



# spending in Greece reaches \$19.1 billion

The world spending for Information & Communications Technologies (ICT), will grow in 2008 to \$3.8 trillion and will present constant growth up to 2011, reaching \$4.4 trillion

is represented by the state and the enterprises. These percentages are expected to fluctuate in the coming years until 2011. In the next four-year period the spending from the consumer market will be increased by 6.4% vs 11.2% in the previous four-year period 2003 - 2007. Spending from the state sector and the enterprises is calculated at the next four-year period to increase by 6.1% vs 8.9% in the four-year period 2003-2007. On the contrary, the investments in ICT in the sector of transport

will be increased; it is speculated that the spending of this particular sector will grow during the four-year period 2007 - 2011 with a growth rate of 10.5% vs 9.4% in the previous four-year period 2003 - 2007.

## Greece

The spending for Information & Communications Technologies is expected to reach up to \$19.1 billion in the Greek market during 2008, increased by 13% since last year. This is split to \$14.1 billion spending

for Telecommunications, and \$4.9 billion spending for Information Technology (of which \$2.2 billion for Equipment, 1.2 billion for Software and \$1.5 billion for Services).

According to the Digital Planet report, the consumer market will be the champion in ICT spending in Greece during 2008, whilst the telecommunications, transport and public sectors follow. Analytically, in Information & Communications Technologies during 2008 the telecommunications sector will invest \$2,264 billion, manufacturing \$462.3 million, education \$296.6 million, energy \$289.6 million, financing \$839.4 million, public \$1,458 billion, health \$710 million, tourism \$911.3 million, industry \$637.7 million, services \$985.8 million, retail trade \$715.8 million, transports \$1,297.5 million, natural resources \$275.4 million, wholesale trade-distribution \$341.2 million and consumers \$7,591 billion (Table 1). **S**

