



Digital Transformation of Industry and Enterprises The EU vision, strategy and actions



E- SKILLS FOR JOBS HIGH-LEVEL CONFERENCE, Riga, 13 March 2015:
Parallel Session 1 – DIGITAL TRANSFORMATION OF THE ECONOMY

Michel Catinat

Head of Unit 'Key Enabling Technologies and Digital Economy'
DG Internal Market, Industry, Entrepreneurship and SME's

Digital matters to European economy



75%

75% of the **economic value** created by the Internet arises from traditional companies that are using web-based applications



1,5m

1.5m **additional jobs** would be created in the EU Internet Economy, if the entire EU mirrors the performance of US or Sweden

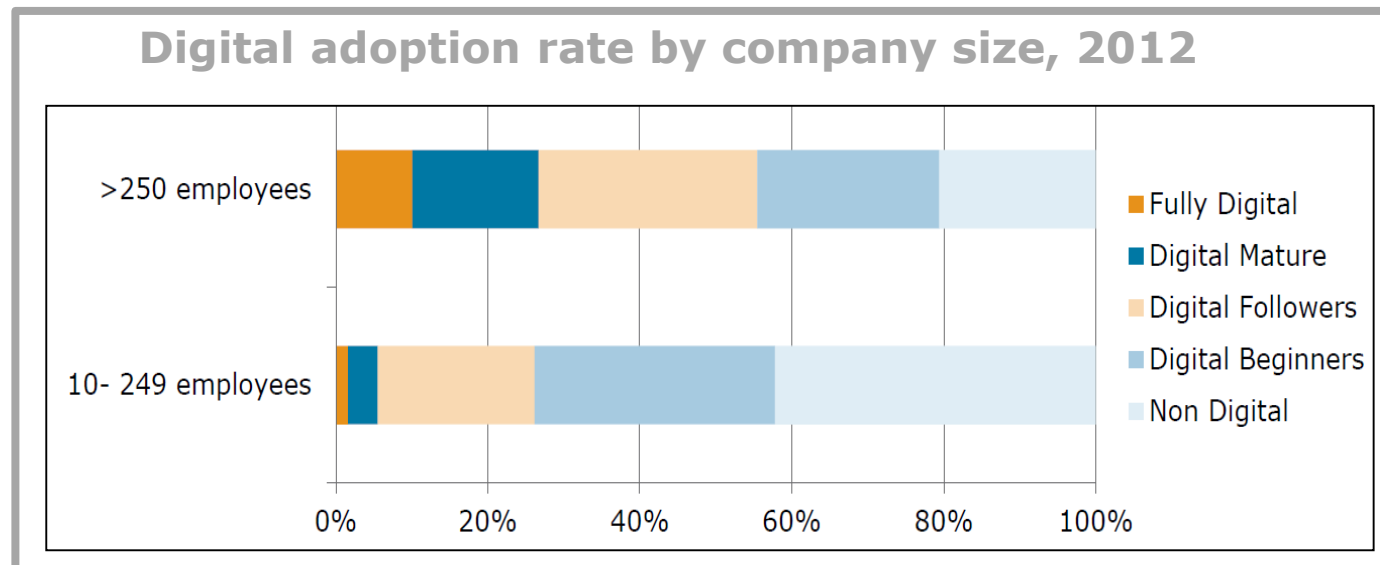


2-3x

SMEs **grow** two-three times **faster** when they embrace digital means

EU BUSINESSES ARE SLOW TO EMBRACE THE CHANGE

- ✓ **Only 14% of SMEs** use the **internet as a sales channel**
- ✓ **41% of EU companies still haven't adopted the second wave of advanced digital technologies** (mobile, social media, cloud computing and big data)
- ✓ **Progress is uneven among sectors and slow, especially for SMEs**



Why is a strong Digital Single Market important for Europe?



Europe and its companies cannot afford to miss the opportunities offered by a fast growing digital economy. For this to happen, we need a strong Digital Single Market to overcome the fragmentation of the internal market and divergent national regimes. It is time to unlock the growth that this economy could generate. This is a clear priority for the European Commission.

