANY



## IT/ICT SECTOR IN HANNOVER

- With 24,500 people employed in 1,050 businesses, the ICT sector accounts for 4.3% of the total jobs in the Hannover region.
- Hannover is home to 25 institutes and university facilities related to the ICT sector.
- Employing more than 1,800 people – the ideal place to look for your IT job.
- The Hannover Region alone boasts around 1,200 IT companies with 23,000 employees.

## HANNOVER A STRATEGIC LOCATION FOR THE IT/ICT SECTOR

- In the Hannover region, information and communication technology stands for dynamism, sustainable growth, and significant potential for innovation and jobs.
- Hannover has 25 big-name institutes and research organizations from the scientific platform of one of the largest ICT locations in Germany.
- CeBIT, the worlds leading IT trade fair, makes Hannover the Number 1 global marketplace for digital business.
- Hannover has attractive offices in a central location.
- With 110 businesses in EXPO Park Hannover, the city has a unique IT commercial district.





## MAJOR LOCAL PLAYERS














## MAJOR INTERNATIONAL PLAYERS










## RELATIVE COST BENEFITS OF FORMING A COMPANY IN SAXONY

### Microloans For Business Founders And Young Entrepreneurs (ESF)

- Business founders before they start their business operations as well as young enterprises up to five years after they started their business may apply for a low-interest loan amounting to a maximum of \$ 20,622 directly at Saxony's Development Bank (SAB).
- A mandatory prerequisite for any project is that the borrower of the loan must make a co-payment of at least 20 % of the total costs.

### Business Consultation / Coaching

- The "Business Consultation / Coaching" program is the core component of Saxony's consultation funding for SMEs.
- Counselling services may be provided, Corporate management, particularly regarding an operational, financial, human resource, technical, and organizational issues.

### Innovation Grant

- Innovation Grant is designed to prepare particularly small companies and craft enterprises for cooperation with scientists.
- Innovation Grant innovation grants foster the utilization of external R&D services in conjunction with the development of new or the improvement of existing products

### Guw Start-up And Growth Financing

- Business founders can get help from these types of funding to get loans for investments, production equipment and facilities, as well as liquidity support, which can each be granted up to an amount of 2.57 million dollars per loan.

### GRW Investment Grant – Joint Task "Improving Regional Economic Structures

- Germany's Federal Government and the federal states jointly support projects of commercial enterprises (including tourism) which contribute towards a well-balanced infrastructure.
- The subsidies are designed as incentives for investments into the creation of permanent jobs and the support of innovations – to the benefit of the income of the people in these regions.

### Saxony's Investment Bank For Small And Medium-sized Enterprises – MBG

- The MBG supports the financing of commercial business start-ups of all branches with investments.
- In close cooperation with the appropriate chambers and house banks, it accompanies projects all the way to their implementation and even beyond that phase

## ASSOCIATIONS & CLUSTERS



2000 Members



309 Members



400 Members



1000 Members



20 Members



401 Members



## FOOD & BEVERAGES TRADE FAIRS



25-26 Jan 2023  
Hamburg, Germany



14-16 Mar 2023  
Nuremberg, Germany



23-24 Mar 2023  
Hanover, Germany



17-21 Apr 2023  
Hanover, Germany



10-12 Oct 2023  
Nuremberg, Germany

## BENEFITS OF ATTENDING TRADE FAIRS

- Doing business - boosting sales
- Reach new target groups and cooperation partners
- Showing presence, building trust, retaining customers
- Demonstrating strength
- Gaining market share
- Personal networking as a door opener
- Getting direct feedback on your own products
- Discovering industry trends
- Using trade fairs as communication events
- Motivating employees and winning new ones



# BUSINESS OPPORTUNITIES IN HANNOVER GERMANY



- Crescendo Worldwide GmbH.
- Crescendo Worldwide Pvt. Ltd.
- Crescendo Worldwide FZCO
  
- [info@crescendoworldwide.org](mailto:info@crescendoworldwide.org)  
[www.crescendoworldwide.org](http://www.crescendoworldwide.org)



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