

# Romanian IT Industry Key Points

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employers' association of the  
software and services industry

# Employers' association of the software and services industry

## 2016

### numbers & facts

**€3.086.000.000** RO IT industry

**€1.200.000.000** in ANIS

**40%** ANIS coverage

International Corporations,  
Entrepreneurial & Startups

**84.230** employees

**20.000** in ANIS

**23%** ANIS coverage

**120** members

### mission statement

“ANIS represents the interests of Romanian IT companies and supports the development of the software and services industry.

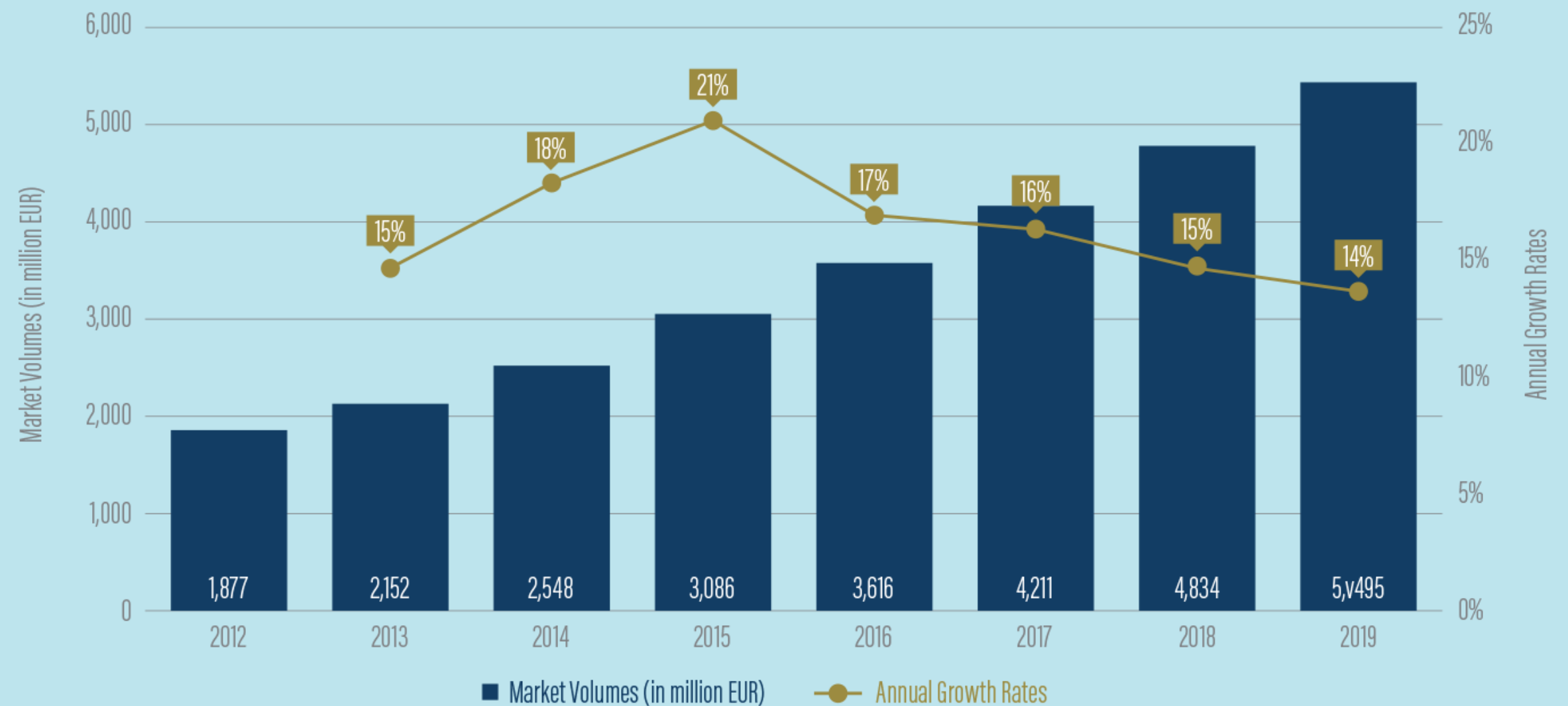
ANIS aims to contribute to promoting Romania as a regional leader for software development and established exporter for high quality software products and services”

## RO IT industry.

Romanian IT Industry is a growing at a very fast pace.

It is estimated that the software and IT services industry will generate more than 3% of Romania's GDP in 3 years.

