

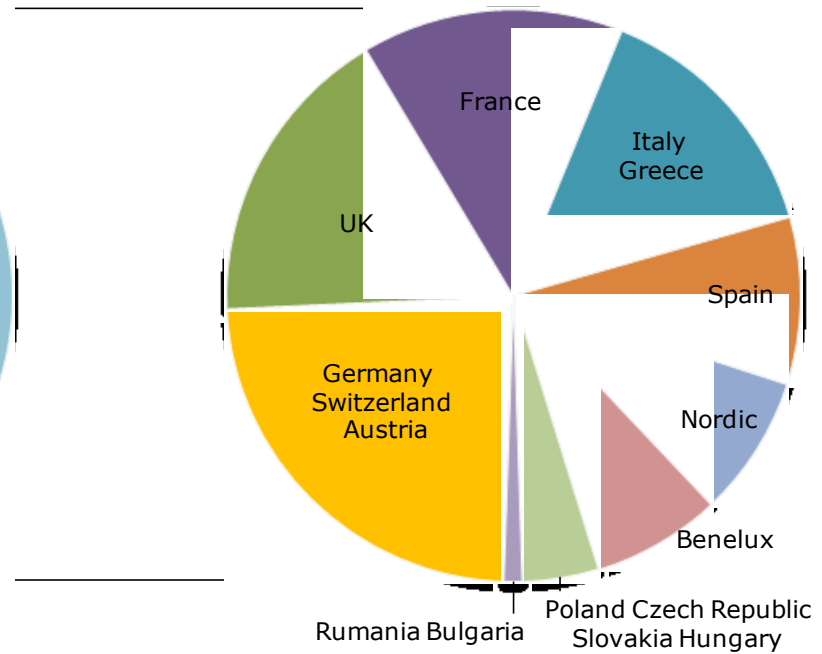
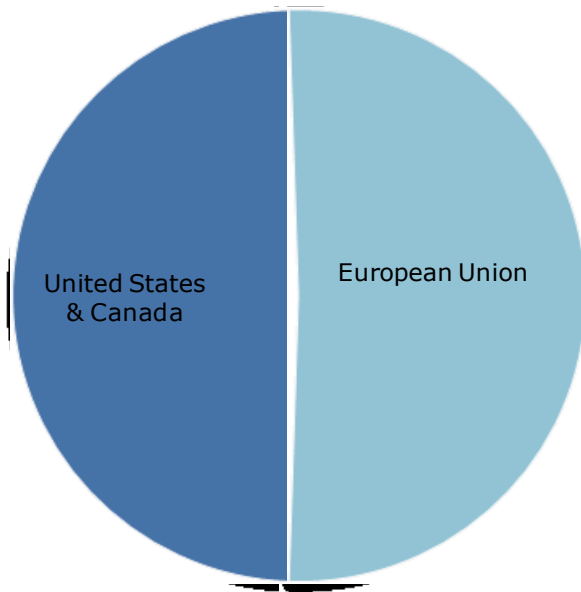
## *your partner in Europe*

We support your market entry from your interest until your business is established.



