



CBI  
Ministry of Foreign Affairs

## The European Union

... and the ITO market...

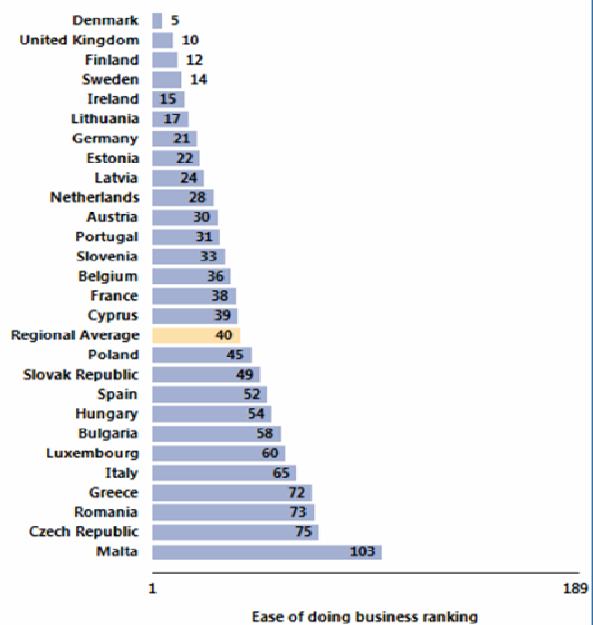


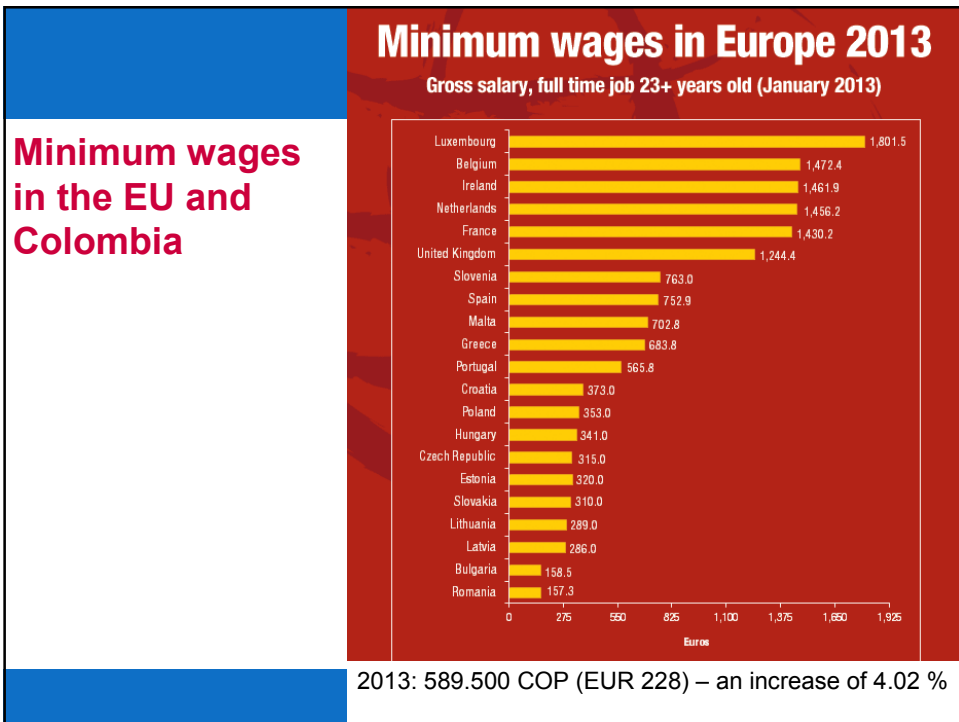
**What** do we know about  
the EU?



# What do we know about the EU ITO market?

Figure 1.2 How economies in European Union (EU) rank on the ease of doing business





## Diversity



- Culture
- Languages
- Religions
- Currencies
- Laws

Single market but not a single country!

## Cultural differences



## Principles



- Within the EU, free movement of;

- Goods
- People
- Capital
- Services

- Applicable law

- Regulations

As soon as they are passed, they have binding legal force throughout every Member State, on a par with national laws.

- Directives

EU directives lay down certain end results that must be achieved in every Member State. National authorities have to adapt their laws to meet these goals, but are free to decide how to do so. Directives may concern one or more Member States, or all of them. Each directive specifies the date by which the national laws must be adapted - giving national authorities the room for manoeuvre within the deadlines necessary to take account of differing national situations.



## 28 Member states

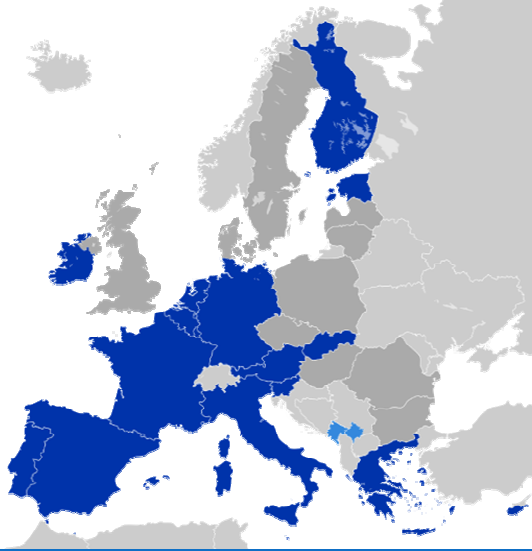


- **1952**
  - Belgium, France, Germany, Italy, Luxembourg, Netherlands,
- **1973**
  - Denmark, Ireland, United Kingdom
- **1981**
  - Greece
- **1986**
  - Portugal, Spain
- **1995**
  - Austria, Finland, Sweden
- **2004**
  - Cyprus, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Slovakia, Slovenia
- **2007**
  - Bulgaria, Romania
- **2013**
  - Croatia

## The Euro



This map is ...



- 1) Andorra
- 2) Austria
- 3) Belgium
- 4) Cyprus
- 5) Estonia
- 6) Finland
- 7) France
- 8) Germany
- 9) Greece
- 10) Ireland
- 11) Italy
- 12) Kosovo
- 13) Luxembourg
- 14) Malta
- 15) Monaco
- 16) Montenegro
- 17) Netherlands
- 18) Portugal
- 19) San Marino
- 20) Slovakia
- 21) Slovenia
- 22) Spain
- 23) Vatican City

## Schengen



This map is ...

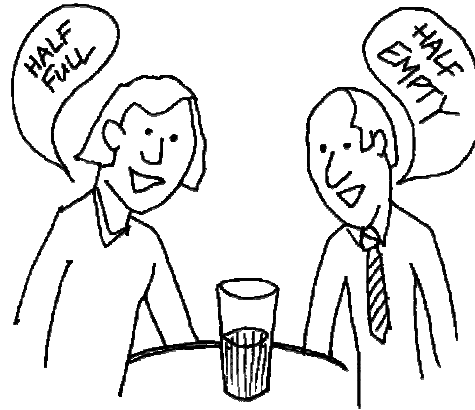


## Perceptions



### IN ONE WORD

1. How do you characterise IT businesses in the EU
2. What do they think about IT companies here?
3. What do IT buyers know about your country?



## Summary

- **Single market – many countries**
- **Diversity**
- **Easy access**
- **For IT outsourcing success:**
  - You can not take the EU as a whole to define your market
  - Know the countries of your focus
  - Adapt your market approach accordingly

