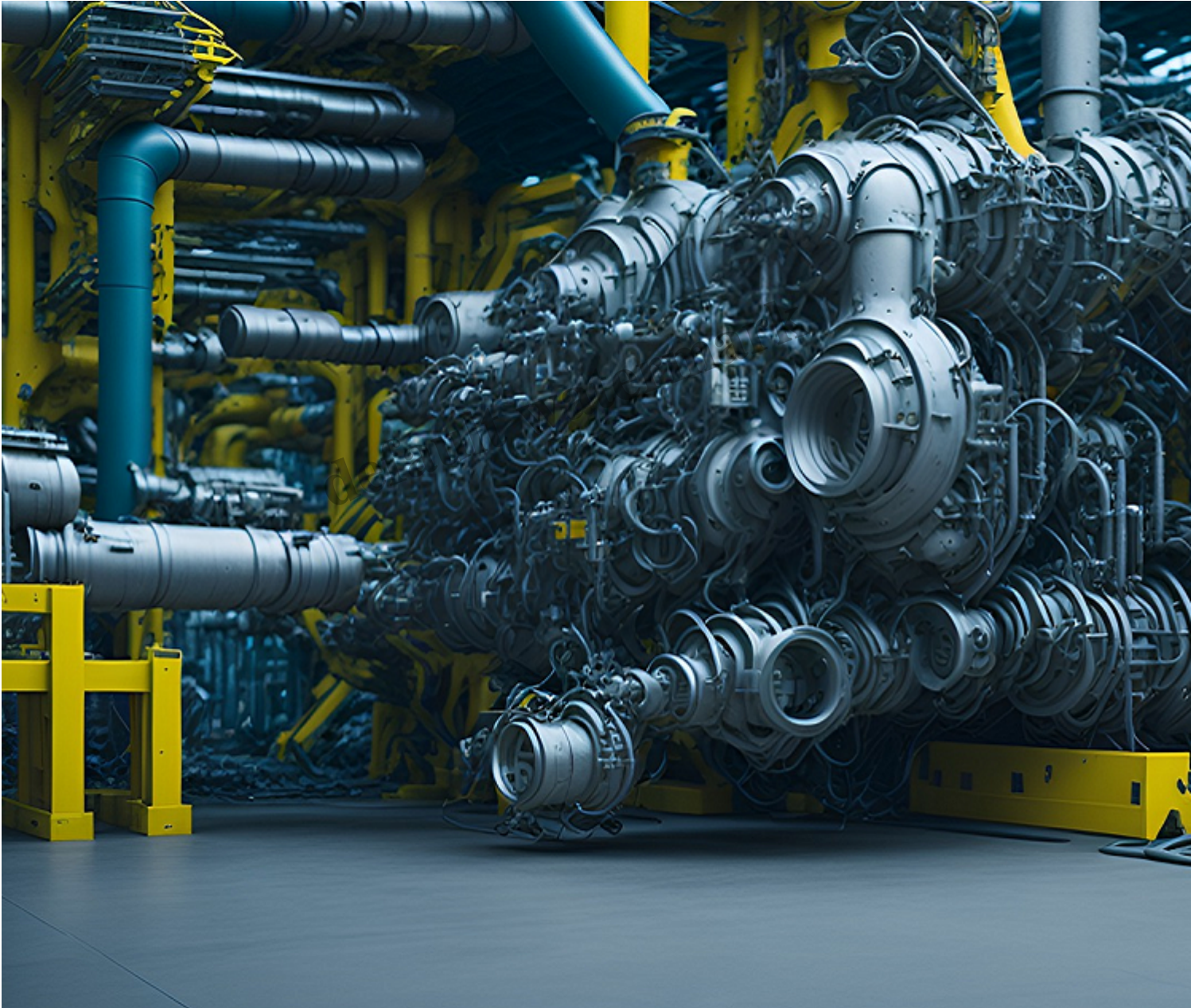


?? ?? New industry market opportunities in Germany

Description

Press release from ICTOulu



Does your company have expertise in sustainable ICT solutions? Are you looking for an entry point into new markets in Germany? If so, then ICTOulu portal members might be interested in an exciting opportunity from Business Finland to gain new work and clients within one of Europe's renowned countries of industry,

Background on Germany's industrial production

Industrial production is a core pillar of Germany's economy. It also represents 20-30% of their CO2 emissions. The current geopolitical environment, combined with their own sustainability goals, means that Germany is ramping up their decarbonisation efforts. Their government has already announced some incentives to help the country reach their targets in the more energy-intensive parts of their economy, some of which are backed by their allocation of the EU's RRF (Recovery and Resilience Facility) funds. This amounts to €3.3 billion for decarbonising solutions focused on hydrogen up to 2030, as well as an additional €3.1 billion for digitalisation of the nation's economy up to 2030 (including industry).



Furthermore, the German Federal Ministry for Economic Affairs and Climate Action has launched a “Decarbonising Industries” program to financially support the green transition in steel, chemical, cement, chalk and in the non-ferrous metal industry.

What kind of solutions are required?

The German Circular Economy Roadmap envisages the use of digital technologies to access the consumption of raw materials and their potential in reutilisation and reintroduction within the economy. There is also a need for an increased reliance on renewable energy sources and improved energy efficiency. Industries such as steel and chemical are ones where decarbonisation will be particularly crucial for the country.

In the short-term, there is a great need for environmentally friendly energy solutions and redesigned industrial processes. In the medium-term, there will be a requirement for expertise from companies that have a good track record in AR smart maintenance, real-time factory and IoT platforms.

Is this an opportunity for my business?

Because of the scale of the types of solutions needed, there are several types of companies operating in Oulu that could potentially meet the brief. Some examples would include:

- Specialists in industrial software and product development;
- Manufacturers and developers with a Green ICT focus;
- Creators of innovative IoT solutions with a proven track record;
- Companies with expertise in AR products for factory use.

How do I find out more?

Business Finland are hosting a webinar called 'Decarbonising the German industry' will be held on **Wednesday 10th May at 2pm Finnish time**. They are planning a delegation trip in September 2023 (tbc) with the opportunity to be involved in company visits and meetings.

If you would like more information, you can visit the [Team Finland website](#).

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[Link to sender's website](#)

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