



## Press release

### AFDEL becomes French partner of EITO

- International market research project receives backup
- Cooperation expands between European IT associations

#### Paris/Berlin, 7 April 2011

AFDEL, the French association of software producers, is the latest member of the European Information Technology Observatory (EITO). The international market research project is funded by many of Europe's large IT associations, including INTELLECT (UK), ANITEC (Italy), AMETIC (Spain) and BITKOM, Germany's national association. EITO provides up-to-date market data on global markets in information technology, telecommunications and consumer electronics. AFDEL is joining the steering committee and will oversee the spread of EITO data in France. "EITO is a source of reference in Europe in analysing the digital economy. It was logical that AFDEL should become both a partner and its representative in France. The partnership will be a great boost to knowledge of the industry in France, which is currently suffering from a lack of relevant data," says AFDEL President Patrick Bertrand.

Following publication of the Global Software Leaders study at the beginning of January 2011, the first presentation of rankings of the world's 100 leading software producers and the top 100 in China, India, France, Germany, the UK and the US, AFDEL is continuing its campaign for improved visibility on the market.

AFDEL is the French association of software vendors. With 250 companies as members, AFDEL represents the whole industry, from big firms (45% of Top 100 France revenue) to small and medium-sized enterprises (80% of members). France's software industry is crucial for economic growth but is too often discarded by public policies. AFDEL wants to bridge the gap. It also supports companies in their competition by sharing knowledge and best practices between members.

Since 1993, the European Information Technology Observatory ([www.eito.com](http://www.eito.com)) offers high quality and up-to-date information on European and global markets for information technology, telecommunications and consumer electronics. The EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM, the Federal Association for Information Technology, Telecommunications and New Media in Germany. EITO collaborates with leading

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