

Markets Germany 2/19 - WELCOME TO OUTSOURCING 4.0

Driven by digitalization, the market for corporate services in Germany is growing. Big companies and SMEs are increasingly opting for local German contact centers.

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"What should a company do in-house? What task and services for customers can be outsourced to external providers? And how is increasing digitalization changing the business services market? In our title story Outsourcing 4.0, Markets Germany examines a growing market in Germany that is highly attractive to foreign investors. Our expert Josefine Dutschmann cautions that if you want to be successful, however, you have to have a presence in the local market. The reasons for this and other considerations for investors are the topic of this issue's Focus pages.

Also in this issue, the European Commission wants to invest EUR 9.2 billion to make Europe a top destination for artificial intelligence, cyber security, and quantum computers. In this legislative period alone, Germany is beefing up spending to promote research and development into supercomputers by an additional EUR 650 million – one of many reasons for foreign companies to invest in Germany. Read on in our report Computing's Super-Future.

And 2018 saw a record annual amount of investment in German start-ups – EUR 4.4 billion. The German start-up scene is especially popular with Asian and U.S. investors. Find out why in our article Germany's Unicorns Riding High.

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