Greece	ICT Spending										Growth Rate						
	2003	2004	2005	2006	2007	2008*	2009*	2010*	2011*	2004/03	2005/04	2006/05	2007/06	2008/07	2009/08	2010/09	2011/10
Computer Hardware	\$1,202.2	\$1,385.4	\$1,522.6	\$1,805.7	\$1,930.9	\$2,089.8	\$2,252.0	\$2,388.1	\$2,529.4	15.2%	9.9%	18.6%	6.9%	8.2%	7.8%	6.0%	5.9%
Computer Software	\$560.9	\$707.0	\$817.9	\$1,056.7	\$1,170.8	\$1,280.8	\$1,379.1	\$1,492.5	\$1,642.9	26.1%	15.7%	29.2%	10.8%	9.4%	7.7%	8.2%	10.1%
Computer Services	\$821.3	\$970.3	\$1,071.4	\$1,368.4	\$1,457.6	\$1,559.6	\$1,642.1	\$1,744.6	\$1,893.5	18.1%	10.4%	27.7%	6.5%	7.0%	5.3%	6.2%	8.5%
Total IT	\$2,584.3	\$3,062.7	\$3,411.8	\$4,230.7	\$4,559.3	\$4,930.2	\$5,273.2	\$5,625.2	\$6,065.8	18.5%	11.4%	24.0%	7.8%	8.1%	7.0%	6.7%	7.8%
Total Communications	\$8,570.6	\$10,509.8	\$10,304.5	\$10,628.3	\$12,358.0	\$14,146.6	\$14,793.4	\$14,894.8	\$14,663.3	22.6%	-2.0%	3.1%	16.3%	14.5%	4.6%	0.7%	-1.6%
Total ICT Spending	\$11,154.9	\$13,572.5	\$13,716.3	\$14,859.0	\$16,917.3	\$19,076.8	\$20,066.6	\$20,520.1	\$20,729.1	21.7%	1.1%	8.3%	13.9%	12.8%	5.2%	2.3%	1.0%
<b>Major ICT Segments</b>																	
Communications	\$1,202.9	\$1,630.4	\$1,686.3	\$1,729.0	\$2,005.3	\$2,264.0	\$2,470.5	\$2,616.1	\$2,575.5	35.5%	3.4%	2.5%	16.0%	12.9%	9.1%	5.9%	-1.6%
Construction	\$295.3	\$325.8	\$331.1	\$360.9	\$417.6	\$462.3	\$478.0	\$477.1	\$464.6	10.3%	1.6%	9.0%	15.7%	10.7%	3.4%	-0.2%	-2.6%
Educational Services	\$163.8	\$188.1	\$191.1	\$222.9	\$257.5	\$296.6	\$317.8	\$334.9	\$350.7	14.9%	1.6%	16.6%	15.6%	15.2%	7.1%	5.4%	4.7%
Energy and Utilities	\$156.6	\$183.6	\$239.2	\$233.0	\$269.4	\$289.6	\$303.3	\$314.2	\$325.3	17.3%	30.3%	-2.6%	15.6%	7.5%	4.7%	3.6%	3.5%
Financial Services	\$477.7	\$580.8	\$600.3	\$678.8	\$762.2	\$839.4	\$888.6	\$930.6	\$981.0	21.6%	3.3%	13.1%	12.3%	10.1%	5.9%	4.7%	5.4%
Government	\$760.7	\$979.7	\$975.0	\$1,178.4	\$1,311.1	\$1,458.3	\$1,548.9	\$1,619.1	\$1,675.1	28.8%	-0.5%	20.9%	11.3%	11.2%	6.2%	4.5%	3.5%
Healthcare	\$394.8	\$440.2	\$446.7	\$596.8	\$624.7	\$710.0	\$765.0	\$813.4	\$864.5	11.5%	1.5%	33.6%	4.7%	13.7%	7.7%	6.3%	6.3%
Hospitality, Hotels & Leisure	\$540.0	\$613.3	\$683.7	\$827.9	\$825.9	\$911.3	\$946.6	\$970.2	\$993.6	13.6%	11.5%	21.1%	-0.2%	10.3%	3.9%	2.5%	2.4%
Manufacturing	\$432.3	\$504.4	\$491.5	\$504.4	\$595.0	\$637.7	\$651.1	\$655.2	\$660.4	16.7%	-2.6%	2.6%	18.0%	7.2%	2.1%	0.6%	0.8%
Natural Resources	\$197.7	\$206.0	\$209.3	\$221.3	\$255.9	\$275.4	\$278.5	\$277.6	\$275.7	4.2%	1.6%	5.7%	15.6%	7.7%	1.1%	-0.3%	-0.7%
Services	\$542.7	\$691.1	\$746.0	\$808.0	\$894.6	\$985.8	\$1,030.2	\$1,061.7	\$1,092.6	27.3%	7.9%	8.3%	10.7%	10.2%	4.5%	3.1%	2.9%
Retail Trade	\$592.3	\$654.2	\$583.3	\$599.6	\$666.3	\$715.8	\$724.3	\$716.8	\$705.1	10.5%	-10.8%	2.8%	11.1%	7.4%	1.2%	-1.0%	-1.6%
Transportation	\$605.2	\$784.3	\$805.8	\$833.4	\$1,071.4	\$1,297.5	\$1,455.9	\$1,521.4	\$1,521.3	29.6%	2.7%	3.4%	28.6%	21.1%	12.2%	4.5%	0.0%
Wholesale and Distribution	\$250.8	\$270.5	\$270.2	\$261.7	\$304.8	\$341.2	\$352.7	\$354.7	\$351.5	7.8%	-0.1%	-3.2%	16.5%	11.9%	3.4%	0.6%	-0.9%
Consumer	\$4,542.1	\$5,520.2	\$5,456.8	\$5,802.9	\$6,655.6	\$7,591.7	\$7,855.3	\$7,856.9	\$7,892.1	21.5%	-1.1%	6.3%	14.7%	14.1%	3.5%	0.0%	0.4%
<b>Economic Factors</b>																	
Gross Domestic Product	\$222,325.0	\$264,391.8	\$283,473.5	\$308,785.1	\$360,975.8	\$424,367.4	\$433,541.2	\$443,288.2	\$453,840.6								
Employment (000s of Workers)	\$4,274.5	\$4,313.1	\$4,369.0	\$4,452.3	\$4,502.5	\$4,547.6	\$4,582.6	\$4,613.4	\$4,636.1								
Population (000s of Workers)	\$11,139.9	\$11,200.0	\$11,248.4	\$11,288.5	\$11,215.0	\$11,222.0	\$11,228.0	\$11,231.0	\$11,233.0								

Table 1. Greek ICT Market spending, in \$US m., \* estimation