Cybersecurity
Public-Private Partnership
A Digital Single Market initiative

The internet is the backbone of our economy & society

315 million Europeans use the Internet everyday
across all areas of the digital society

Cybersecurity incidents

- disrupt essential services
  - water
  - healthcare
  - energy
  - transport

- undermine trust
  - Only 22% of Europeans have full trust in search engines, social networking sites & e-mail services
  - Only 38% of Europeans feel confident about online purchasing from another EU Member State

Cybersecurity is an economic opportunity for the EU

The global cybersecurity market

2013 $66 billion
2018 $100 billion

Supply of products & services that provide for a highest level of cybersecurity is an opportunity for EU companies, as the global cybersecurity market is expected to be among the fastest growing segments of the ICT sector.
A key obstacle: the fragmentation of the EU cybersecurity industry

While cybersecurity threats are borderless by nature, the EU cybersecurity market is highly fragmented due to:

- Solutions driven by individual governmental needs
- Historically different Network Information Security policies
- Lack of interoperability for cross-border purchase
- Lack of trust for cross-border purchase

The impact of market fragmentation:

**For businesses**
- It’s hard to compete on the European & global level
- Smaller companies are more subject to acquisition
- Outflow of know-how

**For users**
- Reduced choice of innovative, competitive & user-friendly technology that takes into account European rules & values

A Public Private Partnership to strengthen cybersecurity industry in Europe

- Mobilising public & private resources under Horizon2020
- Helping turn Europe’s world-class cybersecurity research into products & services
- Building trust among users, businesses, public administrations
- Defining minimum common digital security & privacy requirements across different sectors

Technical priorities:
- Assurance & security
- Identity, access & trust management
- Data security
- Protection of ICT Infrastructure
- Cybersecurity services

Non-technical Priorities:
- Education, training & skills
- Development of cybersecurity ecosystem
- Boosting SMEs

#cybersecurity @EU_TrustSec