

#DSM

Digital Single Market

THE 'DIGITISING EUROPEAN INDUSTRY' INITIATIVE

THE BUSINESS LANDSCAPE IN THE EU

EUROPEAN STRENGTHS:

A thriving and diversified economy: 26 million active enterprises with some 144 million persons employed in the business economy.

Traditional sectors:



Construction



Food & beverage



Craft industries



Textiles



Publishing & printing



Manufacturing

The European manufacturing industry accounts for 2 million enterprises and 33 million jobs.

Europe has a world market share of 33% in robotics, 30% in embedded systems, 55% of automotive semiconductors, 20% of semiconductor equipment and 20% of photonics components.



Electronics for security & energy



Robotics



Electronics for automotive & aerospace



Telecom equipment



Business & professional software



Laser & sensor technologies



World-class Research & Technology institutions

Strong regional ecosystems of SMEs, mid-caps, large industry and research across all sectors of the economy.

CHALLENGES:

There are still big differences in the level of digitalisation of industry across sectors, Member States and regions.

Only 1 out of 5 companies across the EU are highly digitised.

Around 60% of large industries and more than 90% of SMEs feel lagging behind in digital innovation.

Europe is lagging behind on online platforms, EU industry cannot afford losing leadership in digital industrial platforms.

90% of future jobs will require some level of digital skills while 44% of Europeans lack basic digital skills.

OPPORTUNITIES:

Digitalisation of products and services can add more than **€110 billion of annual revenue** for industry in Europe until 2020.

WHAT IS THE EUROPEAN COMMISSION DOING?



The Digitising European Industry strategy (DEI) was launched in April 2016 to reinforce EU's competitiveness in digital technologies and to ensure that every business in Europe - whichever the sector, wherever the location, whatever the size - can fully benefit from digital innovation.



EU investments in the digitalisation of industry from 2016 to 2020: Close to €5 billion, expecting to mobilise at least €50 billion additional public and private investments by Member States, regions and industry.

ACTION LINES AND ACHIEVEMENTS OF THE 'DIGITISING EUROPEAN INDUSTRY' INITIATIVE:



DIGITAL INNOVATION HUBS:

A European network of support facilities where SMEs and mid-caps test the latest digital technologies and get training, financing advice, market intelligence and networking to improve their business.

ACHIEVEMENTS:

- Mobilising € 500 million of EU funding on Digital Innovation Hubs (2016-2020).
- Building a pan-European network of more than 200 operational Digital Innovation Hubs in co-operation with Member States and regions.
- Co-funding hundreds of innovation experiments per year, where at least one SME and one Digital Innovation Hub test and implement digital innovations.
- Coaching 100 potential Digital Innovation Hubs in regions with slower adoption of digital technologies, with focus on Central and Eastern Europe.
- Developing a common understanding with Member States on an investment programme that supports the digital transformation of SMEs.



A REGULATORY FRAMEWORK FIT FOR THE DIGITAL AGE:

Clarifying or adopting EU regulations to ensure EU's industry and economy can thrive within the Digital Single Market.

ACHIEVEMENTS:

- Proposing to the European Council and Parliament measures on cybersecurity, free-flow of non-personal data and online platforms.



PARTNERSHIPS AND INDUSTRIAL PLATFORMS:

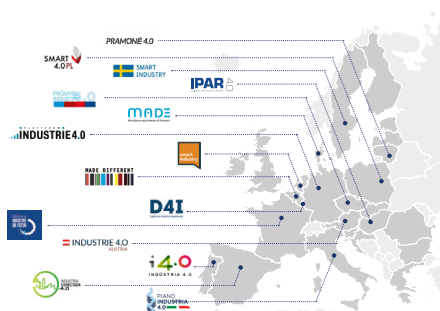
Supporting Public-Private Partnerships that develop key digital technologies and assemble them to form the next-generation industrial platforms.

ACHIEVEMENTS:

- Mobilising €3 billion EU investment (2018 – 2020) for Public-Private Partnerships that support:
 - 5G, the IoT, High Performance Computing, electronics and photonics components and systems, robotics and data technologies.
 - Developing and piloting at large scale digital industrial platforms for "smart" factories, hospitals, farming, buildings, autonomous driving, etc.

EUROPEAN PLATFORM OF NATIONAL INITIATIVES ON DIGITISING INDUSTRY:

It builds on and complements Member States' initiatives for the digitalisation of industry. So far 15 EU Member States have already launched a national initiative and more are expected in 2018.



ACHIEVEMENTS:

- Aligning national digitalisation strategies with priorities of the Digitising European Industry initiative.
- A critical mass of investments from Member States and industry in digitalisation of all businesses, in line with the initial target of €50 billion from 2016 to 2020.



PREPARING EUROPEANS FOR THE DIGITAL FUTURE:

Upskilling the workforce and piloting EU-wide initiatives to show how education systems could respond to the digital needs of Europeans.

ACHIEVEMENTS:

- Digital Skills and Jobs Coalition and the Digital Opportunity Traineeships Pilot show the way on how the skills gap can be approached.
- 15% of the EU investment in Digital Innovation Hubs is dedicated to skills development and training.