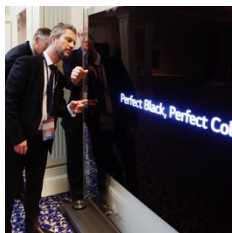
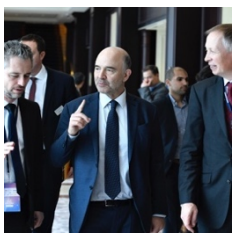
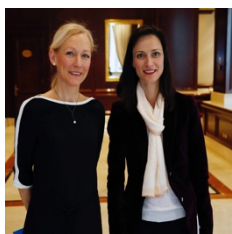
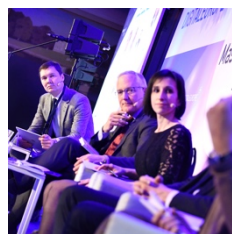
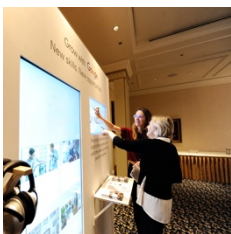
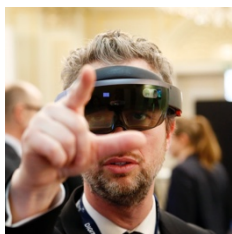
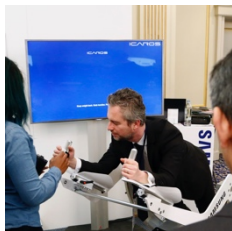


# Masters of Digital 2018

– Report –



## About us

DIGITALEUROPE is the largest European ICT industry association 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 a European Union that nurtures and supports digital technology industries, and that prospers from the jobs we provide, the innovation and economic benefits we deliver and the societal challenges we address.

Our mission is to foster, on behalf of our members, a business, policy and regulatory environment in Europe that best realises our vision. We will achieve this by working as open and positive partners with the European Institutions and other European and global bodies and, through our national trade associations, the EU Member States.

DIGITALEUROPE represents over 35,000 companies and our membership includes over 60 Corporate members and nearly 40 National Trade Associations from across Europe.

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## Our vision

Europe needs digital innovation to prosper in the global economy as much as digital innovation requires a common European vision to flourish and scale up.

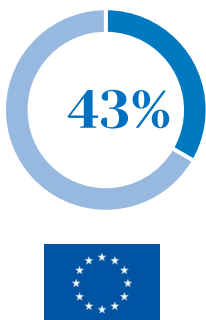
At DIGITALEUROPE, we share the vision of a greater digital Europe: an unfragmented market where innovators do not face 28 different regulatory frameworks, where investors are encouraged to believe in the future, and where businesses and people are not left behind due to a lack of skills or connectivity.

During Masters of Digital, our yearly flagship event, we gather all our Members and our key stakeholders to advance our common vision and align our priorities. The event offers the right mix of policy discussions, networking opportunities, technology showcases!

I invite you to take a look at this report from Masters of Digital 2018 and to already pencil your calendar for the 21<sup>st</sup> of February 2019 when the next edition will take place!

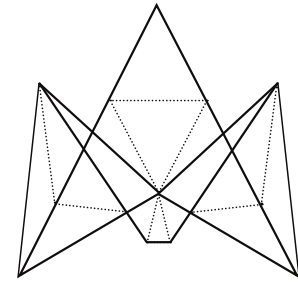


Cecilia Bonefeld-Dahl  
Director General DIGITALEUROPE



### Speaker representation

43% of speakers were senior policymakers, including 2 EU Commissioners and 2 Tech ambassadors. Over 50% of speakers were executives from the industry.



## Masters of Digital 2018

Steingebirger Wiltcher's Hotel, Brussels  
20 February 2018

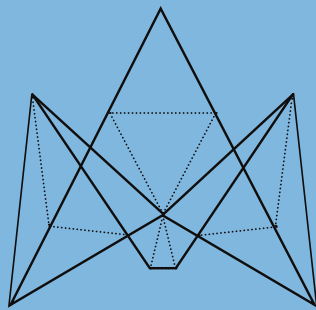


## #MoDigital18

Trending Twitter hashtag – Top position on 20<sup>th</sup> February

## By the numbers

<b>297</b>	Participants
<b>21</b>	Speakers
<b>7</b>	Corporate sponsors
<b>5</b>	Technology showcases
<b>2</b>	EU Commissioners
<b>1</b>	SME Award



# Masters of Digital 2018

## Morning Session

- Markus Borchert
- Mariya Gabriel
- SME Award Ceremony
- Panel on SME growth



**Opening speech**  
**Markus Borchert**  
**Senior Vice-President Europe NOKIA & President of DIGITALEUROPE**

Markus Borchert stressed that the digital transformation impacts all industry sectors. He recalled the role and strengths of DIGITALEUROPE in representing the interests of the technology industry in Europe.

