



News release

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Europe should speed up digital industrial transformation

Today, BUSINESSEUROPE's Executive Committee adopted its priorities for the digital economy in Europe and presented them to Günther Oettinger, European Commissioner in charge of the digital economy & society.

Director General Markus J. Beyrer said:

“European industries can highly profit when they develop more digital-based, highly flexible and intelligent production rapidly. We must speed up this digital transformation to be amongst the leaders. And we need urgent action to create Europe's digital single market.

Our industrial productivity will substantially increase by developing smart and resource-efficient factories, using, for example, intelligently connected machines, cloud services and data analytics for the self-optimisation of production processes.

This could add more than €2000 billion to Europe's GDP by 2030. But Europe is lagging behind in developing the digital economy. It's not a good sign today that only 8 out of the top 100 information and communication technology companies have their headquarters in Europe. The EU should establish the appropriate legislative framework to unleash these opportunities and to attract more investments into this sector.”

European Commissioner Günther Oettinger said:

“Business and politics have to do their share in making the European economy truly digital.

Business needs to invest and develop new technologies, and we need to get the regulatory framework right and invest in research. Together we will make it.”

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BUSINESSEUROPE

Contact:

Peter Sennekamp
Director of Communications
168 Avenue de Cortenbergh
1000 Brussels - Belgium
GSM : +32 496 919 315
p.sennekamp@businessseurope.eu

Peter Vertessy
Senior adviser, Press and media
168 Avenue de Cortenbergh
1000 Brussels - Belgium
Tel : +32 (0) 2 237 65 03
p.vertessy@businessseurope.eu