



## Invitation for Delegation Trip to Germany

21 + 22 January 2019

### About Conference and Delegation program

Germany ranks 11th in the DESI report 2017. It is a leader in spectrum assignment. Germans are above average users of the Internet and their digital skills are progressing well. German citizens and companies are actively approaching the opportunities of eCommerce. German Internet users read news online (72%), listen to music, watch videos and play games online (78%), watch films (23%) and make Video Calls over the Internet (31%). They use social networks (56%) and use online banking (59%). With 82% of Germans using the Internet for online shopping, the country ranks third amongst the EU28. However, Germans are reluctant to subscribe to fast broadband. Moreover, with only 19% eGovernment users, the greatest challenge is to improve the online interaction between public authorities and citizens. Therefore, many institutions and companies are eager to learn from Baltic experiences and are also keen on finding partners on fields such as eGovernment, Cyber Security and others. Furthermore, urbanization, logistic and environmental needs force the country to invest largely into smart technologies, especially into smart city and energy solutions.

The first „German Baltic Digital Summit“ on 21 January 2019 in Düsseldorf is centered on these main fields of Business Interest and focuses on practical approaches, best practices and – most importantly – on direct networking and matchmaking talks. Headed by the respective ministers of economics of each country, three Baltic delegations will take place in this high profile event and present their skills and experiences in panels and deep dive sessions with German companies. AHK organizes individual meetings with potential German business partners alongside the conference. The second day of the trip offers visits to leading German companies and best practices such as the German Aerospace Centre.

### Target Group

The Conference and the delegation trip are intended for participants active in fields like ICT solutions, software, eGovernment, Cyber Security, Smart City/Smart Grids, Logistics solutions, Industry 4.0/IoT, and others who are looking for business opportunities in Germany. Both, Conference and matchmaking talks, provide opportunities to get direct access to potential German business partners and market entry. Furthermore, companies can present themselves as partners for German purchasers and for outsourcing duties. The German audience will consist of companies and representatives ranging from industrial backgrounds to IT service developers and suppliers, multipliers and public authorities.

**Deadline for subscription is 23 November 2018.**