It is time to acknowledge that other vertical industries, such as automotive, banking, manufacturing, energy and healthcare, are also driving their own digital transformation processes.

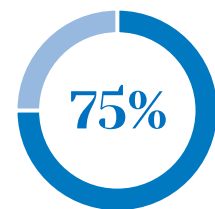
Today, 75% of value creation in Europe comes from the digitalisation of traditional industries, and the uptake of big data will create 100,000 new jobs. Digitalisation is having a considerable impact on society.

83% of AI investments in Artificial Intelligence come from outside of Europe, and per capita investment is 50% greater in the US than in the EU. Europe must become more competitive on a global scale.

**“Europe must become a digital creator – not only a digital consumer!”**

**Connectivity and 5G** are digital highways that enable all other sectors to grow and ease lives of millions of citizens. If Europe were to invest €56.6 billion in 5G, it would create 2.3 million jobs and generate €113.1 billion benefits per year.

**Digital Skills:** 99% of all young people leave the education system without advanced digital skills. This has to change. DIGITALEUROPE is driving digital skills and job creation through the *European Digital Skills and Jobs Coalition*. Europe requires greater investments in digital skills and a Commission that takes an active role in encouraging mandatory curricula in all national education systems.



75% of value creation in Europe comes from the digitalisation of traditional industries



**Keynote Speech**  
**Mariya Gabriel**  
**EU Commissioner for Digital Economy & Society**

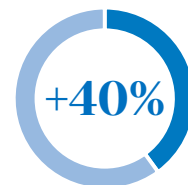
Commissioner Gabriel recalled that digitalisation transforms our daily lives and that Europe is the key level for action. Combined with connectivity, digitalisation has the potential to propel European societies forward, to enable innovative business models and to help governments address legitimate policy concerns.

The Commissioner recalled the progress made on the Digital Single Market strategy, with co-legislators having reached agreement on strategic components, such as the end of roaming, spectrum coordination, or geo-blocking.

***“The exponential growth in digitisation and Internet connectivity is the backbone of the Fourth Industrial Revolution.”***

The ultimate goal is to create more sustainable growth and quality jobs in Europe. It is also about leveraging the European start-up scene. As of today, 41 European tech companies have reached a billion euro valuation.

But Europe is only getting started. To become a leader in the tech revolution, the European Commission aims to deliver concrete actions and policies to support growth opportunities for digital SMEs and start-ups.



Over 40 % of enterprises in Europe who are looking for ICT specialists struggle to find the right people.

# Commissioner's Main Messages

## On Digital Skills

The situation - The success of the introduction of ever more sophisticated digital technologies requires to have enough skilled people to develop and use these technologies. Many companies, especially SMEs, do not have the know-how and the operational capacity to benefit from digital technologies yet. We must, therefore, step up our efforts to develop training and education programmes, and provide for the teaching of digital skills in the compulsory education system.

The European Commission can play an active role. It adopted a Digital Education Action Plan defining measures to help Member States' education systems to adapt to the ongoing digital transformation. The Commissioner has also decided to scale up the EU Code Week Initiative to encourage many more schools in Europe to participate with the goal of achieving 50% participation by 2020. While education and training policies remain in the hands of the Member States, the Commission can act as a facilitator. This is why the Digital Skills and Jobs Coalition was set up. The Coalition brings together more than 340 members and 90 pledgers ready to take action on reducing digital skills gaps of citizens, the labour force, ICT professionals and in education.

What can the Commission do more? There is an urgent need to train and re-skill the European labour force – both the employed and unemployed. More than 40% of enterprises in Europe who are looking for ICT specialists say they struggle to find the right people and ICT vacancies continue to grow. To help them meet this challenge, the Commissioner has launched in December 2017 a pilot initiative, called "Digital Opportunity Traineeships". The project will provide on-the-job training to students and recent graduates of all faculties focusing on advanced digital skills. The pilot will offer up to 6000 traineeships between 2018 and 2020. It will function on the Erasmus model.