Fig. 2 | Romania - Total SITS Industry - Volumes and Growth Rates



# workforce.

**Employees** number is growing insufficiently enough in respect to the demand.

**Productivity** has been growing as a result of workforce becoming more expensive and focusing on higher priced services.

Fig. 36 | Romania - Total SITS Industry - Employees and Productivity - Volumes and Growths

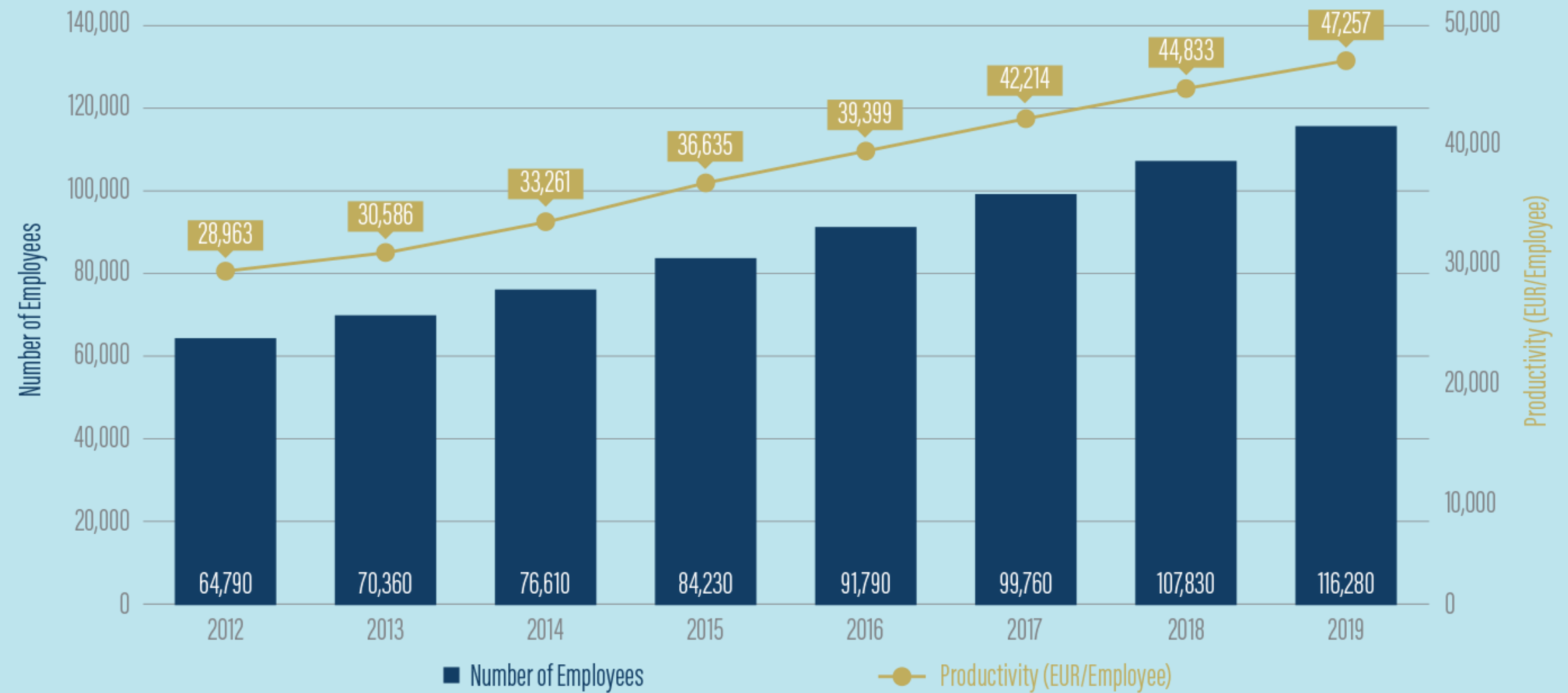
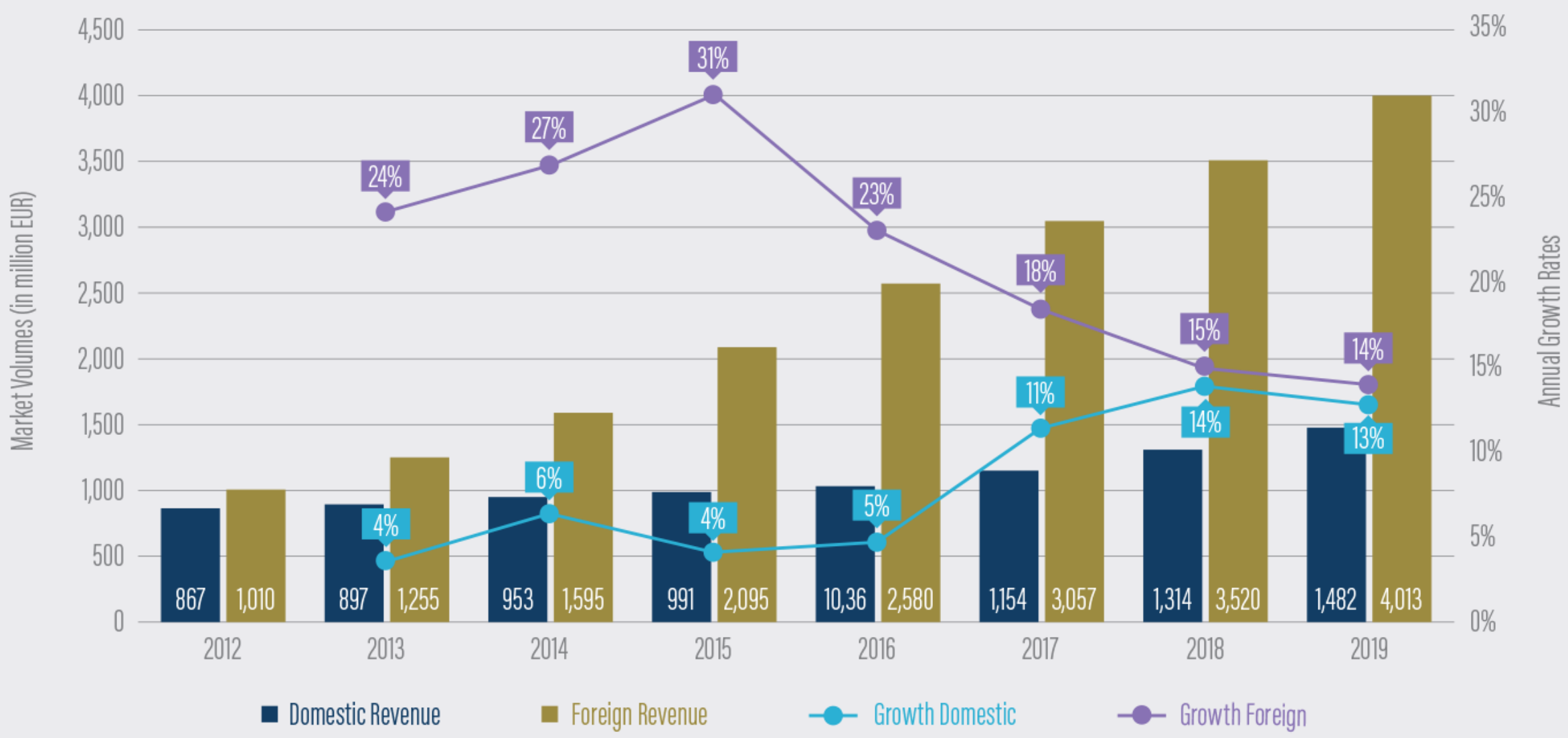


