

Press release

High-tech markets of the BRIC countries are increasing in importance

- **BRIC ICT markets will grow by ten percent in 2011**
- **Boom in India's software market**
- **China is the third largest market in the world, with a market share of more than eight percent**

Berlin, August 19, 2011

It is still the up-and-coming industrial nations in Asia, Eastern Europe and South America that are driving the international high-tech markets. Revenue with information and telecommunication technology (ICT) will continue to rise significantly in these countries in 2011. This has been reported by the European Information Technology Observatory (EITO) on the basis of the latest BRIC reports. If the four so-called BRIC countries (Brazil, Russia, India and China) are added together, their ICT markets will grow by approximately ten percent in 2011 to around 410 billion euros, according to an EITO forecast. This means the BRIC countries will make a significant contribution towards the sustained growth in the high-tech sector, which will probably amount to around four percent in 2011. "The emerging economies will once again help the global high-tech markets achieve high levels of growth", according to EITO Chairman Bruno Lamborghini. "And the importance of these markets for high-tech companies from traditional industrialised nations is continuing to grow". The most important sub-segment of the high-tech market in the BRIC countries is the telecommunications sector, which makes up around 74 percent of the overall market, in contrast to information technology with just 26 percent of the overall revenue.

The strongest rate of growth in 2011 will be recorded by India, with an increase of 17 percent to 65 billion euros. Next year, according to the EITO, revenue could even grow by as much as 14 percent. The ICT sector in India is being driven primarily by the software market, which is expected to achieve growth of 17 percent. And the EITO thinks the boom will continue in 2012. The market

European Information
Technology Observatory -
a project of
Bitkom Research GmbH

Albrechtstraße 10 A
10117 Berlin-Mitte
Germany
Tel. +49.30.944002-60
Fax +49.30.944002-45
www.eito.com
www.bitkom-research.de

Contact

Marcel Bertsch
EITO Press Spokesman
Tel. +49.30.27576-114
Fax +49.30.27576-400
m.bertsch@eito.com

Dr. Axel Pols
Chairman EITO Task Force
Tel. +49.30.27576-120
Fax +49.30.27576-400
a.pols@eito.com

Press release

High-tech markets of the BRIC countries are increasing in importance

page 2

will grow once again by around 20 percent. “India is driving growth in the high-tech sector and has become an important strategic partner for Europe’s software sector“, according to Lamborghini.

The largest individual market of the BRIC countries is still China with a volume of 204.5 billion euros in 2011. The growth of the Chinese ICT market will amount to around ten percent in 2011 and 2012 according to an EITO forecast. Significant growth will be achieved above all by the Chinese IT sector in 2011, with a plus of eleven percent, whereas revenues from telecommunication technologies and services will only grow by around nine percent.

Brazil has developed into a firmly established economy over the years. In 2011, the ICT market in Brazil is expected to grow by six percent to around 87 billion euros. This growth will remain stable at six percent in 2012. In Russia, revenue is set to increase to just under ten percent in 2011 according to the EITO. The market volume is around 53.3 billion euros, and this figure is expected to grow once again in 2012 by more than nine percent.

Since 1993, the European Information Technology Observatory (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 market research institutes including IDATE, IDC and GfK, and research activities of the EITO Task Force are supported by the European Commission and the OECD. EITO is sponsored by CeBIT, Deutsche Telekom, KPMG, Messe München, Red.es and Telecom Italia.