## On Start-ups

Europe needs to create programs and policies to connect ecosystems, founders and start-ups at European level. Startup Europe is the initiative to achieve this. It has helped more than 700 start-ups to receive direct market access and acceleration support in the last 3 years of the program activity, attracting over 160 million euros in private investment.

In the coming years, Startup Europe is going to pivot its efforts to deliver a "Scaleup Continent". This will involve boosting the participation of start-ups in EU-funded Research and Innovation programmes, especially in Deep Tech, strengthening the start-up ecosystem in Central and Eastern Europe, and supporting high growth start-ups in securing market opportunities beyond Europe.

Startup Europe also contributes to the entrepreneurial culture of the continent. Through grassroots events like Start-up Europe Week, European Maker Week, or Start-up Europe Universities hundreds of thousands young professionals and students have learned that it is possible to start in Europe, that there are programs to help you launch your business and grow it.

We need to get such initiatives across all European cities, across all universities. We need to launch new ecosystems and stimulate more collaboration between start-ups and corporates and highlight the importance of the existing innovation hubs.

All those initiatives will be complemented by a data-driven tool – the 'Innovation Radar' - a catalyst for the emergence of a whole new ecosystem around the Horizon 2020 programme.



[Read the full speech.](#)





## DIGITALEUROPE's SME Award Ceremony 2018

For the first time ever, DIGITALEUROPE organised a competition to award the most innovative, disruptive and scalable European SMEs. It puts under the spotlight digital SMEs from across Europe which have demonstrated to be successful in digitising their business processes and in offering innovative digital services.

All National Trade Associations affiliated with DIGITALEUROPE were asked to identify and select one role model SME from their country. Eleven SMEs were shortlisted, and the winners were announced during the conference: Plytix from Denmark, AirFaas from Finland and Deeper from Lithuania.

AirFaas won the first prize. Commissioner Gabriel handed out the trophies during the ceremony.



Teaser shown during the ceremony to present the three finalists

## The Three Finalists

**AirFaas** works like an Airbnb for factories; a portal that allows companies to manufacture their machines and components without owning factories, production equipment or having production workers. It enables manufacturing in existing production plants globally through its portal. AirFaas allows both small and large companies to become global manufacturers by bringing manufacturing close to market demand. It will no longer be necessary to manufacture large batches into stock and ship them through a vast logistics chain all over the world.



**Deeper's** mission is to be a global leader that creates incredible experiences for anglers. They do this by developing revolutionary cloud-integrated technologies, helping the angling community to learn more, catch more and connect. Take the Deeper smart sonar, the world's first wireless echo sounder compatible with iOS and Android devices. Today, Deeper's range of smart sonar devices are sold in more than 50 countries, enabling avid anglers from Sydney to Singapore, Michigan to Manchester to experience a completely new way of fishing.



**Plytix** is devoted to digitalising small and medium businesses worldwide. While SMEs represent over 99% of enterprises operating in the EU, less than 15% are considered digitally mature. Plytix wants to change that by introducing affordable and user-friendly tools that empower SMEs to become more data-driven and perform on par with - or even outperform - their enterprise competitors. By leveraging complex technologies including big data analytics and machine learning, Plytix allows small retail companies to become more data-driven and automate their processes.



### [Read the press release.](#)

#### 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-Dahi, 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-Dahi, 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.

### [Read Euractiv's article.](#)

**EURACTIV**  
6 March at 14:35 ·

Only 17% of European SME's sell goods or services online and as little as 25% pay to advertise their products or services online. Enterprises that make full use of newly available technologies can perform up to 10 times better than their analogue counterparts.



SMEs, the lifeblood of Europe, need to become more digitalised



## *Panel Discussion*

### How to foster digital growth and scale up in Europe?

#### Panellists

- **Bart Becks**, EurActiv (Moderator)
- **Eva Maydell**, MEP
- **Susanne Dehmel**, Bitkom
- **Gerard de Graaf**, DG CONNECT, European Commission
- **Danny Gooris**, Oracle Academy
- **Marco Pancini**, Google
- **Edward Blomstedt**, CEO AirFaas, Winner of DIGITALEUROPE SME Award 2018

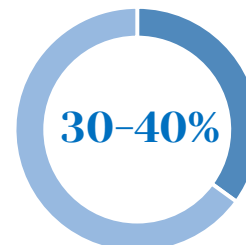
All speakers stressed that Europe could and should take the lead in building the ecosystem for scaling up companies. The challenge is to provide enough growth potential and a sufficiently harmonised market to ensure that SMEs can scale up in Europe and do not have to move abroad.

