

Register now to the “Masters of Digital 2018” DIGITALEUROPE’s yearly flagship event

Steigenberger Wiltcher’s Hotel, Brussels, 20 February 2018 – 10:30 - 18:00

DIGITALEUROPE, the leading technology trade association in Europe, is proud to invite you to its “Masters of Digital 2018 Conference & Exhibition” taking place on 20 February at the Steigenberger Hotel in Brussels.

The “[Masters of Digital 2018](#)” offers a unique opportunity for governments and businesses to discuss the forthcoming policy challenges impacting the Digital Economy and to dive into the key enablers that will transform Europe digitally.

Keynote speeches

- **Mariya Gabriel**, European Commissioner for Digital Economy & Society – on how to foster growth and jobs in Europe through digital innovation, digital skills and digital entrepreneurship.
- **Pierre Moscovici**, European Commissioner for Economic and Financial Affairs, Taxation and Customs – on how to conceive the future of taxation in the digital era.
- **David Martinon**, France’s Ambassador for Cyber Diplomacy & Digital Economy & **Casper Klynge**, Denmark’s Tech Ambassador to Silicon Valley – on how innovation and digital technologies are also shaping the future of diplomacy.

First-ever “DIGITALEUROPE SME Award 2018”

DIGITALEUROPE has set up the SME award to publicly acknowledge the positive impact that SMEs have on the European Economy, and to stress on the importance of a non-fragmented cross-border market enabling SMEs to scale up in Europe. Today, SMEs employ 93 million people and 99.8% of businesses operating in Europe are SMEs. During the event, **Commissioner Mariya Gabriel will hand out the “[DIGITALEUROPE SME Award 2018](#)”** to European SMEs which have proven to be digitally innovative and successful.

Technology showcase

A digital technology exhibition is open all day long, where you will be able to experiment individually some of the latest augmented and virtual reality applications developed by global innovators such as Microsoft, Samsung, LG Electronics, Nokia & others.

Three high-level panel discussions

- How to enable digital SMEs to scale up and how to create the business leaders of tomorrow?
- What are the technologies of the future and how will data-enabled services transform our lives?
- How to leverage knowledge through Artificial Intelligence and machine learning?

Panellists include: *MEP Eva Maydell*, *John Frank* (VP Microsoft), *Susanne Dehmel* (Bitkom), *John Boswell* (VP SAS), *MEP Eva Kaili*, *David Earnshaw* (MSD), *MEP Dita Charanzová*, *Stephane Negre* (President Intel France), *Dieter Wegener* (Siemens), *Bent Dalager* (KPMG), *Gail Kent* (Director Data DG CONNECT), *Marie Frenay* (Cabinet VP Ansip), *Gerard De Graaf* (Director DSM DG CONNECT), *Danny Gooris* (Oracle Academy) and others.



Registration & more information at <https://www.mastersofdigital.org> -- Twitter hashtag [#MoDigital18](https://twitter.com/MoDigital18)

For media queries and/or any specific request, please contact:

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ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total 25,000 ICT Companies in Europe represented by 60 corporate members and 37 national trade associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

DIGITALEUROPE MEMBERSHIP

Corporate Members

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National Trade Associations

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| Austria: IOÖ | France: AFNUM, Syntec Numérique, Tech in France | Romania: ANIS, APDETIC |
| Belarus: INFOPARK | Germany: BITKOM, ZVEI | Slovakia: ITAS |
| Belgium: AGORIA | Greece: SEPE | Slovenia: GZS |
| Bulgaria: BAIT | Hungary: IVSZ | Spain: AMETIC |
| Croatia: Croatian Chamber of Economy | Ireland: TECHNOLOGY IRELAND | Sweden: Foreningen Teknikföretagen i Sverige, IT&Telekomföretagen |
| Cyprus: CITEA | Italy: Anitec-Assinform | Switzerland: SWICO |
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