European Commission

Digital Agenda for Europe

Intergraf & UNI Europa Graphical
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DG CNECT

Digital Agenda

DIGITAL ECONOMY

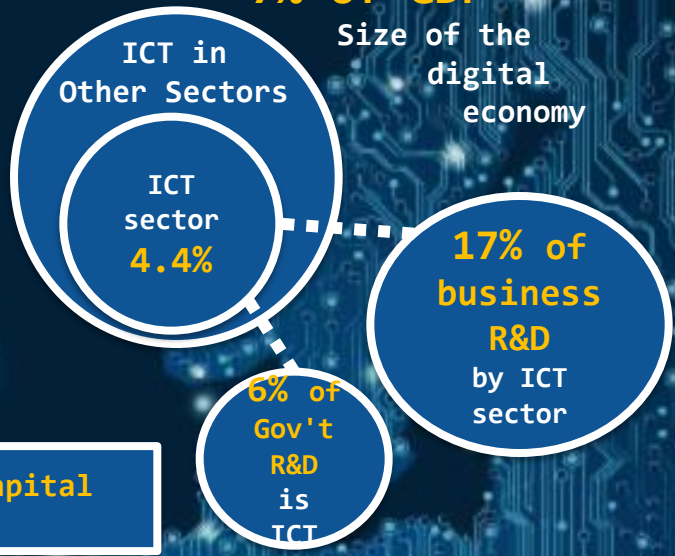
72% of EU individuals
uses INTERNET regularly

150 Million
subscriptions
fixed Broadband

130 mobile subscriptions
per 100 people

ICT drives 1/3rd EU GDP growth
1995-2007

7% of GDP
Size of the digital economy



38% EU venture capital
is in ICT

17% EU patents
are in ICT

DIGITAL BUSINESS

HALF of EU enterprises
provide mobile devices for business use

276.5 million EUR
turnover
of EU B2C eCommerce (2012)

14% of EU SMEs
selling online

28% EU enterprises
use Social media

29% of EU enterprises
use e-Invoices

ICT professionals

900 000 estimated demand/supply gap by 2020

55%
work outside ICT sector

2.4%
of workforce

+ 4.1%
yearly employment growth

European Commission

“Every European Digital”

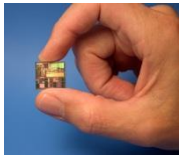
Neelie Kroes

Digital Single Market

Interoperab. & standards

Trust & security

Very fast Internet



Research & Innovation

Enhancing e-skills

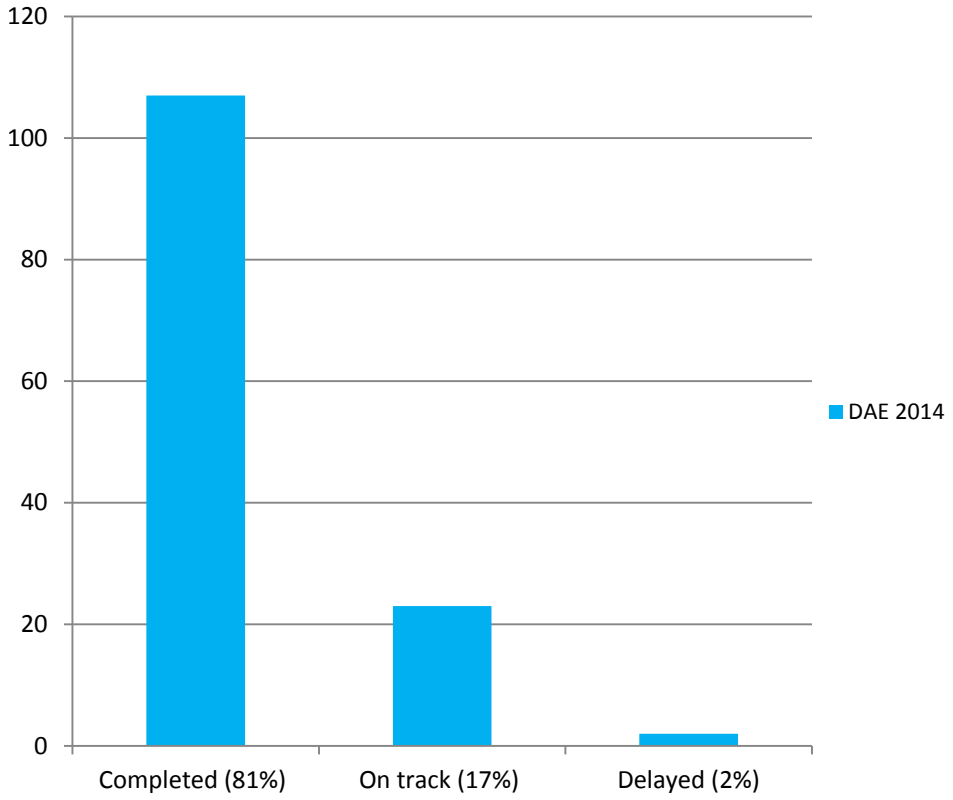
ICT for social challenges

Digital Agenda

DAE progress

Out of 132 actions:

- 107 actions are completed (81%)
- 23 actions are on track (17%)
- 2 actions are delayed (2%)