#### Takeaway

- **Bring Digital Single Market to life** by supporting EU activities, not by creating additional ones on Member States level. A modern approach to law-making, which considers the digital world and impact of the regulation it may have for organisations operating in it.
- **Access to capital in Europe** is still a challenge. This needs to become a priority to allow start-ups to grow in Europe. As of today, 30% to 40% of investment capital is publicly sponsored, this is not a healthy situation. There is a need to **incentivise insurance and pension funds to start investing in enterprises**.

## Takeaway

- **Invest in talent, and notably** in STEM skills. 75% of the fastest growing professions require STEM skills, at the same time only 25% of the teachers feel digitally confident.
- Digital skills are necessary for success in the 21<sup>st</sup> century. **Employment agencies need to get involved in those efforts and provide information on the opportunities to digital skills.** There are many good examples, such as the [partnership between the Bulgarian Association of Information Technologies \(BAIT\) and employment agencies](#).
- **Multiply the success of existing best.** The [EC's catalogue of best practices](#) on digital skills is already a meaningful step.
- **The EC should be a mentor to Member States and showcase best practices.** This is also a way to strengthen the EU's position in Europe.



In Europe, 30-40% of investment capital is publicly sponsored.

## What is the role of regulation in helping startup innovate and scale-up?

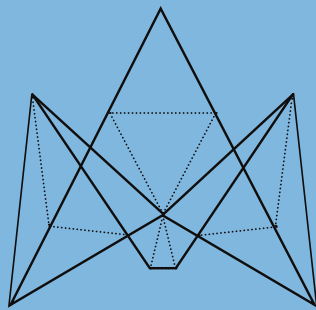
The SME award Winner Edward Blomstedt, argued that, to help start-ups, the best policymakers can do is to “get out of the way”.

MEP Eva Maydell argued that, although it may sound like an oxymoron, regulations can help start-ups. MEP Eva Maydell has been hosting the annual conference [Regulation4Innovation](#) since 2016 and maintains that regulations are necessary to bring legal certainty, a harmonised market and shared standards.



Some people think that innovative companies do not want regulation, yet when you speak with them these companies say that they want legal certainty, they want guidelines. We must not stifle [#innovation](#) but help it when forging legislation [#Regulation4Innovation](#)





# Masters of Digital 2018

## Afternoon Session

- Pierre Moscovici
- Panel on the future of technology
- Panel on Artificial Intelligence
- Casper Klynge
- David Martinon



**Keynote Speech**  
**Pierre Moscovici**

**EU Commissioner for Economic and Financial Affairs, Taxation and Customs**

After an opening from Maria Volanen, Head of the Taxation Policy at Technologies Industries of Finland, Commissioner Moscovici stressed that digitalisation brings unprecedented challenges that require, in his view, an update of the tax framework.

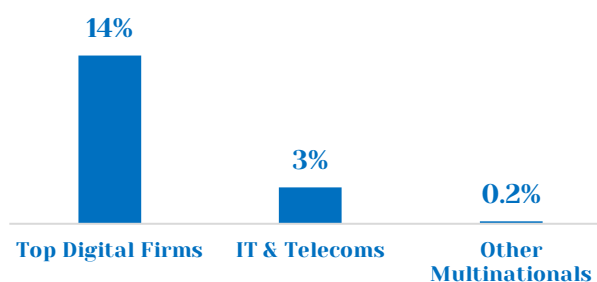
Digitisation has had a considerable transformative effect on the fundamentals of economics and it is highly beneficial to our economy. In Europe, the ICT sector generates 25% of total business R&D, and investments in ICT are responsible for 50 % of productivity growth.

However, rapid changes require an update of our regulatory frameworks. Corporate tax frameworks, in particular, have not been able to keep up with the digital age, as they are underpinned by the principle that profits should be taxed where value is created.

