

SPAIN – A MARKET FULL OF OPPORTUNITIES

.....AND CHALLENGES

Akeydor Limited is a software house, a consulting and training company exclusively working with information technology professionals. We provide individual consulting, we develop and facilitate company ideas and workshops to enable clients become market leads. We use many different software products/services because we perform many different jobs and because our processes are extremely digitized, but can also be carried out manually depending on the job.



On Thursday March 2nd, [Michael Chatziliadis](#) and technology partner [Soluciones MCR](#), attended the most important meeting in Spain for the Educational Community, which brought together almost 400 exhibitors, an increase by 39% since the year before. **This means 400 new opportunities for business in Spain, Portugal and across Europe!**

This edition included the 23 edition of the International Educational Opportunities Exhibition, AULA; the 6th International Higher Education Fair, FORO DE POSTGRADO; International Educational Equipment Show, INTERDIDAC, and the 2nd edition of RECURSOS PARA LA EDUCACIÓN, participating for the first time EXPOEARNING, 14th Expoelearning International Congress (organized by IFEMA and AEFOL).

http://www.ifema.es/interdidac_06/

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Spain is one of the most important [ICT markets](#) by volume in Europe: €97,931 Million. There are more than 32,000 ICT companies, including digital content, operating in Spain. The sector is currently 1 employing more than 453,000 workers. The gross added value at market prices represents the 4.9% of GDP in 2015.



Spanish companies are present and recognized in major international markets.

Spain is a leader in advanced technologies:

- Spanish software for air-traffic control (Amadeus) is worldwide renowned
- High-Tech and Defense Industry.
- Telecommunications, Utilities, Energy, Banking (i.e. Telefonica).

Leading ICT multinationals are already successfully located in Spain, taking advantage of Spain's benefits. There are 84 science and technology parks. A complete network infrastructure plan is in full place from fiber optics to a full link capacity, multiple point of presence, including the Portugal network!). Extensive government support with a digital agenda.

Spain offers interesting opportunities

3D Printing } Big Data } Cyber Security } Digital Entertainment – Video Games } e-Government } e-Health } e-Justice } FinTech } Internet of Things } Nearshore Platforms } Open Source Activities } Smart Cities } Smart Grids } Social Media – Social Business

SPAIN IN NUMBERS



In 2015, mobile lines reached the 50.8 million mark (109.2% penetration rate). There are over 120,000 stations all over the country for mobile telecommunications. There are over 30 million internet users in Spain. 77.1% of households are equipped with computers (desktop, laptop, netbook or tablet) and 81.9% of households are connected to Internet. 60.8% of people over 15 years old have a smartphone. Spain has 14.7M gamers that play 5.8 hours/week in average. 99.7% of the enterprises in Spain are connected to internet and 85.3% of companies use some Open Source Software. Spanish is the second most natively spoken language in the world with 400 million native speakers, after Chinese Mandarin. In October 2016 the registered .es domains reached 1,841,591

OPPORTUNITIES

[The day starts with sports.](#) Cup of strong coffee, round breakfast and run to the floor to meet with customers. [On the floor,](#) the morning starts with presenting our software products to the sources: Private and public customers at the exhibition, interested in modernizing their teaching methods (academic in this software case), in establishing a better, more enhanced training environment for their students and protecting their current computer and device assets.

ON THE FLOOR

Preparing for a keynote presentation to an audience of demanding academic clients and their suppliers, I took an inventory of all the software products and services that my company and my clients use:

The following surprised me:

1. The list of software products / services is very long.
2. Software consumes 21% of our operational expenses.
3. The software industry is truly global.
4. We satisfy one demand, while a new requirement comes on board.



The day continues with [Michael Chatziliadis](#) and technology partner [Soluciones MCR](#), presenting the software to universities and academic institutions on the floor. 124,000 visitors, with more than 400 exhibitors, altogether comprise a vast commercial opportunity for world class software demonstrated on the floor.



This gives an enormous opportunity for establishment and growth for the local partner, through synergies with the local institutions, provided the software is best of breed, state of art, [which it is.](#)

The day continues with the design of a unique GoToMarket model for the partner in Spain. A model by which the local partner will single themselves out of their competitors, and will become a local leader in the supply of technology to the academic institutions in Spain.



A successful local business model management for us starts with the acquisition of the national market. Spain is a market of vast ICT opportunities, for an energetic

partner, and creates many more through synergies. We build a successful national GoToMarket business model for our local partner in Spain, and through this new structure we position our partner to acquire access in the international ICT market arenas.

A MARKET FULL OF CHALLENGES

Spain is a market full of challenges also. You must know it when you enter it. You must be likeable when you present the products and establish your first relationships. Demanding ICT suppliers require unique attention from their international vendors. Offer a generous cut but require work and focus. Set goals with simple and clear business plan, and establish markets for a continuous evaluation.

Siesta is a myth. Siesta doesn't exist in the white collar world. Spanish negotiations and meetings run longer because no one wants to be perceived as the alpha in the room.

You will not likely be perceived as more talented just because you speak English. Spaniards are not self deprecating by nature. Speaking English will not mean you are perceived as a more professional person. Great negotiation skills are necessary, while your professional skills are always on the watch. You will be expected to perform to your customers' full requirements. Always.



FROM START UP TO GROWTH

I had the opportunity to start the company roughly 10 years ago. I don't look at it as one company; I look at it as many different companies, because each stage is so different.

The products section where we present our software through exhibitions around the world is one company. The products section where we are called upon to represent our software and to build and maintain a strong channel partner network is one company also. The Business Management section where we are called up to build successful channel partners for our clients, and to establish go to market models in opportunity markets is another company, too.

The growth is what makes it possible to broaden the impact, and impact is what makes it possible to grow again. The reality is it comes in waves, and each of those waves brings about strategic challenges, execution challenges, globalization challenges, and people-evolution challenges. What is so exciting about managing against these growth expectations, requirements, or desires is that at any point in time you need to be constantly watchful of each of these aspects and make them evolve.

Spain today is a great example of a constantly evolving industry for our company.

Work by [Michael Chatziliadis](#) and Akeydor Limited.