

CREATIVE ECONOMY: SOFTWARE & DIGITAL CONTENT

European & International Market

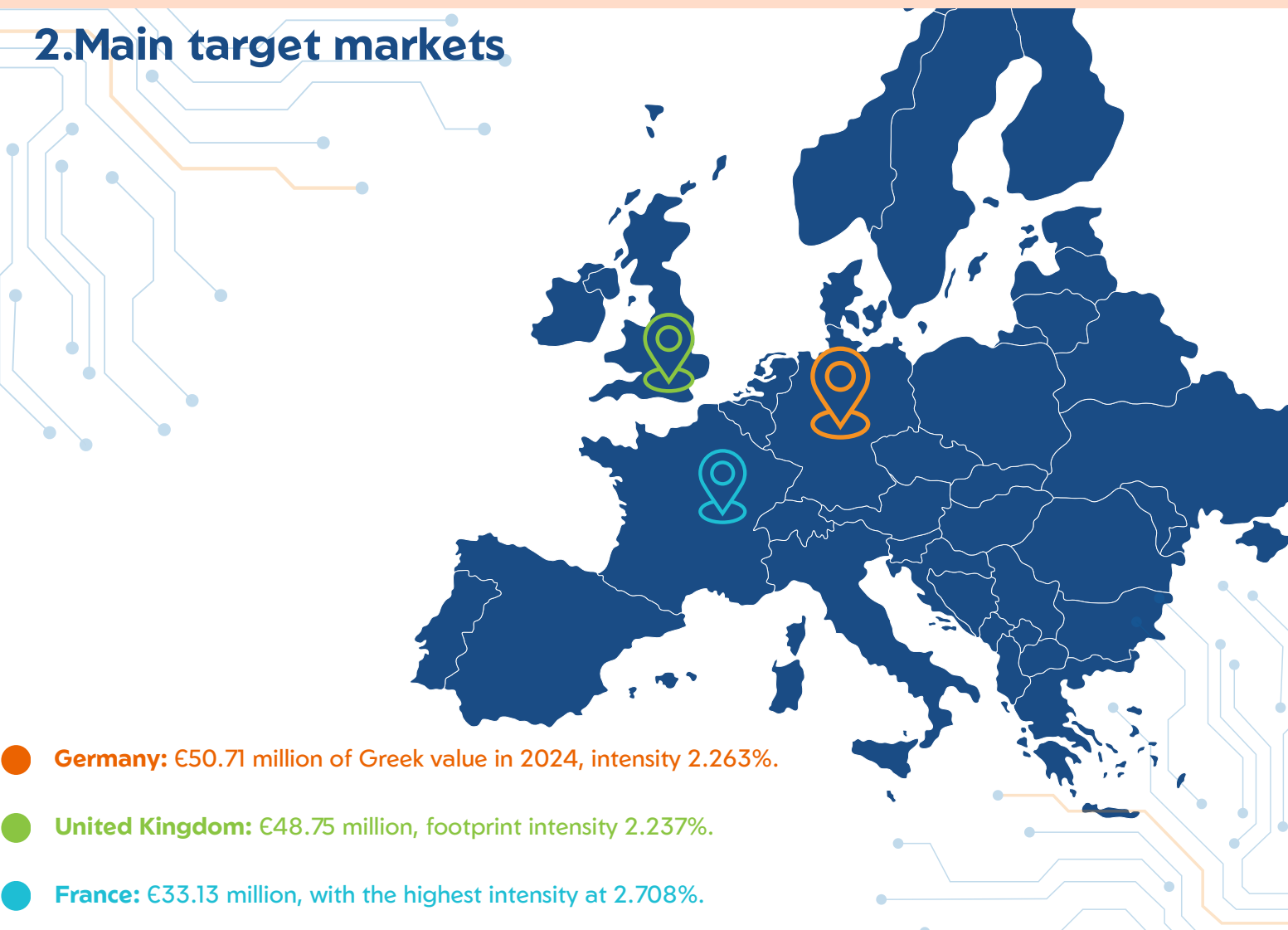
The international software market is growing rapidly, and Europe is the largest buyer, accounting for 51.9% of global imports of IT services. Greek revenue from abroad increased from €804.4 million in 2015 to €1,636.0 million in 2025. Despite this strong growth, the share of turnover generated by foreign clients remains lower than in other European countries.

The main obstacle: It is not production capacity, but access to international clients, proper documentation and effective sales channels.

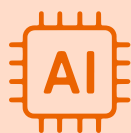
1.Key market indicators:



2.Main target markets



3.Regulations as a condition of access



ARTIFICIAL INTELLIGENCE
Regulation (EU) 2024/1689.
Staff using AI systems must have an adequate level of knowledge for their use.



CYBERSECURITY & CE MARKING
From 11 September 2026, actively exploited vulnerabilities and serious incidents must be reported. From 11 December 2027, compliance and CE-marking requirements apply in full.



DATA & PROVIDER SWITCHING
Subscription-based software must provide clear terms for exit, data export and data transfer. Applicable from 12 September 2025.

4. Strategies that create value

- ▶ Creation of a comprehensive documentation file for the software supply chain.
- ▶ Partnerships among small businesses for larger projects and cooperation with international IT companies and software publishers.
- ▶ Targeted outreach to priority markets.
- ▶ Development of appropriate distribution channels and a shift from effort-based charging towards licensing and subscription models.
- ▶ Participation in sector trade fairs and B2B business missions.

Conclusion:

Greek software companies are showing strong growth, but only a limited share of their revenue still comes from abroad. Specialisation, organised documentation, access to appropriate sales channels and international partnerships can substantially expand their export presence.