For digital companies, it can be difficult to pin down the value that has been created, how it has been generated, and where it should be taxed. Today, there is a deep divide between where digital profits are generated and where they are taxed. This is a problem on two levels:

1. Fairness: Commissioner Moscovici believes that, on average, domestic digitalised business models are subject to an effective tax rate of 9% against an effective tax rate of 21% for traditional business models
2. Member States face shrunken tax bases and dried up revenues

**Digital firms grow faster than the rest of the economy**



## Commissioner's Main Messages

- 1. It is happening** – Several Member States are determined to take action.
- 2. The question is how:** Commissioner Moscovici believes that Member States are increasingly concerned about the sustainability of their traditional public budget models and are questioning whether the digital economy could contribute to a greater extent. He recalled that some Member States have taken, or plan to take, unilateral measures. According to the Commissioner, a combination of fragmented, uncoordinated national “patches” and solutions would negatively affect the single market, raise compliance costs and ultimately undermine competitiveness. He argued that action at EU level is the most appropriate.
- 3. Options for the Commission proposal:** The Commission is working closely with the OECD, and looks forward to the report to be presented to the G20 later in 2018. However, there has been little appetite amongst key global players to find concrete solutions. The Commissioner outlined the new EU proposal for the taxation of the digital economy, which was released in March.



[Read the full speech.](#)

**“Be part of this discussion. We see no need to oppose Member States and digital companies. They share the same interest. [...] Help us shape the best possible way forward for your industry and the best possible outcome for the European economy.”**

Pierre Moscovici



**Pierre Moscovici**  
@pierremscovici

Following

Corporate tax frameworks were conceived in a pre-internet age and are confounded by today's globalised and digital companies. That calls for a fundamental overhaul of our corporate tax systems – and #Europe is about to decide how to do just that #MoDigital18





## Panel Discussion

# What's Next? Future of Technology and the Impact of the Data Economy

### Panellists

- **Cate Nymann**, Cisco (Moderator)
- **Dieter Wegener**, SIEMENS
- **Andrew Fielding**, Samsung Electronics
- **Stéphane Negre**, Intel
- **David Earnshaw**, MSD
- **Gail Kent**, DG CONNECT, European Commission

The panellists stressed the crucial horizontal role of the data economy and the importance facilitating the transition. Data is not only about enhancing the efficiency of existing processes, but it is also a new B2B market that companies need to learn to leverage.

### Takeaway

- The digitisation of existing processes is only the beginning of the data economy. **The real value will come from the business to business (B2B) selling, sharing and consumption of the data collected.** By 2020 the data economy will represent about 4% of the EU GDP and employ above 10 million people.
- **Regarding the data economy, the commission has two main priorities:**
  1. **Enhancing the availability and the reuse of data.** For this purpose, they will review the *Directive on the re-use of public sector information* and consider measures to enhance the access and real-time use of public data. They will consider applying the directive to para-public bodies and the utility sector.
  2. **Enhancing trust of European Consumers.** The Commission sees the GDPR as the building stone for consumer trust and is satisfied with the existing legal framework.



## Takeaway

- All sectors, from healthcare to automotive, are seeing a **transformation of the product that they are selling**. The automotive sector, for example, is seeing the transformation of cars from an 'engine centric' product to a 'data-centric' one.
- Enabling an effective data economy involves multiple layers and requires a robust infrastructure. Solutions need to be developed to:
  1. Collect the data (e.g. via sensors)
  2. Transport the data (e.g. 5G)
  3. Store the data (e.g. Cloud, hardware)
  4. Compute the data (e.g. software, AI)
- **Artificial Intelligence** is an essential tool that is **helping the extraction of the value out of the data**. On this basis emerging services and business models are emerging – notably in the B2B sector.

# 4%

Estimated contribution of the data economy to the European GDP by 2020

## What to learn from the Pharmaceutical sector for a trusted data economy?

During the conversation David Earnshaw from MSD highlighted two crucial lessons that the Pharma sector can bring to a trusted data economy:

1. Don't forget that the **ultimate objective of innovation is to improve well-being**. Innovation should unquestionably outweigh the costs.
2. There is a lot that can be learned by the way Pharma treats the private data of patients, which has never resulted in significant leaks. Yet, while privacy is a public good, we need to be **aware of unintended consequences that result from siloing data**.



Jennifer Baker  
@BrusselsGeek

Following

Interesting panel on the data economy at @DIGITALEUROPE's #MoDigital18 happening now. coming up next more discussion on #AI, #Algorithms, #QuantumComputing and #MachineLearning 😊



### *Panel Discussion*

## How to leverage knowledge? AI, Quantum Computing and Machine Learning

### Panellists

- **Bent Dalager**, KPMG (Moderator)
- **John Frank**, Microsoft
- **Eva Kaili**, MEP
- **John Boswell**, SAS
- **Marie Frenay**, Cabinet VP Ansip, European Commission

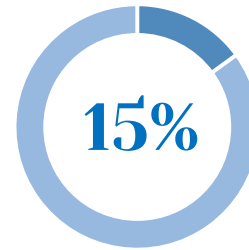
The panellists debated the relationship between the need to develop artificial intelligence (AI) and the ethical implications that it may have. All speakers stressed the urgency of developing AI, but also that the solutions need to be accountable, inclusive, safe, and respect privacy.