Elżbieta Bieńkowska

***Commissioner Internal Market, Industry, Entrepreneurship and
SMEs - DG GROWTH***

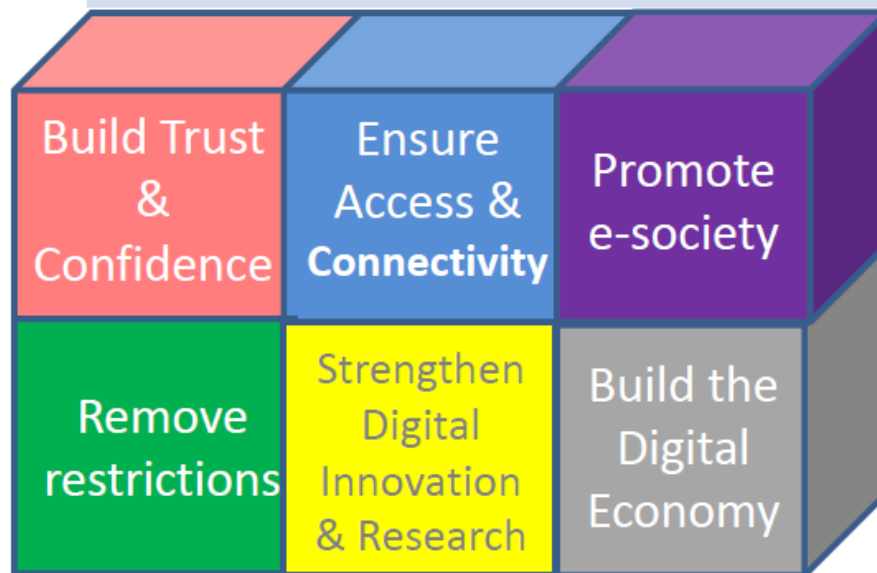


European
Commission

Digital Single Market Package



Digital Single Market Package



Political Guidelines: A New Start for Europe

A New Start for Europe:
My Agenda for Jobs,
Growth, Fairness and
Democratic Change

Political Guidelines
for the next
European Commission

Opening Statement
in the European Parliament
Plenary Session

Jean-Claude Juncker
Candidate for
President of the European Commission
Strasbourg, 15 July 2014

**Setting Europe
in Motion**

Main Messages

Opening Statement
in the European Parliament
Plenary Session

Jean-Claude Juncker
President-elect of the European Commission
Strasbourg, 22 October 2014



Brussels, 26.11.2014
COM(2014) 903 final

COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN CENTRAL BANK, THE
EUROPEAN ECONOMIC AND SOCIAL COMMITTEE, THE COMMITTEE OF
THE REGIONS AND THE EUROPEAN INVESTMENT BANK

An Investment Plan for Europe

An Investment Plan for Europe

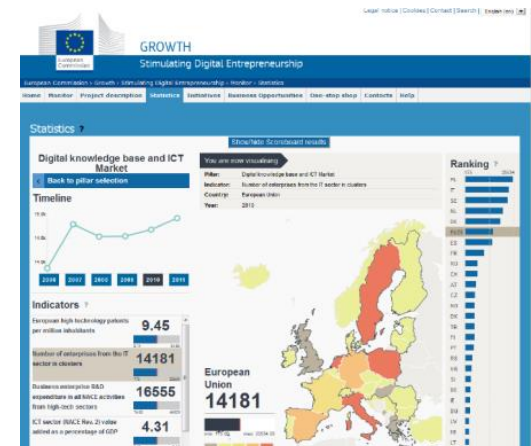
EN

EN

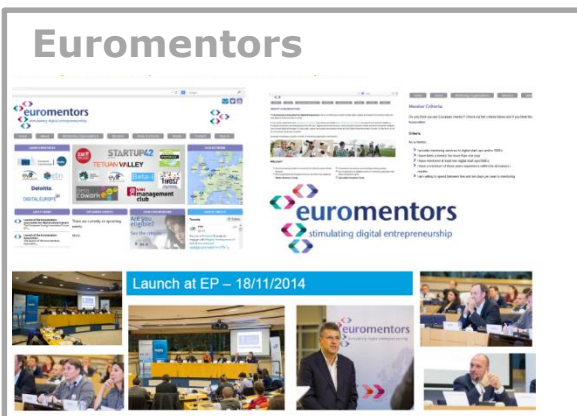
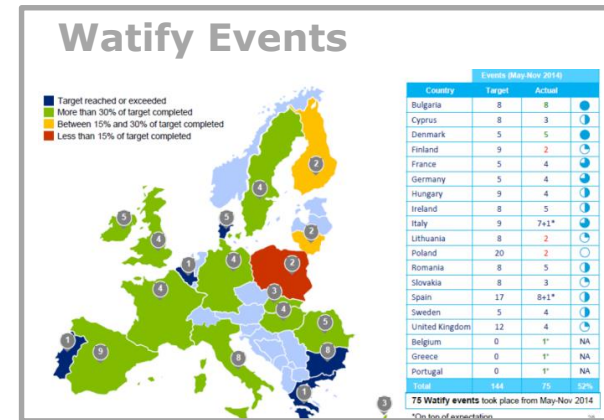
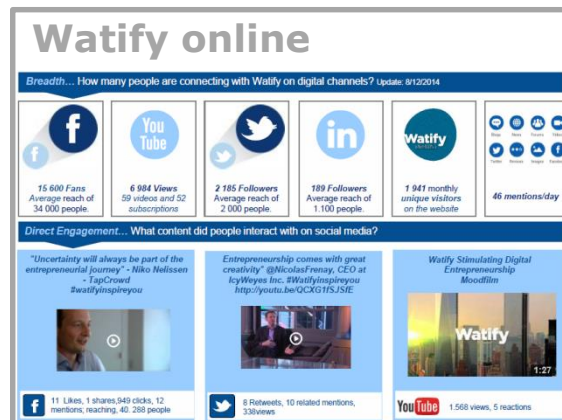
Initiatives on Digital Entrepreneurship and Member States Policies (I)



The **Digital Entrepreneurship Monitor** monitors the key technological and market trends, emerging business opportunities, new business paradigms and their impact on the European economy.



