



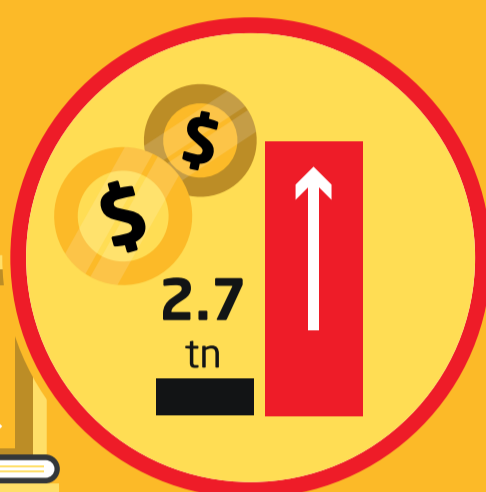
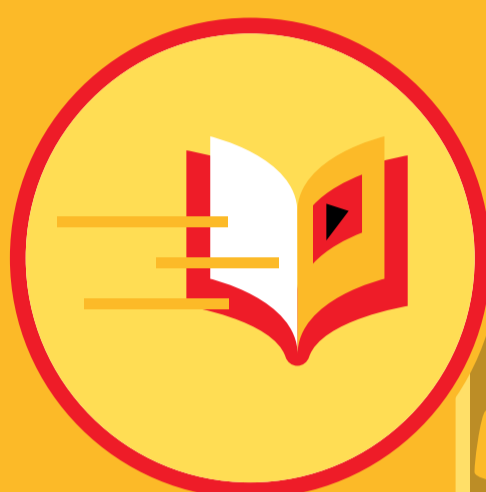
# You have the questions, we have the answers.

— DIGITAL ECONOMY IN GERMANY —

## EDU TECH

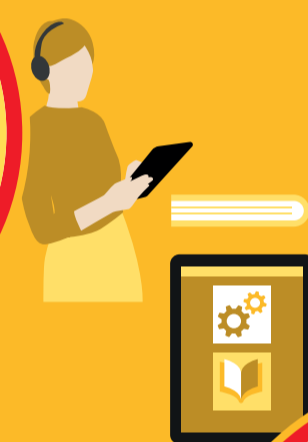
### How did the pandemic change learning?

The coronavirus pandemic **accelerated digitalisation in education**, creating a unique situation for anyone in the Education Technology (EdTech) field. Growth in higher education is also predicted.



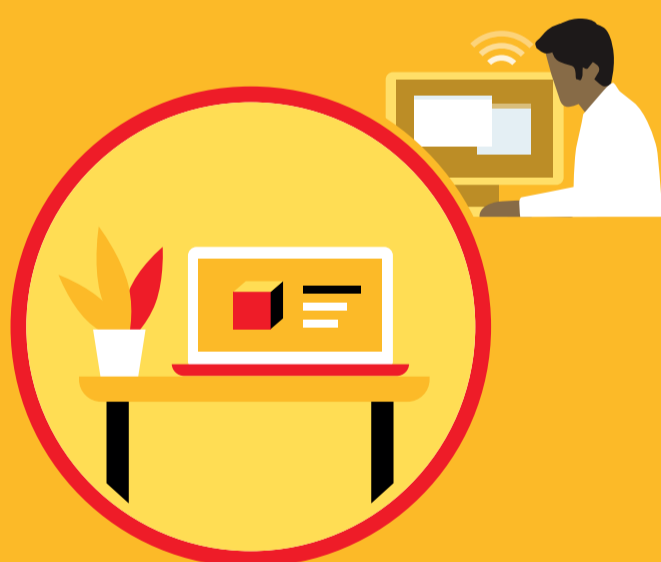
### Is the market big enough for me?

Yes! The global EdTech market is set to hit \$360 billion by 2025. Greater adoption of EdTech, growth in higher education, and making up for past under-funding could see **investment soar to \$2.7 trillion**.



### What about corporate training?

Alongside formal education, EdTech companies service the corporate training market, which is **worth about \$31 billion per year** and boasts an 11% annual growth rate.



### What's so special about German education?

Germany's renowned **dual education system** means students work and learn at the same time, while its research institutes, often with ties to universities, drive innovative ideas and technologies.

### Which niche is especially interesting?

**Private education is a growing sector** and stands to benefit as people look for fresh training opportunities, particularly in IT, to fill Germany's 82,000 unfilled IT positions.



### Why can German education cross borders?

The boom in online and remote learning is opening doors to **transnational learning products**, which allow people living outside Germany to participate in its renowned education system.



### Which areas have major growth potential?

While the whole sector is bursting with potential, in particular **augmented and virtual reality, artificial intelligence, and robotics** are seen as dynamically growing markets.