### Takeaway

- **AI is often misperceived.** Too often people think of AI as threatening robots that put their jobs at risk. But in practice, artificial intelligence primarily consists in clever analytics that greatly improves the efficiency and accessibility of some processes.
- **The core reflection of the Commission on AI are:**
  1. Stimulating research and innovation and increase take-up by SMEs.
  2. Ensuring user trust, and the respect of European ethics & values. On this point, the European Institutions are satisfied with the existing legal framework (GDPR, Free flow of data regulation), and they believe to be able to direct EU funding towards AI projects in line with EU values.
  3. Developing digital skills and dealing with the transformative impact on jobs and the labour market.

## Takeaway

- The commission acknowledges that the **EU's total funding is lagging behind compared to other parts of the world**. But they are discussing the new Multiannual Financial Framework and budget for R&D post-2020. AI will be a priority topic for the budget, and they are eager to continue public-private partnerships.
- Industry representatives stressed that the EU and national governments should **support a robust and open data economy**. Good quality data will help prevent biases or adverse outcomes.



*According to a McKinsey study, out of 4276 AI companies, only 15%, or 662, were European.*

## Which role do ethics and values play in the development of AI?

This is a topic that MEP Eva Kaili and Marie Frenay from Ansip's cabinet repeatedly stressed.

From the perspective of Eva Kaili, European societies should avoid rushing into new technologies without taking the time to explore the potential unintended consequences.

While all panellists agreed that AI and robotics need to be inclusive, safe, respect privacy, security and to be accountable, representatives of the EU institutions argued that EU funding can result in European value-based innovations.





***Keynote Speech***  
**Casper Klynge**  
**Denmark's Tech Ambassador to Silicon Valley**

Joining the conversation from the Silicon Valley, the Danish Tech Ambassador, Casper Klynge, stressed the importance of digital technologies in modern diplomatic relations.

Casper Klynge is one of the first tech ambassadors in the world. With a global mandate, he mainly travels between the US, Europe and China. The aim of his position is to set a global tech agenda through strong bilateral relationships.

Casper emphasised the benefits of technology for humankind and the environment, but he also underlined the importance of an adequate framework to address the challenges of governance, security and inclusiveness.

The EU can play a pivotal role in finding the right balance between benefits and risks, and between opportunities and regulation. But a sustainable solution can only be the result of robust bilateral relationships on digitalisation.

**The aim of the Danish Tech ambassador is to set a global tech agenda through strong bilateral relationships.**

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# Masters of Digital 2018

EUROPE

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EUROPE

## *Keynote Speech* David Martinon France's Ambassador for Digital Affairs

David Martinon is the French Ambassador for Digital Affairs. During his conversation with Cecilia Bonefeld-Dahl, he explained how 'techplomacy' is becoming increasingly important in a world where both physical and digital threats coexist.

With new threats emerging every day, such as online terrorism propaganda, cyberattacks and fake news, the nation states need to reconsider their traditional diplomatic channels and embrace a new way to engage with a broad variety of stakeholders. The mission of the French ambassador for Digital Affairs is therefore to clarify that the digital world must comply with the rules set to protect public goods and citizens in the offline world.

Although it is clear that International rules should apply to cyberspace, governments are still too often unprepared to cyber attacks.

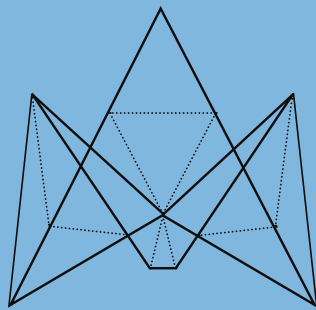
Hence it is important to start a deeper reflection on these issues and to outline the conditions and means for possible cyber-retaliation.

Practical areas of competences for the the French Ambassador is the enforcement of existing rules; in terms of diplomatic relations, of crime (including counterfeit), and of terrorist prosecution.

