

# Market Entry Support for Ukrainian IT Companies

## sequa connects HUSPI to clients in Germany

HUSPI is a custom software development company with deep expertise in FinTech, PropTech and HealthTech. With 35+ employees and offices in Ukraine and Poland, the company delivers digital solutions with precision, scalability and strong client focus. Founded in 2015, HUSPI has grown steadily through word-of-mouth and long-term partnerships across Europe – including several in the DACH region. Still, entering the German market more strategically required more than technical expertise. With support from sequa gGmbH, HUSPI managed to strengthen its market position, build trust with new clients and refine its offer for the German business landscape.



### Challenge

#### Earning trust in a sensitive and crowded market

Although HUSPI already had some German clients before the cooperation began, the company faced recurring challenges when attempting to scale in the region. German companies often questioned the added value of working with a foreign IT provider: Why not hire locally? What about language, data security or the geopolitical risks linked to Ukraine? Moreover, there were common objections related to the quality of the services offered and compliance with European data protection laws.

To succeed, HUSPI needed access, credibility and localised preparation.

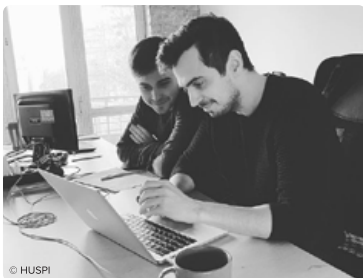
As Zee Gimon, Head of Digital Operations at HUSPI, explains:

“ We were confident in our quality – but we understood that many German companies are looking for proof they can trust you. That’s hard to deliver from a distance.”



### Approach

#### Exposure, guidance and credibility through sequa



HUSPI first connected with sequa through the IT Ukraine Association and joined the collective stands at major tech events such as Transform and GITEX Europe in Berlin. These activities provided much more than just visibility. With sequa’s support, HUSPI benefited from:

- Pre-fair training to understand German business expectations
- 1:1 mentoring sessions to polish pitches and receive hands-on feedback
- On-site presence and networking support to create meaningful conversations
- Market-specific knowledge that helped position their services more effectively

Perhaps most importantly, being introduced as a sequa-supported company built instant credibility.

“ It wasn’t just that we were well-prepared – sequa’s support acted like a stamp of approval,”

says Zee.


**Effect**

## Greater confidence, sharper communication – and new business

The practical benefits of the collaboration were quickly visible. HUSPI adapted its sales language to German business culture, strengthened its messaging and developed more effective lead generation strategies. They also began actively cultivating partnerships in Berlin – a gateway into the broader German tech ecosystem. To succeed, HUSPI needed access, credibility and localised preparation.

As for potential cultural mismatches, HUSPI focused on its collaborative mindset, transparent communication style and long-term approach – all of which resonate strongly with German clients. Several existing DACH-region customers were able to confirm these qualities through references, further reinforcing trust.

This comprehensive preparation, combined with sequa’s backing, led HUSPI to new client relationships and a stronger, more credible presence in Germany.


**Outlook**

## Continued expansion and deeper partnerships



Today, HUSPI is actively pursuing further growth in Germany – with a clear focus on building long-term, sustainable partnerships. The experience gained through sequa’s support continues to shape how the company communicates, networks and positions itself.

Further information about HUSPI can be found at: <https://huspi.com/>

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.

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

-  € 25.000+ in German contracts signed
-  2 trade fair participations (Transform & GITEX Europe)
-  30+ qualified matches with German buyers
-  2 new business relationships established
-  Strengthened presence on the German IT market

“ We’re not looking for one-off projects. We’re looking for partners who grow with us – and that’s the German way, too.”

As HUSPI expands its presence in Berlin and beyond, one thing is clear: Ukrainian IT companies with the right mindset, technical offer and proper support can thrive in the German market.

“ With sequa, we learned how to speak our clients’ language – not just literally, but culturally.”