Presentation August 8, 2007 W. Ursin

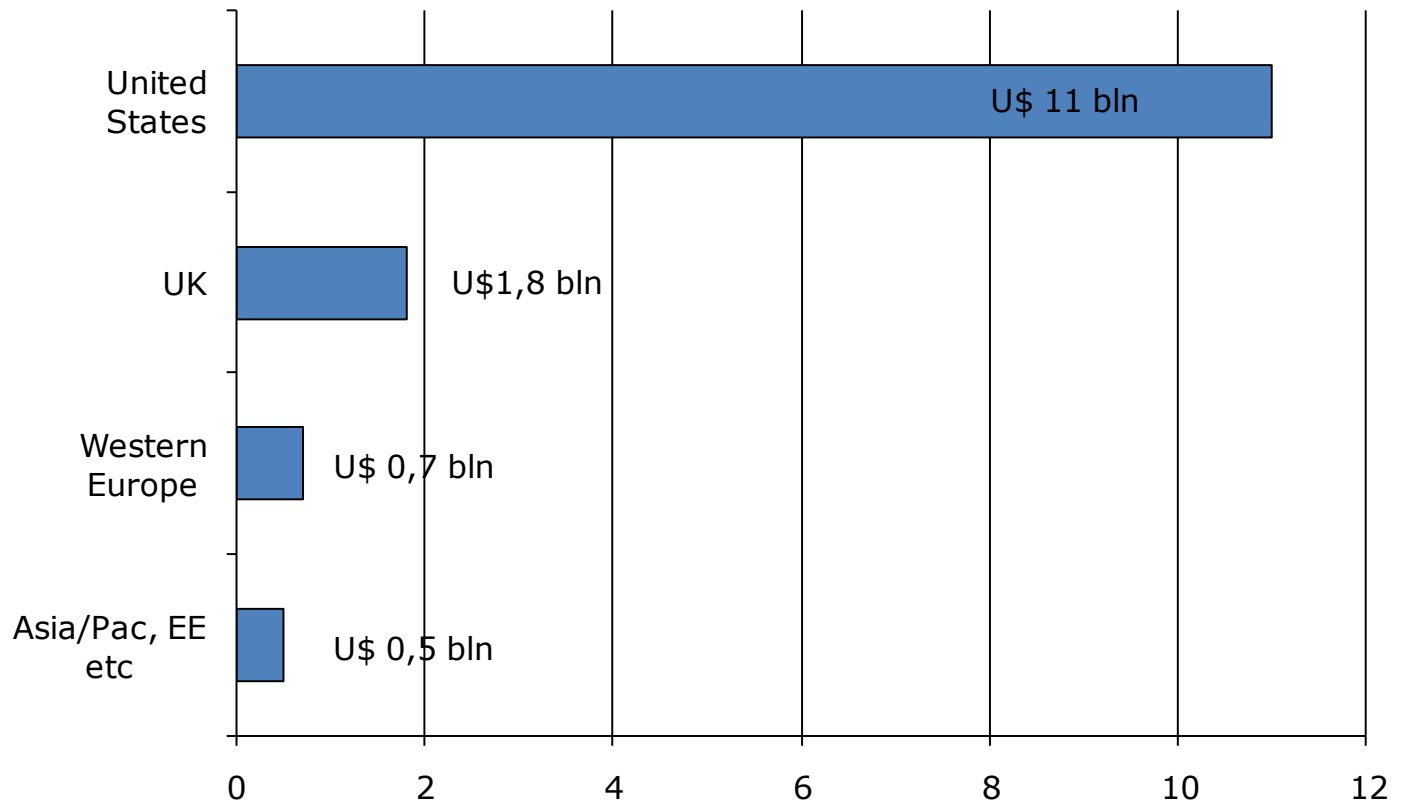
## The European Union is a larger market than the US & Canada



## European Markets – Groups of countries

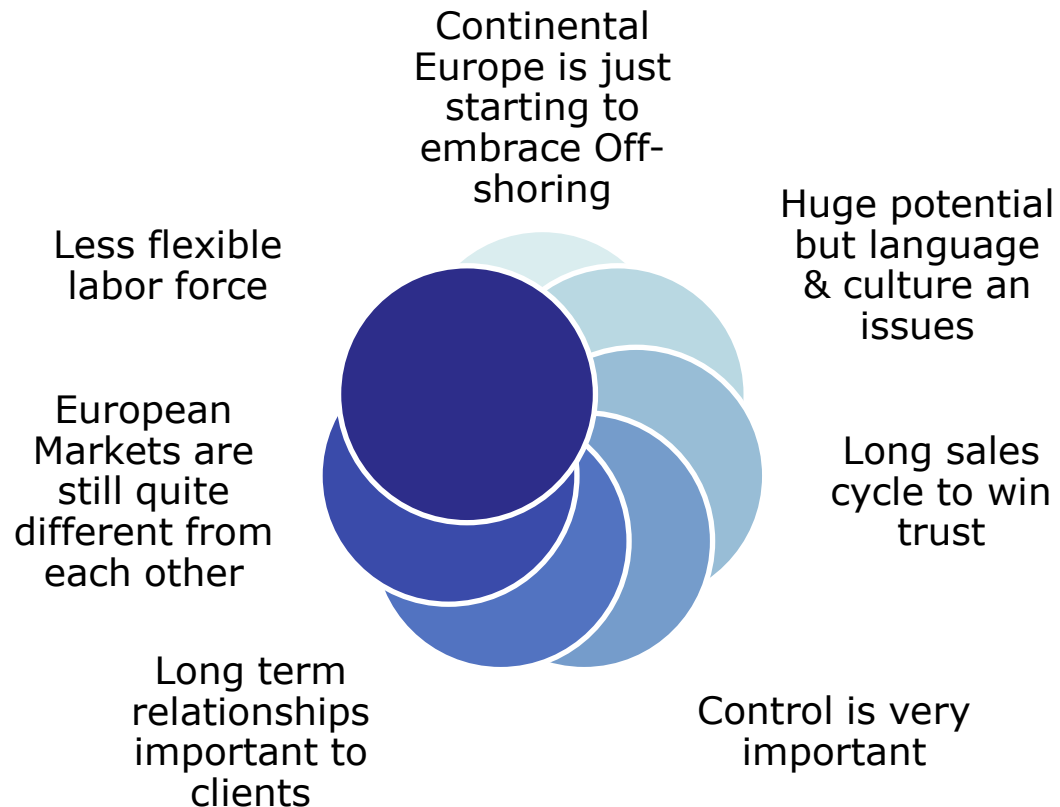
Markets	Type	GDP	Growth
Germany Switzerland Austria	Developed	€2.766 bln	2-3%
UK	Developed	€1.996 bln	2-3%
France	Developed	€1.716 bln	2-3%
Italy Greece	Developed	€1.680 bln	2-3%
Spain	Developed	€1.092 bln	2-3%
Benelux	Developed	€844 bln	2-3%
Nordic	Developed	€929 bln	2-3%
Baltic	Emerging Tier 1	€50 bln	6-9%
Poland Czech Republic Slovakia Hungary	Emerging Tier 1	€500 bln	3-6%
Rumania Bulgaria	Emerging Tier 2	€117 bln	6-9%
Ukraine	Emerging Tier 3	€84 bln	5%
Balkan	Emerging Tier 3	€105 bln	3-6%
Kazakhstan Tajikistan etc	Emerging Tier 3	€121 bln	9%
European Union (27)	Developed	€11.174 bln	2-3%
United States & Canada	Developed	€11.164 bln	3-4%