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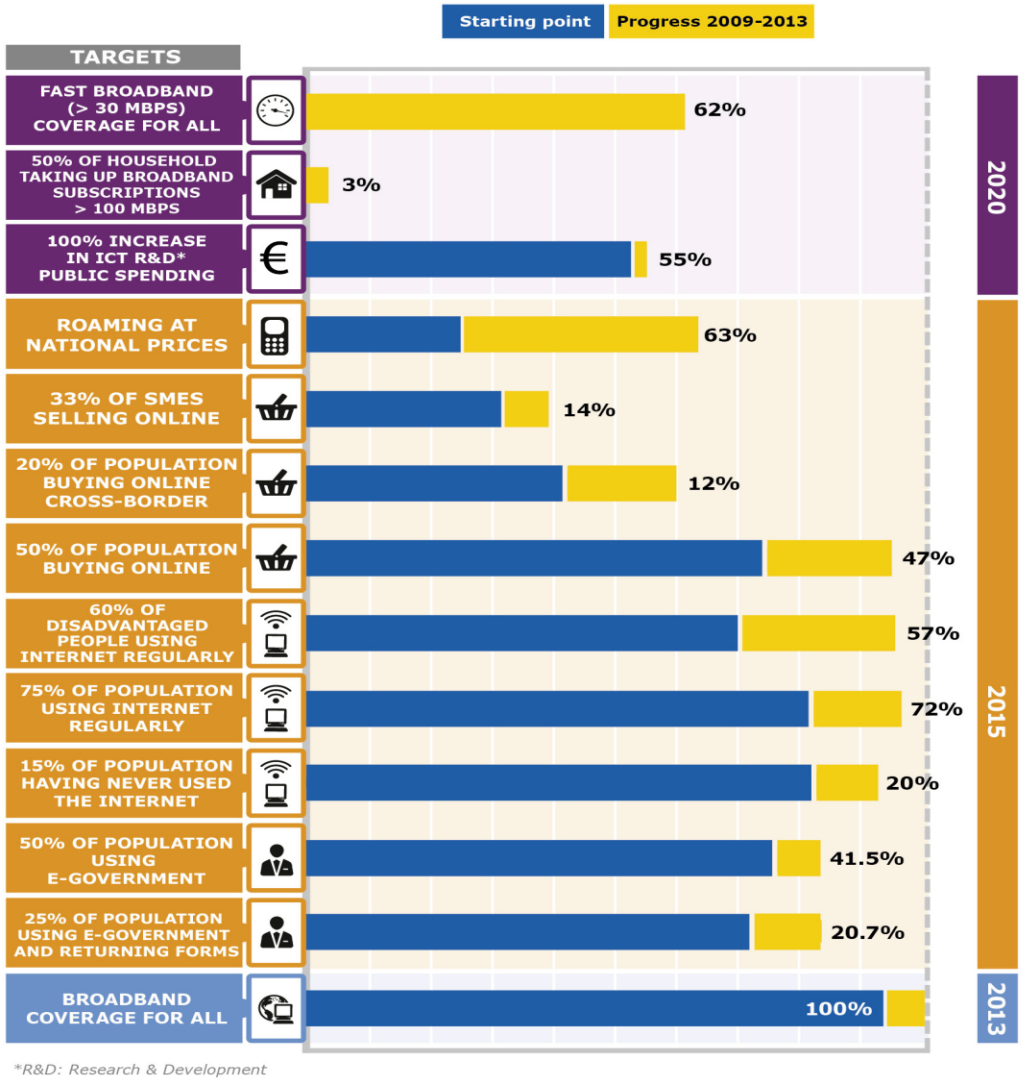
Digital Agenda Scoreboard 201



Ambitions of the next Commission

Juncker, Strasbourg, July 2014

"break down national silos in telecoms regulation, in copyright and data protection legislation, in the management of radio waves and in the application of competition law"

Mission letter to VP Andrus Ansip:

*"ambitious legislative steps towards a **Connected Single market**, notably by adding more ambition to the ongoing reform of our telecom rules and modernising copyright rules in the light of the ongoing digital revolution"*

European Commission

Digital transformation and the graphic industry

The EU printing industry has had to respond to significant structural and technological changes over the last two decades. The digital transformation has been at the core of this development.

Digital Agenda

Industry opportunities/challenges

1. *within printing technologies an increasing share of digital printing versus conventional printing*
2. *New opportunities e.g. database management, on-demand printing, personalisation of products and services, etc.*
3. *participating in the emerging Internet supply chain (e.g. distance sale by Internet, evolving advertisement market in the Internet, increasing demand of an "on-line" population*
4. *adequate investment strategy (equipment, technology, skill), specialization…*
5. *continuous innovation: shorter time to market (localising the markets), mass customisation, increase in range of products plus innovation in of the products of the traditional print (paper…).*
6. *Paperless future?*

Some issues for discussion…

Competitiveness study – need to reduce regulatory heterogeneous situations - Digital Single Market: barriers that you see as important for your industry (cloud, big data, IoT…?)

Taxation (discussion surrounding alignment of VAT rates applied to print and online press as well as printed book and eBook)

Regional funds

Thank you

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http://www.daeimplementation.eu