

# Gaps in Digital Single Market visible from Alpine peak

**PRESS RELEASE - BRUSSELS (April 21st 2017)** - One of fewer than a dozen women attending Europa Forum Lech this week, DIGITALEUROPE Director General Cecilia Bonefeld-Dahl has enjoyed far-reaching discussions with many of her fellow participants at Commissioner Günther Oettinger's annual "mini-Davos" for top digital policy makers and industry representatives. This year's edition looked at the role digitalisation of key European industries can play in growth and increasing welfare across Europe.

The main panel sessions assessed the prospects for developing the data economy in the banking, health, energy and automotive sectors and how the EU best can apply and adjust regulations to support growth within Europe and how the budget can best address a range of needs for creating incentives for innovation.

The industries focused on at the conference match the focus industries of DIGITALEUROPE. Opportunities and challenges are real. Discussions covered the use of health data to improve services and conditions, reskilling workers and the need to align regulation on data privacy and security with the new digital world.

"I was glad to find many of the specific opportunities and difficulties highlighted by our members reflected in these concrete discussions, bringing real-life experiences and growth opportunities of companies into the heart of policy debate," recalled Ms Bonefeld-Dahl. "We look forward to working with the industries and the Commission to find the most effective ways to channel EU resources into building the digital infrastructure and landscape in Europe."

"But if we want to see competitive businesses in the ICT sector growing and staying in Europe, we need to push for a real single European market, we need a home market with scale and more investment capital," Ms Bonefeld-Dahl warned. "Europe has spawned many innovative digital companies like Skype, Just Eat, SimCorp and Sitecore. However, up to two thirds have left Europe to go to US market and Silicon Valley in their growth phase. Investment conditions are better there and the home market is both bigger and more uniform, allowing them to grow quickly. The European Single Market is still far from working optimally in practice."

DIGITALEUROPE will soon be making a significant contribution to these debates with the release of a study of the data economy. We have commissioned PwC to establish a "sentiment index" that complements raw data with the opinions of industry leaders, who are being interviewed for the survey on the following topics:

- Attitudes towards adoption of technologies,
- Regulatory environment in Europe,
- Prerequisite skills,
- Telecommunications infrastructure.

As opposed to other indices, this combination will offer a deep-dive assessment of the speed and magnitude of digital transformation, the rising importance of new business models and digital platforms as well as identifying the main accelerators and barriers to the uptake of the data economy. DIGITALEUROPE's Digital Advisory Council will review the results before publication at the end of June.

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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 61 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

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