

First-ever DIGITALEUROPE SME Award goes to three European digital SMEs which have the potential to become tomorrow's tech giants

Brussels, 20 February 2018

"We have a Winner – and maybe the birth of a new European tech giant!" said Cecilia Bonefeld-Dahl, Director General of DIGITALEUROPE today in Brussels.

Three European digital SMEs – AirFaas from Finland, Deeper from Lithuania and Plytix from Denmark – have received the first-ever "DIGITALEUROPE SME Award" during a ceremony which took place this morning with Mariya Gabriel, European Commissioner for the Digital Economy & Society, at the Masters of Digital conference.

Cecilia Bonefeld-Dahl, Director General of DIGITALEUROPE, explained: *"The DIGITALEUROPE SME Award promotes excellence and rewards innovation. All three SMEs awarded today are role models in pioneering innovative digital services, and all have the potential to become the future European tech giants. We will monitor the development of these Tech SMEs in the years to come and we will form an informal "European tech SME network" at DIGITALEUROPE."*

"SMEs employ 93 million people and account for 99.8% of businesses operating in Europe. It is essential to publicly acknowledge the positive impact that digital SMEs have on the European economy, and to stress the importance of a non-fragmented cross-border market that enables SMEs to scale up in Europe", she added.

Winner of DIGITALEUROPE SME AWARD 2018:

- **[AirFaas, Finland](#)**
AirFaas delivers Factory as a Service. Like an Airbnb for manufacturing, AirFaas is a portal that allows companies to manufacture their machines and component without owning factories, production equipment or having production workers. Businesses can upload their product design and arrange a global supply chain closest to their markets.

Two other finalists were also rewarded today:

- **[Deeper, Lithuania](#)**
Deeper is leading the connected devices revolution. With the Deeper smart sonar, they allow 18 million anglers across 50 countries to explore underwater and to collect a whole set of data. Deeper's turnover has increased by 7,000% in 4 years and is the 2nd fastest growing company in Central Europe.
- **[Plytix, Denmark](#)**
Plytix is devoted to digitising small and medium businesses. Plytix introduces affordable artificial intelligence and big data analytics tools that enable SMEs to become more data-driven, automate their process, and perform on par with – or even outperform – their enterprise competitors.

Background

DIGITALEUROPE – the leading European technology trade association representing over 60 multinational companies and 38 national trade associations – has organised its first ever “DIGITALEUROPE SME AWARD” in 2018.

The award aims at celebrating and rewarding SMEs that have the potential to become the future European Tech giants. It puts under the spotlight SMEs from across Europe which successfully digitise their business processes and offer innovative digital services.

The “DIGITALEUROPE SME AWARD” also testifies the vital importance of SMEs in the wider digital ecosystem. It represents an opportunity to advocate for EU-wide policies and regulatory frameworks that nurture an entrepreneurial culture and enable SMEs to scale up.

All 38 National Trade Associations affiliated to DIGITALEUROPE were asked to identify and select an innovative SME from their country. Eleven companies were shortlisted and the winner, as well as two other finalists, were awarded today at the Masters of Digital event in Brussels during a ceremony with European Commissioner Mariya Gabriel.

List of shortlisted SMEs

- AirFaas, Finland
- Allterco Robotics, Bulgaria
- Ascendia, Romania
- Deeper, Lithuania
- door2door, Germany
- Funtronics, Poland
- Plytix, Denmark
- Premo, Spain
- Prisma Telecom Testing, Italy
- Yoti, UK

Watch the video which was broadcasted today, during the DIGITALEUROPE SME Award 2018 ceremony:

<https://youtu.be/Kta2-jL-mRg>

More details, including a description of all shortlisted SMEs, can be found at:

<https://www.mastersofdigital.org/sme-award-2018>

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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

Austria: IOÖ	France: AFNUM, Syntec Numérique, Tech in France	Romania: ANIS, APDE TIC
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
Denmark: DI Digital, IT-BRANCHEN	Lithuania: INFOBALT	Turkey: Digital Turkey Platform, ECID
Estonia: ITL	Netherlands: Nederland ICT, FIAR	Ukraine: IT UKRAINE
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