Finally, David Martinon referred to the coordinated vulnerability disclosure in the US as a good practice of government taking responsibility to reinforce their cybersecurity. He also pointed out that the protection of critical infrastructures is a clear obligation but whether any government can protect all citizens in the same way remains a challenge.

Lovegrove  
@JamesALovegrove  
Following  
@digitaleurope #MoDigital18  
@david\_martinon elaborating new role of 'techplomacy' to revamp 70+ year old (analogue) rules/norms/skills to tackle the new balance of (digital) powers. An ever changing landscape with new actors and threats emerging ever day...





**Masters of Digital**  
2018

## Miscellaneous

- Tech Exhibition
- VIP Dinner
- Media and participant survey

# Technology Exhibition

All our keynote speakers – including public officials such as Commissioner Gabriel, Commissioner Moscovici and French Tech Ambassador Martinon – spent time on each of the installations. They interacted with the sponsors and learned about how the companies are contributing to the development of a digital Europe. On show were:

## Microsoft

Microsoft presented the HoloLens. The HoloLens is the first self-contained, holographic computer. It allowed users to understand how mixed-reality is about to change many of educational and industrial processes. Mixed reality brings people, places, and objects from the physical and digital worlds together.



## Google

Google showcased its numerous skills initiatives. At the Google booth, visitors were introduced to stories and interviews of SMEs explaining how they transformed their business by using digital skills. Through their stand, Google was able to present to policymakers the role that companies play in helping European citizens take advantage of digital opportunities.



## Samsung

Samsung presented Relúmiño, an application selected within its in-house incubator that helps the visually impaired. By simply using a smartphone as a virtual reality headset, people with low vision can adapt colours, brightness, contrasts and other settings, in order to gain a clearer perception of their surroundings.



## LG Electronics

LG Electronics showcased their forward-looking OLED TV with artificial intelligence (AI) technology and deep learning capabilities. The screen makes use of LG's AI development platform, DeepThinQ. This platform enables the seamless integration of AI into a wide range of products, thus allowing LG developers to apply deep learning to future products. Through this booth, visitors got a glimpse into how AI is becoming embedded in all products and will change people's everyday lifestyles.



## Nokia

Nokia demonstrated an AI-assisted multi-sensory earbud platform. The earbuds are capable of understanding various people and environment metrics which, in turn, are used to learn and infer human behaviour and to design user-centred connected services. On show was a business use case where this ultra-wearable platform, in conjunction with Wi-Fi network sensing, uncovered the hidden dynamics of modern enterprises by modelling people-people and people-place interactions.



Microsoft EU Policy  
@MicrosoftEU

Following

It was great having Commissioner @GabrielMariya stop by our #MoDigital18 booth this morning to talk about #tech and discover possibilities of mixed reality with #HoloLens!



# 5

## Tech showcases

All of the spaces allocated for tech exhibitions were used. In 2019, we plan to reconfigure the space to allow for additional exhibitions and give more time for the participants to experience them.





## VIP Dinner

The VIP dinner was an intimate gathering, allowing for open and direct discussions between industry and policy leaders about the policy challenges that await Europe.

The dinner was attended by:

- **Sponsors**
- **European public officials** such as **Pierre Moscovici**, EU for Economic & Financial Affairs, Taxation & Customs, MEP **Eva Maydell**, and the French Tech Ambassador **David Martinon**
- **National Trade Associations Leaders**
- **SME Award Winners**
- **DIGITALEUROPE's Executive Digital Advisory Council Members**

# 30

## High level dinner guests

Including a Commissioner, Ambassadors, NTA leaders, Digital Executive Advisory Counsel members and Corporate CEOs

# Press & Media Coverage

The Masters of Digital event has received an extensive media coverage. With 30% of our audience engaging on Twitter, 15 videos produced and over 20 mentions in the press, MoD is DIGITALEUROPE's biggest outward facing event of the year.

## Press

The Masters of Digital received coverage from several international press and media, including the official media partner EurActiv and other media such as the Chicago Evening Post, Financial Times and POLITICO Europe. We identified 14 news articles that referred to the MoD or the SME award.