Fig. 4 | Romania - Total SITS Industry - Market destination - Volumes and Growth Rates



# export.

Romania's positioning is expected to consolidate as a target market for **higher added-value services**, R&D centers and significant domestic market projects that would include **high-end solutions and technologies.**

# IT export details

## Application Software Products



Fig. 8 | Romania - Total Export SITS Revenues by Customer Location - Shares

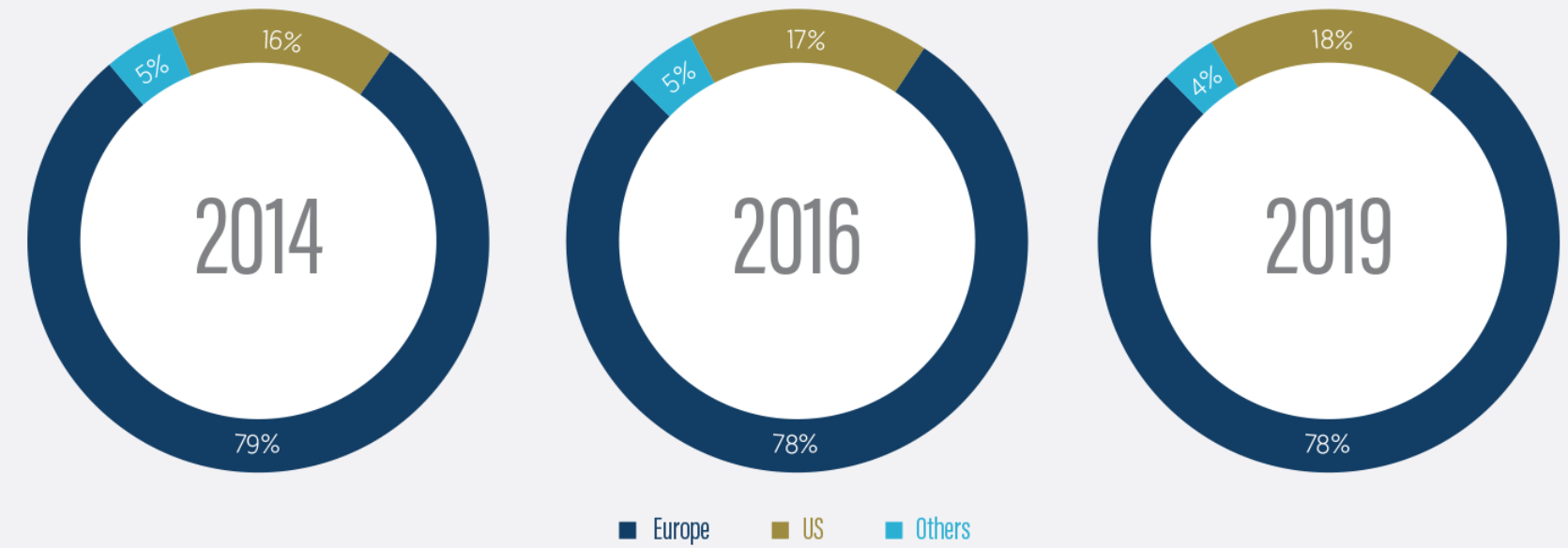


Fig. 20 | Romania - SITS Industry 2012-2016 - 2019: Shares of Segments - Foreign Customers Revenue

