



**News release**  
**For immediate release**

## **Digital economy: EU's opportunity to regain competitiveness**

*(Brussels, 5 May 2015)* Ahead of the European Commission publishing its Digital Single Market (DSM) strategy, European business urged the EU not to miss the opportunity to recover a competitive edge in the digital economy.

Achieving a Digital Single Market could add 1.25 trillion euros of added value to Europe's manufacturing industry by 2025, create 3.8 million skilled jobs and ensure that Europe remains a world leader in information and communication technology. Not acting can cost losing 10% of Europe's industrial base.

### **BUSINESSEUROPE Director General Markus Beyrer said:**

"The Digital Single Market strategy must facilitate more efficient industrial processes through connected machines, increase cross-border e-commerce, improve logistics and promote smarter energy use through data analysis. We expect the strategy, to be adopted by the Commission, to grasp the opportunities that digital brings to our economy. We cannot afford to stay behind in this global race".

As we cannot predict new technical developments, the implementation of the strategy must be evidence-based, and a heavy-handed regulatory approach avoided. Interoperability, transparency and non-discrimination should be amongst the paramount principles for the digital economy of the future.

BUSINESSEUROPE's detailed views on the specific aspects to be included in the DSM strategy can be found [here](#). They will be presented and discussed at the European Business Summit on 6-7 May in Brussels. Please see also our letter to European Commission Vice-President Andrus Ansip on this matter [here](#).

**ENDS**

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