

DIGITALEUROPE welcomes Technology Package of measures needed to drive Europe's digital transformation

BRUSSELS (April 19th 2016) — DIGITALEUROPE welcomes the European Commission's technology package of communications released today. Together it addresses what we consider to be one of the key elements of the Digital Single Market, namely the digital transformation of Europe's economy.

The package addresses areas of particular importance to this transformation: in particular, cloud computing, Internet of Things and standardisation. All three will play a decisive role in Europe's efforts to spread the benefits of digital technologies throughout the economy.

"We are getting to the meat of the Digital Single Market now," said John Higgins, Director General of DIGITALEUROPE, adding: "We support the concept of digital innovation hubs and the commitment to address the shortage of people with adequate digital skills."

"The technology package unveiled today doesn't rush to regulate, which is very welcome. For Europe to successfully transition to a digital economy there needs to be a policy framework in place that stimulates innovation, rather than stifling it," he said.

On cloud computing

"The European Cloud Initiative is an excellent idea. It can play an important role in helping science and research, and as the Commission pursues these significant investments we support an inclusive approach, using the best technology the industry can offer. We also support an open and interoperable cloud infrastructure for science as well as cloud services in general," Mr Higgins said.

But he added that the Commission should not lose sight of the continuing need to promote economic growth through widespread adoption of cloud across all sectors. "Cloud usage lags in Europe among SMEs as well as in strategic sectors such as financial services, which in turn affects the competitiveness of the European economy," he said.

On standardisation

ICT standardisation is a cornerstone of the successful digital transformation in Europe. The Commission's approach unveiled today deserves praise for its openness and flexibility. "As long as these principles remain, and the process of ICT standardisation is allowed to continue in the collaborative manner that exists already, then we believe the Commission has got the emphasis right," Mr Higgins said.

The collaborative approach is spearheaded by the multi-stakeholder platform (MSP) for ICT standardisation – a group comprising European standardisation organisations, global standardisation bodies, industry associations, NGOs, the European Commission and member states - which identifies key global standards and specifications and advises how they can support economic growth in Europe.

“It is vital to strengthen further the ICT multi-stakeholder platform so we can better identify future standards that in turn will allow for widespread adoption of the digital technologies that are driving the digital transformation,” said Mr Higgins.

On the Internet of Things (IoT)

The Commission has focussed on the same vertical sectors that DIGITALEUROPE identified last year. “We share the Commission’s vision for how the IoT will look. Tech firms look forward to contributing to the large-scale projects referred to in the package,” Mr Higgins said.

On eGovernment

“We fully support the eGovernment action plan, in particular the Commission’s objective to help digitise public services. Industry is looking forward to working with the Commission and national governments to implement the plan,” Mr Higgins said.

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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 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>

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