Below are the selected press articles where Masters of Digital 2018 was mentioned:

- [SMEs, the lifeblood of Europe, need to become more digitalised](#) – EurActiv
- [AirFaas wins in Belgium](#) – The Good News from Finland
- [Finnish AirFaas awarded as future European Tech giant by EU Commissioner](#) – The Chicago Evening Post
- [Who is David Martion, the French Ambassador for Digital Affairs](#) – Wired



POLITICO

FINANCIAL TIMES

EURACTIV

CHICAGO Evening Post

goodnews FROM FINLAND

GOVERNMENT EUROPA

BREAKIT

CONTEXTE

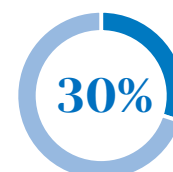
WIRED

## Media coverage by the numbers

**366** Tweets About the MoD

**14** References in the Press

**15** Films & Interviews Produced



30% of attendees used their personal account to tweet about the event

## Social Media

Before, during, and after the Masters of Digital 2018, DIGITALEUROPE has recorded 15 videos, including footages from the principal sponsors of Masters of Digital 2018, the 3 SME Award nominees, and snippets from the day of the event. The videos already gathered over 700 organic views.

[Watch the video playlist.](#)

On Twitter, the #MoDigital hashtag became the number 1 most used hashtag in Belgium between 12:00 and 21:00. A total of 366 tweets were sent, and 30% of the audience tweeted about the event.



### #MoDigital18

Number 1 most used hashtag in Belgium on the 20 February between 12pm – 8pm.

## Participant's satisfaction survey

According to our satisfaction survey, attendees were very satisfied with the event. Out of a maximum of 4, attendees rated the event an average of 3.52. Participants particularly appreciated the direct interactions and the many insights shared by policymakers, as well as the quality of the venue.



Case movie about the event

Sponsored by



**SAMSUNG**



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Media & Event partners



# Sponsorship Packages

## Masters of Digital 2019

*Save the date 21 February 2019*

	Platinum €35,000	Gold €20,000	Silver €5,000
<b>Before event</b>			
Brand marketing: website, social media, newsletter, emailing, banner, prints, roll-ups and delegate bags			
Company interview - video			
<b>During event</b>			
Promoted as sponsor for the European Digital SME Award			
VIP access to keynote speakers			
Panel owner: An opportunity to design a discussion panel			
Showcase your technology			
Your marketing material in the delegate bags			
Recognition of your contribution announced at the event			
Company logo on slide-shows and banners behind keynote speakers			
<b>After event</b>			
Visibility on all post-event communication materials, to be published and promoted online			
A second video from your company to be used after the event, promoted online			
Cross-communication on twitter (more than 10,000 follows), Facebook & LinkedIn			



# DIGITALEUROPE

## Masters of Digital 2019 will take place on 21<sup>st</sup> February

If you are interested in sponsorship, exhibition or speaking opportunities, or for any other question, please contact:



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## DIGITALEUROPE Membership

### Corporate Members

Adobe, Airbus, Amazon, AMD, Apple, Bose, Brother, Canon, Cisco, Dell, Dropbox, Epson, Ericsson, Fujitsu, Google, Hewlett Packard Enterprise, Hitachi, HP Inc., Huawei, IBM, Intel, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, Mastercard, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, MSD Europe Inc., NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Samsung, SAP, SAS, Schneider Electric, Sharp Electronics, Siemens, Sony, Swatch Group, Tata Consultancy Services, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Western Digital, Xerox, Zebra Technologies.

### National Trade Association

**Austria:** IOO

**Belarus:** INFOPARK

**Belgium:** AGORIA

**Bulgaria:** BAIT

**Croatia:** Croatian Chamber of Economy

**Cyprus:** CITEA

**Denmark:** DI Digital, IT-BRANCHEN

**Estonia:** ITL

**Finland:** TIF

**France:** AFNUM, Syntec

Numérique, Tech in France

**Germany:** BITKOM, ZVEI

**Greece:** SEPE

**Hungary:** IVSZ

**Ireland:** TECHNOLOGY IRELAND

**Italy:** Anitec-Assinform

**Lithuania:** INFOBALT

**Luxembourg:** APSI

**Netherlands:** Nederland ICT, FIAR

**Poland:** KIGEIT, PIIT, ZIPSEE

**Portugal:** AGEFE

**Romania:** ANIS, APDETIC

**Slovakia:** ITAS

**Slovenia:** GZS

**Spain:** AMETIC

**Sweden:** Foreningen

Teknikföretagen i Sverige,

IT&Telekomföretagen

**Switzerland:** SWICO

**Turkey:** Digital Turkey Platform,

ECID

**Ukraine:** IT UKRAINE

**United Kingdom:** techUK