



NOV@TECH

The ICT Africa marketplace



1000020111000025011100010000000000
30000000111101001000110011120111100001110000011000001000010000011110011100001000000111110101101100001000100110
00100011000001000100111101010100101111011110001110010000000111111011010101
0101010111111110111000001111101110000011110000501111001000000000

Making business with media and IT companies in Europe

Joachim Graf
CEO HighText Verlag,
Munich, Germany

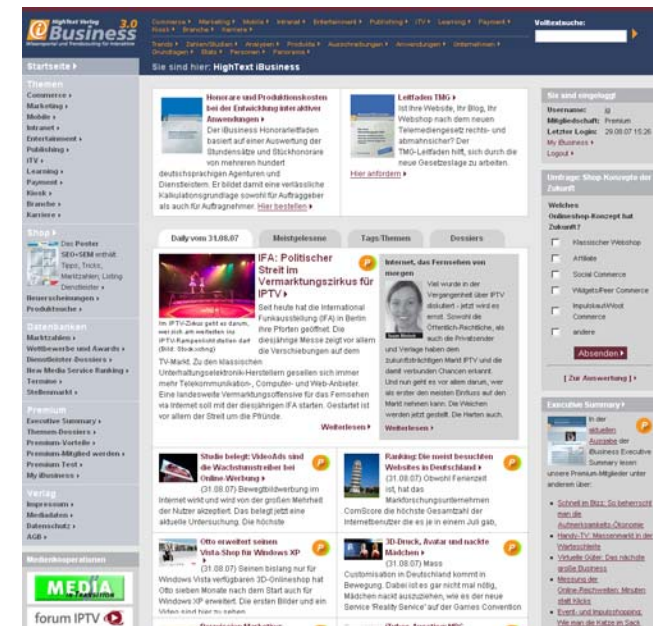
HighText Verlag

@ Since 1991

@ **Trendscouting and consulting** for strategic decision makers in convergent markets

@ iBusiness.de: knowledge data base and **data mining tool** for the interactive industry


@ **Networking tools** and tenders for the industry



Europes IT business is small

 573.000 IT companies

 120.000 media companies

 90% of them are smaller
than 10 employees







Oktoberfest is only once a year.

(and beside this: That is Oktoberfest in Lima, Peru,
shown on www.livingperu.com)

Who are the decision makers?

④ European IT SMEs are often driven by research, technology and science.

④ They are not focussed on marketing and sales

④ The CEO is often the chief engineer, thinking engineerish

④ They focus on facts



The trigger words

@Trust

@Quality

@Time

@(price)



Outsourcing decisions

Prove of knowledge

 In technology, in project management, in line of business

References, references, references

 Prove of ability to work on time and in quality



Where are the decision makers?

@ Focussed conferences and fairs



@ CeBIT, Hannover



@ Social Networks



Problems with Networking 1.0

- Ⓜ Expensive for Europeans AND Africans.
- Ⓜ No “One stop shopping”
- Ⓜ Time consuming
- Ⓜ Complicated, especially for small companies
 - Ⓜ Who should do it?

Lets switch to Networking 2.0!

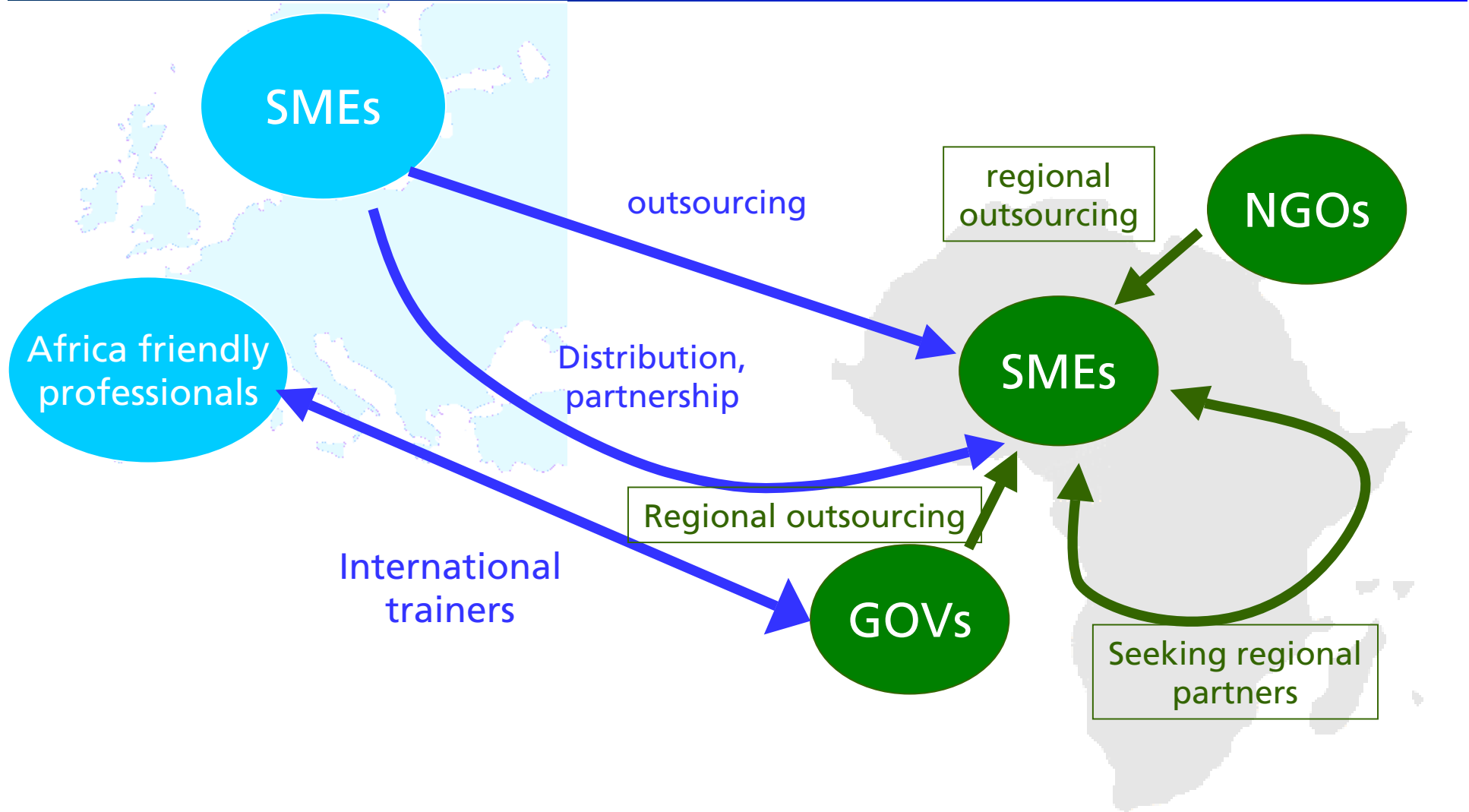


What does this guy want to do?

- ① Set up a multinational online networking platform
- ① To connect European and African SMEs
- ① It should be **OPEN** for every IT and media company and professional
- ① It should open the **SOURCE AFRICA** for European entrepreneurs, seeking outsourcing and partnership
- ① And open the Market Europe for African entrepreneurs



The project idea



Why am I here?

- ④ I want to **listen and learn** more about IT in Africa
- ④ I want to find **project partners** in the field of **Open Source software development**
- ④ My E-Mail: joachim.graf@ibusiness.de
- ④ Project Blog:
www.open-source-africa.com



Joachim Graf

**Let's get
in contact ...**