Initiatives on Digital Entrepreneurship and Member States Policies (II)



Wotify
STIMULATING DIGITAL
ENTREPRENEURSHIP

If you're an entrepreneur, doubt's a good thing. No, really it is.

Doubt means you have to ask questions. And questions lead to answers... which can trigger great ideas. Doubts make entrepreneurs find creative ways to face difficulties. But a lot of people let their doubts stop them from becoming entrepreneurs.

The Wotify platform will help you get over the barriers which prevent you from starting your own business or digitizing it.

How? By removing any doubts you may have and

GOVERNANCE

The Strategic Policy Forum on Digital Entrepreneurship

Aim: To **reinforce the dialogue** among business, science and politics with the aim of shaping a common EU **vision**, and ambitious **strategy to boost digital transformation in Europe**.

- **Composition:** 34 members
- **Chair:** John Higgins, Director General, Digital Europe
- **Industry representatives:** digital entrepreneurs, traditional industries, technology providers and business associations;
- **Private organisations,** NGOs, universities, research organisations, policy analysts, venture capital firms, etc.
- **International Organisations + Public authorities**



John Higgins
Digital Europe
Director General



Irène Braam
Beretelmann
Vice President of
Government Relations



Antonio Murta
PATHENA
Managing Partner
Co-Founder



Filippo Addarii
The Young Foundation
Head of EuropeLab and
Director of International
Strategy



Javier Lopez Calvet
Carrefour
CFO - Belgium



Ignasi Guardans
CUMEDIAE
Chairman &
Founder



Bartłomiej Gola
SpeedUp Group
CEO



Alain Heureux
The Egg Brussels
CEO



Franc Dorfer
Eierfabrik
Managing Director



Veronika Piatyur
Bridge Budapest
CEO



Błaż Golob
GoForeSight
Institute
Director



Caroline Jenner
JA-YE Europe
CEO



Paul Browne
Enterprise Ireland
Manager
BE-NELUX



Axel Pols
EITO
Chairman EITO
Managing Director
Bitkom



Antoine Aubert
Google
Director, European
Public Policy



Stijn Vander Plaetse
Telenet
Vice President
Product and
Marketing



Jan Muehleit
Microsoft
Chairman Europe
Policy Advisor



Laurent Zibell
IndustriALL
Policy Advisor



Fabian Zuleeg
European Policy
Centre
Chief Executive



Colin Mason
University of Glasgow
Professor
Adam Smith Business
School



Sandy Grom
Department for
Business, Innovation
and Skills
Assistant director



Sylvia Leal Martin
IE Business School
Academic Director of
ICT and Innovation



Taylor Reynolds
OECD
Head of the
Information Economy
Unit



Patrick Hoffstetter
Renault
Chief Digital
Officer



Rinse Tamsma
SAP
Vice President
Global Sales
Business One



Carla Van
Steenbergen
Materialise
Chief Legal Counsel



Jeremy Millard
Danish Technological
Institute
Chief Policy Advisor



Filippo Berto
Berto Salotti
CEO & Founder



Fernando Herrero
Madrid Emprende
Head of Economic
Promotion Service



Ann Mettler
European Political
Strategy Centre
Head of the EPSC



Daniela Florea
Geo-strategies
CEO



Reinhilde Vaeuvelers
K. U. Leuven
Senior Fellow - Bruegel
Professor K. U. Leuven



Eduardo Salido Cornejo
Telefonica Digital
Public Affairs and
Policy Manager



Nicholas Davis
rd Economic Forum
rector and Head of
Europe



GOVERNANCE

The Member State Board on Digital Entrepreneurship

The Member States Board assists the European Commission in shaping a common EU vision, and strategy on digital entrepreneurship.

It is composed of **policy makers, leading the digital transformation strategies** in their countries, with the view to:

- ✓ **promote the implementation** of the digital entrepreneurship strategy at EU, national, and local level.
- ✓ **ensure coherence and coordination among European, national, and regional policies and actions, under a common framework, to maximise EU-wide impact**



Further info:

http://ec.europa.eu/growth/sectors/digital-economy/index_en.htm

Thank you

Michel.catinat@ec.europa.eu