## IT Off-Shoring Markets – Huge Growth Opportunity in western Europe

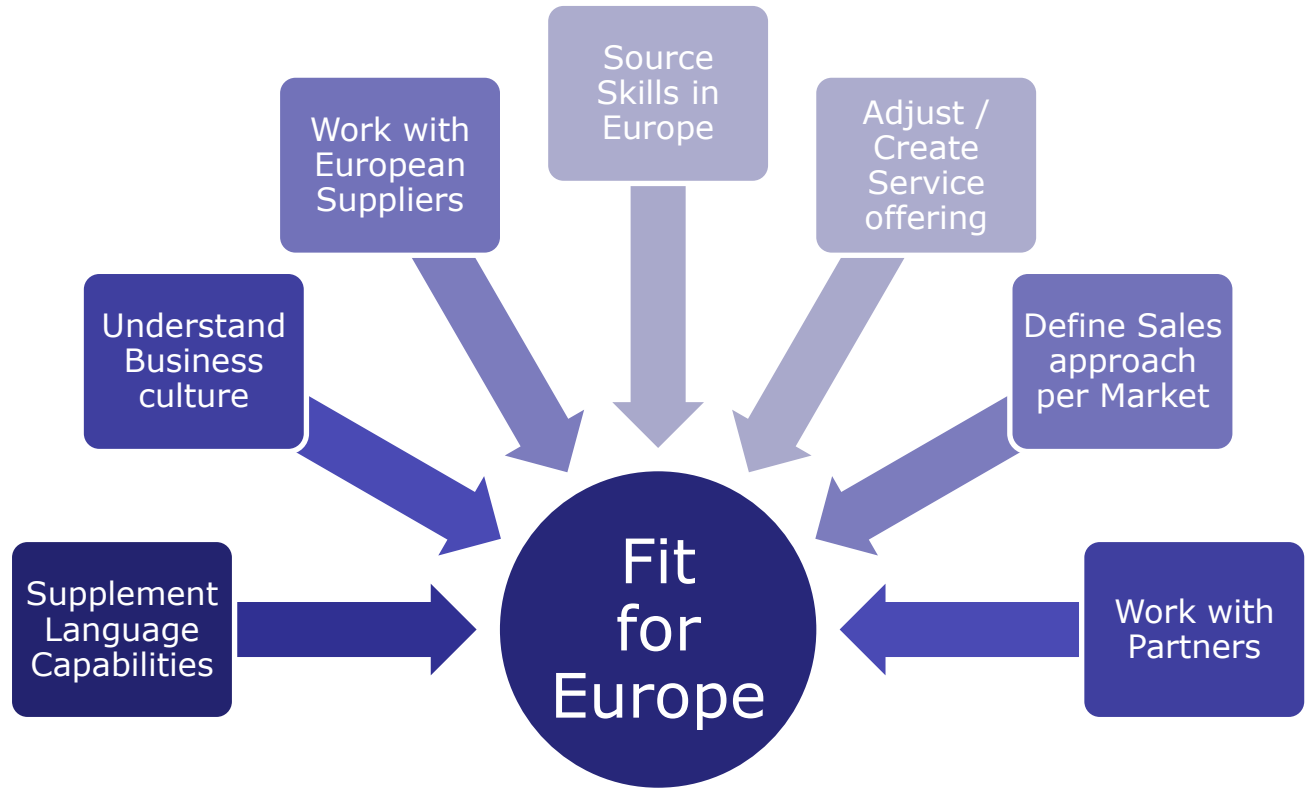


US\$bn, © IDC 2006 estimates

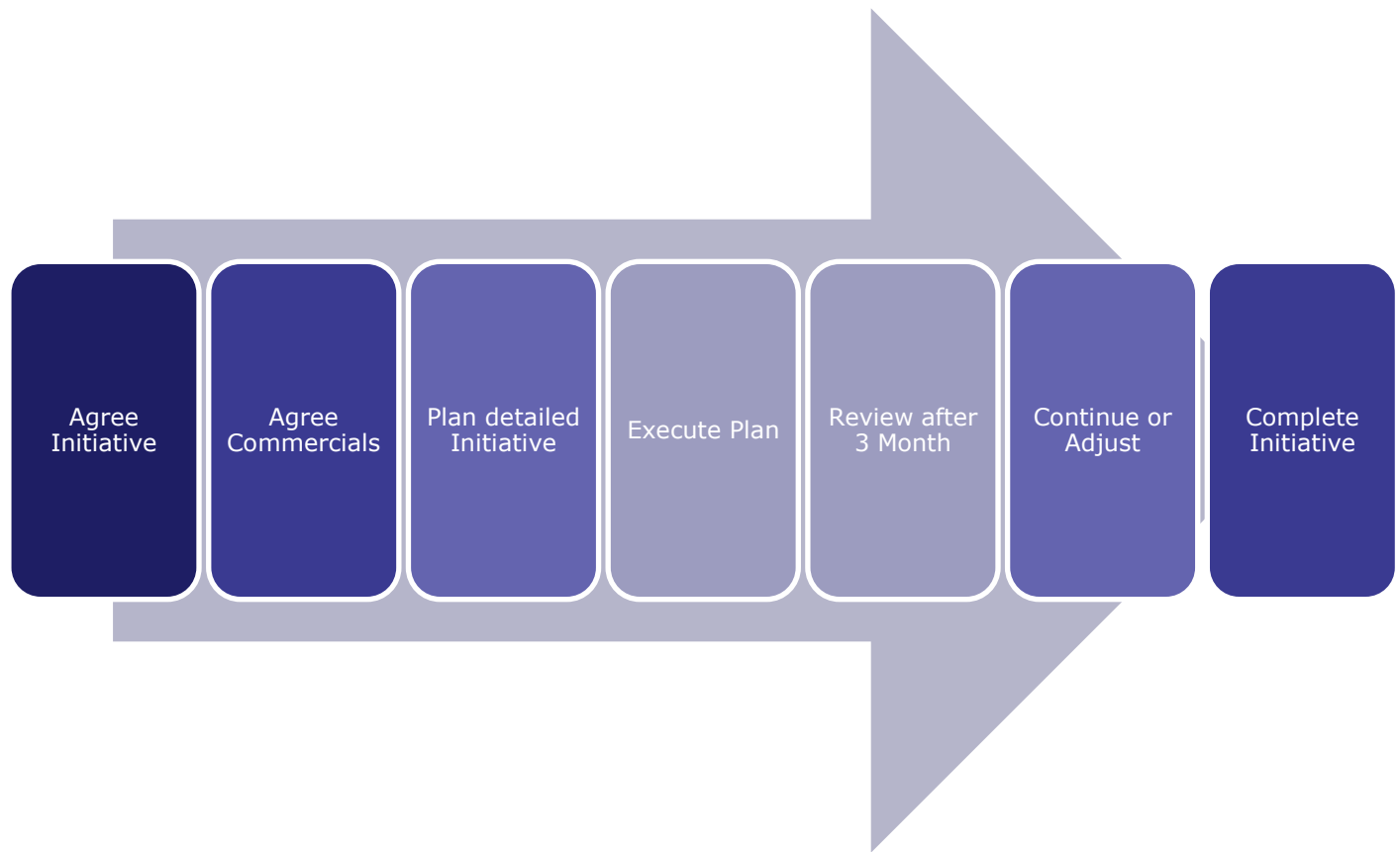
## Core Messages



## How to become fit for Europe



## Next Steps



## Suggested High Level Approach

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**Step**

**Available Information**

Verify showcase service(s):

Verify most likely country / sector fit:

Verify market entry approach

Agree marketing approach

Create language presentation

Start phase I

Work interactively with client

Review results after 3 months

Adjust approach & positioning

## Initiative (sample)