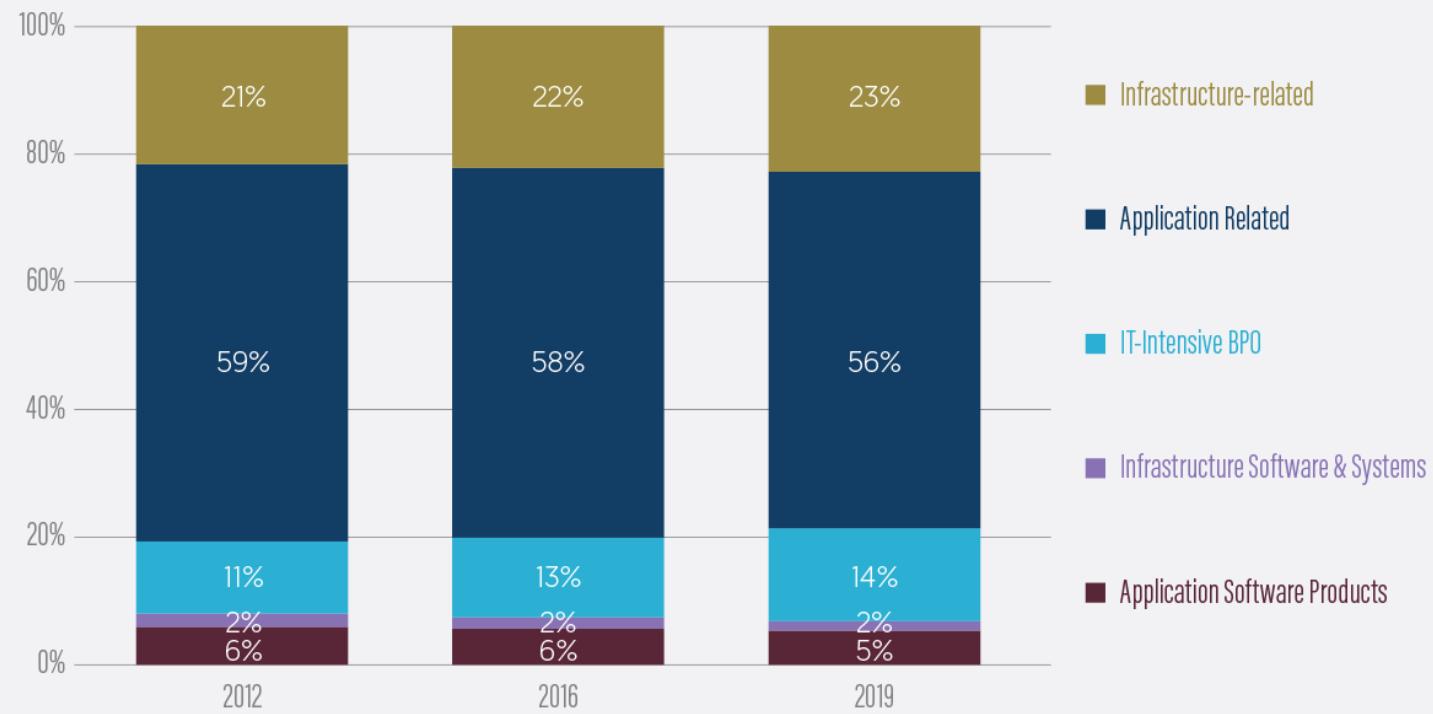
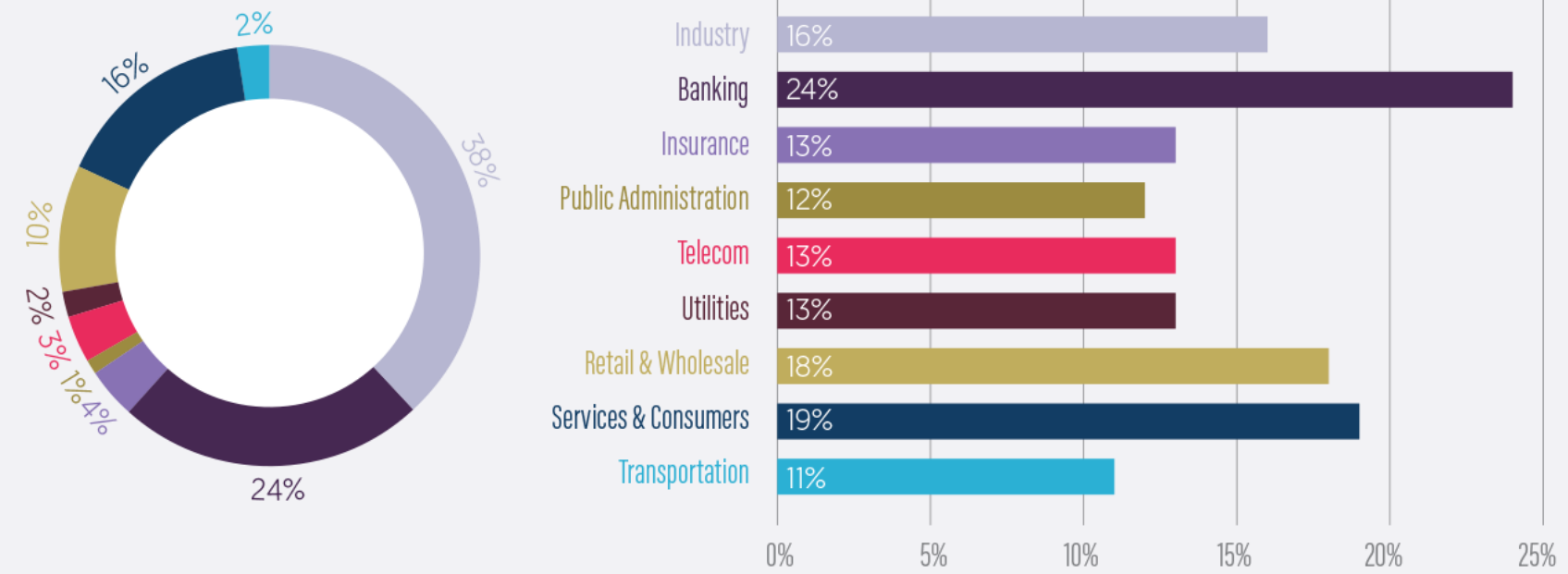


Fig. 34 | Romania - SITS Revenues from Foreign Customers - Shares of Vertical Sectors and CAGR 15/19



# four areas to improve

**Education**



**Financing Access**



**Healthy Domestic Market**



**RO IP Development**



# Digital Romania

Due to her skilled workforce and internet infrastructure, Romania has the potential to become a **key enabler of digital transformation** across the European Union.





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thank you.

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