

DIGITALEUROPE Digital Advisory Council high-level meeting on the digital transformation of Europe

BRUSSELS, 27 June 2017 – DIGITALEUROPE hosted the second meeting of its high-level Digital Advisory Council (DAC)¹ to establish the ambition towards making the Digital Single Market a reality and leverage the growth potential of digitalisation in Europe.

European institutional leaders gathered together with European CEOs from leading EU-based tech companies like SAP, Devoteam, Nets and Cisco to jointly reflect on the future of Europe as a data-driven economy. The discussions of the DAC revolved around DIGITALEUROPE's study "Facing the data economy: Last call for Europe!"², in anticipation to the upcoming mid-term of the European Commission.

"We know for a fact that Europe is lagging behind the rest of the world in digitalisation. If we want to remain competitive on a global level, Europe urgently needs to be more united and forceful in seizing a greater proportion of the opportunities presented by the digital transformation," said DIGITALEUROPE President Markus Borchert. "We cannot afford to hesitate while other parts of the world roll out cutting-edge connectivity and develop digital solutions and applications at breathtaking speeds."

DIGITALEUROPE's study: "Facing the data economy: Last call for Europe!"

The study assesses the state of play in the data economy in key European industries. It investigates the reasons what Europe is lagging behind in the digital transformation. The study is built on two pillars: drawing on data to establish the context of digitalisation in Europe and the insights from top executives of DIGITALEUROPE members, providing a hands-on business-oriented view of the digital industry in Europe.

Based on our study, we know that 75% of EU companies regard digital technologies as an opportunity. However, we need to re-think and resolve the challenges in the area of cybersecurity solutions. According to our study, 69% of CEOs agree on the difficulty of gaining and retaining people's trust in an increasingly digitalised sphere.

¹ Established in 2015, its Digital Advisory Council provides EU policy-makers with long-term vision and strategic advice on the business, trade and investment frameworks needed to boost Europe's digital growth, and its competitiveness globally. <http://www.digitaleurope.org/Our-Work/Digital-Advisory-Council>

² Study prepared in collaboration with PwC, "Facing the data economy: Last call for Europe!" Is available [here](#)

DIGITALEUROPE identifies the 4 major action points we need to take into consideration:

1. **Speed up adoption of technologies and business models:** 40% of corporations believe that adopting a platform-based business model and engaging in an ecosystem of digital partners are crucial for their business to succeed;
2. **Step up investments in ICT training and upskilling solutions:** 2.3 million jobs can be reached with reskilling and upskilling citizens with digital skills, making Europe the world-class digital frontrunner nations.
3. **Foster the rise of next generation infrastructure:** Expand European spectrum and take the data economy to the next level. For instance, ICT investment per inhabitant in the US is EUR 684, while in Europe it is only EUR 435.
4. **Support state-of-the-art cyber security solutions and innovations-enabling regulations:** By 2022, revenue from autonomous driving is expected to increase to EUR 50 billion.

“DIGITALEUROPE seeks to bring as much clarity as possible to the current debates. We have identified both the main accelerators for growth in the data economy and the barriers that hold Europe back. Europe is still very far from reaching its full potential in the digital economy, but I am sure the insights from this study will help bring us closer.”

Cecilia Bonefeld-Dahl, Director General DIGITALEUROPE

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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 2500 ICT Companies in Europe represented by 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

Corporate Members

Airbus, Amazon Web Services, AMD, Apple, BlackBerry, Bose, Brother, CA Technologies, 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, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, 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, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Western Digital, Xerox, Zebra Technologies.

National Trade Associations

Austria: IOÖ

Belarus: INFOPARK

Belgium: AGORIA

Bulgaria: BAIT

Cyprus: CITEA

Denmark: DI Digital, IT-BRANCHEN

Estonia: ITL

Finland: TIF

France: AFNUM, Force Numérique, Tech in France

Germany: BITKOM, ZVEI

Greece: SEPE

Hungary: IVSZ

Ireland: TECHNOLOGY

IRELAND

Italy: ANITEC

Lithuania: INFOBALT

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