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Software Market in China 2014

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Abstracts

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Netscribes' latest market research report titled Software Market in China 2014 captures the current scenario of the software market in China. Domestic demands, initiatives and regulations coupled with the ongoing boom in the cloud computing sector is mainly propelling the Chinese software market. The 12th Five Year Plan is positively influencing the software industry in China. Additionally, government initiatives and investments is also an important factor driving China's software industry. The market can be segregated region-wise, wherein East China is the biggest generator of software revenue. Software outsourcing market in China is still in its nascent stage and it is slowly asserting its position and making its presence felt in the global outsourcing market, but is still way behind that of India and Japan.

Even though the software industry of China has obtained favorable achievement, the market is still plagued with infringement of Intellectual Property Rights and software piracy. Despite major efforts on part of the government, China still has a large market for pirated software. The government is taking major steps to introduce stricter laws to combat piracy and protection of IPR. Strong government support, investment in R&D projects and large internet and mobile phone user base are the key growth drivers. The latest trends observed in the market is the increasing importance of SAAS and cloud computing. The market has witnessed a huge opportunity in Web development and IT consultancy and outsourcing sector with Beijing and Shanghai as the main regions.

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