



The European CEO AI and critical tech declaration

A CEO call to action for Europe's competitiveness and security

We, as CEOs of Europe's leading digitalising and technology companies, support the direction set by the European Commission to complete the single market and make bold, scalable EU investments. Now, one year after the Draghi report, we call for an ambitious new partnership between public and private stakeholders to restore Europe's global competitiveness and security.

Our future prosperity, technological sovereignty and collective resilience depend on Europe's ability to scale and lead in artificial intelligence and critical technologies whilst remaining engaged with global markets.

But we need decisive action and results in the next one to three years. The evidence is stark: between 2008-2021, close to 30% of European 'unicorns' relocated headquarters, primarily to the US.¹ Europe faces a €800 billion annual investment gap.² No EU company valued over €100 billion has been founded in the past 50 years.³

We believe the direction set by this Commission is right, and must be continued and accelerated with stronger digital commitment and investments. Europe has what it takes: world-class talent and companies, and leadership in key technologies – from connectivity, industrial automation, cyber, quantum and energy management to drone technology, AI, health technology and satellites. But we lack a unified European market.

We call for coordinated European investment in trusted technology, procurement and incentive structures that boost our digital competitiveness and resilience, not just in the long term, but now. Europe must adapt to faster innovation cycles, make agile investments, reduce regulatory burden and costs of failure, simplify implementation and meaningfully review our rules on AI, data and cyber.⁴

We, as industry leaders, stand ready to invest in Europe's digital future, spearhead our security, and drive our digital and green transformation. We are prepared to collaborate on digital projects creating real market demand and resilience, and support swift regulatory reforms that simplify and harmonise business conditions, and boost Europe's competitiveness.⁵

Let us make Europe the place to innovate and scale, providing the enabling conditions for our companies. This is Europe's AI and tech moment. Let us act together. We scale – we lead – we succeed in Europe.

¹ Draghi, M. (2024). *The future of European competitiveness*, report presented to the European Commission.

² Ibid.

³ Ibid.

⁴ Visit DIGITALEUROPE's website for concrete investment project ideas and in-depth recommendations on Europe's digital competitiveness (<https://www.digitaleurope.org/european-ai-and-tech-declaration-page>), as well as this page for proposals to remove regulatory burden in the upcoming digital package (<https://www.digitaleurope.org/resources/executive-brief-removing-regulatory-burden-for-a-more-competitive-and-resilient-europe/>).

Co-signatories:

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- Christian Klein, CEO, SAP
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