

## Press release

### Record turnover with computers in Belgium

- **Ten percent increase in PC sales in 2010**
- **Reasons: lower prices and the need for investments by companies**
- **Overall ICT market expected to reach pre-crisis levels again in 2011**

#### Brussels, 30 November 2010

A record number of computer sales are fuelling the ICT market in Belgium. PC sales have achieved a ten percent increase in 2010, with a 4.6 percent increase to 1 billion euros expected next year. Above all the number of portable computers sold is rising again, with an increase of 20 percent expected in both 2010 and 2011. But an increase in sales volumes and turnover should also be possible with ordinary desktop PCs next year. "After many years of caution, companies in Belgium are starting to invest in information technology again. Sinking average prices are supporting this turnaround. Furthermore, new kinds of devices, such as tablet PCs, are also helping to increase growth", explained EITO Managing Director, Thomas Mosch.

The overall IT sector is benefiting from this growth. Overall sales in information technology are expected to increase by 4 percent in 2011, which equates to a market volume of almost 8.8 billion euros. The telecommunications sector, meanwhile, is expected to increase by 1.3 percent to around 9.1 billion euros. The overall ICT market in Belgium will therefore improve by around 2.6 percent in 2011 to 17.9 billion euros, thereby reaching the pre-crisis levels of 2008. Belgium is therefore following the trend that is being experienced throughout the EU. The market volume in the EU is expected to grow by 1.5 percent in 2011 to 715 billion euros (incl. consumer electronics). The IT sector is expanding significantly here as well with a 3.9 percent increase, while the telecommunications sector expects growth of just 0.8 percent.

Information and communications technologies are experiencing a surge in sales worldwide, thanks in no small part to the BRIC countries (Brazil, Russia, India and China). The ICT market expects growth of 5 percent globally for 2011 (CE not included), with a 7 percent increase in the Brazilian market, more than 8

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percent in Russia, 12 percent in China and an incredible 26 percent in India.

Growth rates that mature EU markets can only dream of.

The European Information Technology Observatory ([www.eito.com](http://www.eito.com)) has been providing high-quality and up-to-date market data on European and international markets in information technology, telecommunications and consumer electronics since 1993. EITO is managed by Bitkom Research GmbH, a wholly owned subsidiary of BITKOM e.V. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Messe München, Red.es, Simo and Telecom Italia. EITO collaborates with leading market research institutes such as PAC, IDATE, IDC and GfK. EITO Task Force research activities are supported by the European Commission and the OECD.