

Accelerating Digital Partnerships across Borders

sequa supports Soloway Technologies in entering the German market

Soloway Technologies is an international software company based in Ukraine, offering custom digital solutions across FinTech, EdTech, PropTech, SportTech and VetTech. With a team of over 80 experts and more than 1,400 successful projects delivered globally since 2008, the company serves clients throughout Europe, Asia and the United States. Soloway's focus goes beyond software delivery – the team acts as a long-term digital transformation partner and strategic consultant. Germany, with its strong demand for digital innovation, was a key target market for Soloway. But despite their proven track record, gaining traction proved difficult. In 2025, Soloway partnered with sequa to change that.



Challenge

Combining international experience with local expectations

Despite years of international experience and a growing team, Soloway struggled to gain consistent visibility and trust locally in Germany. The company's offerings in AI, cloud and cybersecurity had clear relevance – but German clients often lacked awareness of Soloway's track record or saw Ukrainian providers as risky, especially given the war.

What Soloway needed was not just lead generation, but a structured approach to understanding the German market, accessing the right events and adapting its communication and processes to local expectations.



Approach

Preparation, presentation and partnering



Through sequa's support program, Soloway gained targeted insights and tools to sharpen its positioning. This included business development workshops, expert mentoring and tailored feedback on messaging and pitch strategy. A key moment came when Soloway joined sequa's stand at Transform and GITEX Europe, where they had the chance to directly meet German stakeholders and demonstrate their strengths in person.



In parallel, Soloway worked on translating the newly gained insights into concrete actions. In fact, the company refined its offer to highlight exactly how their services support German clients' specific needs – especially in terms of digital reliability, data security and agile collaboration.


Effect

Tangible Results and long-term impact

The support from sequa produced concrete business results. Within less than a year, Soloway signed contracts worth over €150,000 with German clients (potential volume: € 400,000), particularly in VetTech and eCommerce. The company expanded its team by 15% to manage the growing workload and significantly improved its approach to B2B sales in the EU.

More than that, Soloway gained a clear understanding of how to build trust in a cautious market. Thanks to sequa’s mentoring and introductions, the team could position itself not just as a service provider, but as a strategic partner.

Results & Facts
Concrete outcomes of Soloway’s cooperation with sequa:

-  € 150,000+ in German contracts signed (potential volume: € 400,000)
-  2 trade fair participations (Transform & GITEX Europe)
-  15 % team growth within one year
-  Ongoing projects in VetTech and eCommerce
-  Established long-term partnerships with German clients

“ Working with sequa provides Ukrainian IT companies with the tools, contacts and confidence they need to successfully enter and grow in the German market.”

Andriy Khomyn, Head of Digital Transformation, Soloway Technologies


Outlook

Deeper collaboration, broader reach



Soloway is now actively expanding its presence in Germany, with a special focus on long-term digital partnerships in the health, education and financial sectors. The company continues to refine its offer and invest in building the trust and reliability German clients expect.

With a stronger network, more precise communication and real market insight, as results from sequa’s support, Soloway is well positioned to grow sustainably – and to prove that Ukrainian IT companies can meet the highest European standards.



Further information about Soloway can be found at: <https://soloway.tech/>

The initiative ‘IT Partnerships with Ukraine’ is conducted by sequa gGmbH under the project ‘Promoting Ukraine’s Sustainable Economic Recovery,’ which is implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH on behalf of the German Federal Ministry for Economic Affairs and Energy.