



D.T3.3.4 REPORTS ABOUT SERVICE EXPORT OPPORTUNITIES AND REGIONAL SUPPORT POSSIBILITIES

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Version 1
02 2022

Each project-BSO develops a report for its own country about service export opportunities and regional support possibilities for AMs. Report target group: policy makers.



1) responsible person for digitalization and AI

Each company appoints a responsible person for digitalisation and AI who only deals with these two topics in his or her professional life. For this purpose, companies use funding programmes provided by the government to finance the staff over the first few years.

2) Person responsible for the development of product-related services.

To ensure that the service concept is already considered in the development of a new product, companies must appoint at least one responsible person to take care of this area of responsibility. This could be an employee of the development department who is trained in the field of servitisation. Larger companies could think about product service departments.

3) Use existing tools (with or without artificial intelligence) for market research.

The employees responsible for digitalisation, AI and servitisation in the companies use existing market research tools that work with or without artificial intelligence, e.g. the Service Export Radar. They thereby gain confidence in these tools and receive input for the further development of their products and services.

4) Small business collaborations with service providers and clusters.

Micro and small enterprises cooperate closely with service providers and clusters in the implementation of measures 1 to 3. By pooling competences, they can keep up with the pace of development of medium-sized and large enterprises and develop into larger enterprises themselves. This ultimately leads to more autonomy with regard to the implementation of measures 1 to 3. Cooperation at the horizontal level between companies could be difficult due to sensitive company data. Therefore, vertical cooperation involving intermediary organisations should be used.