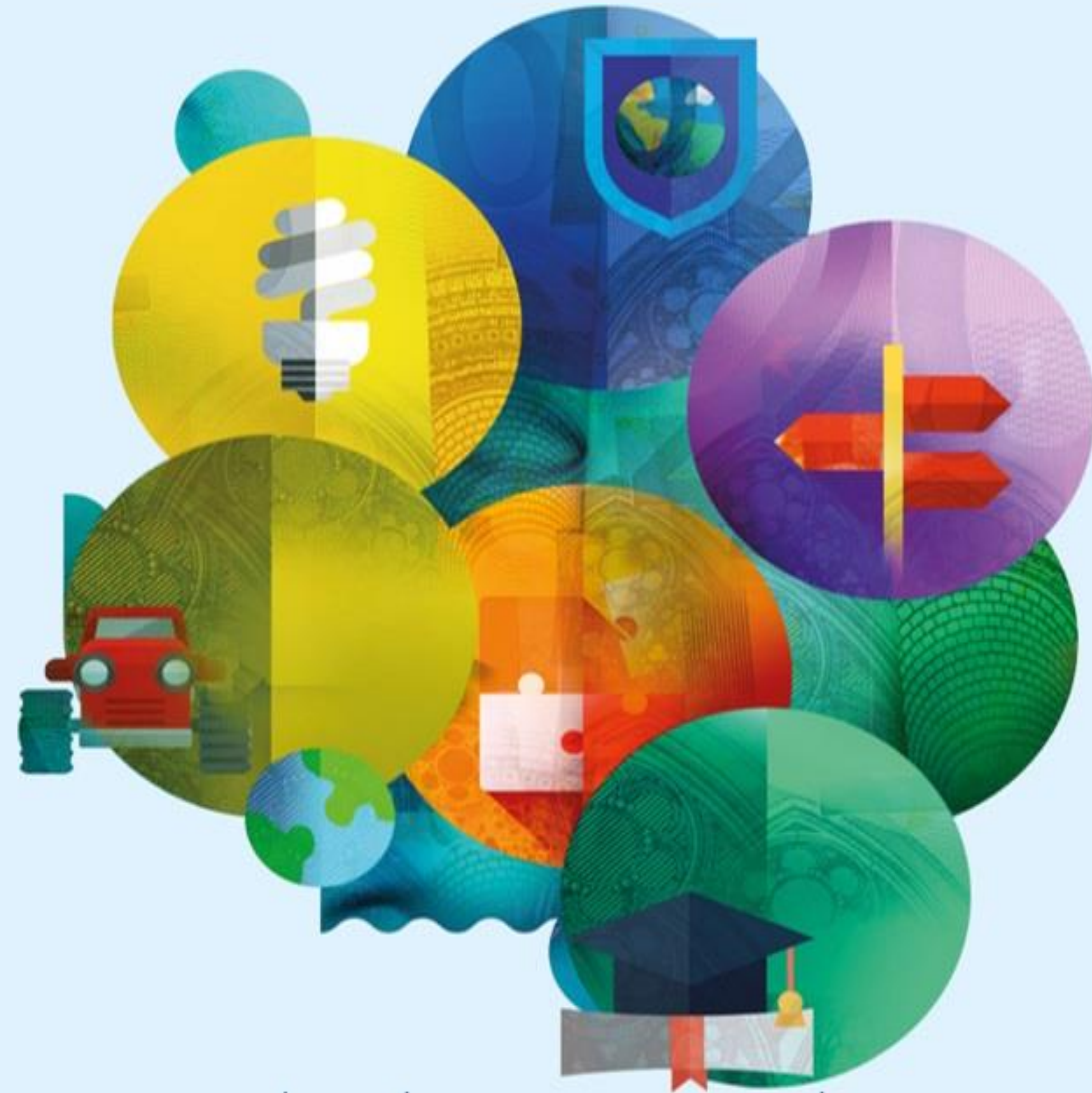


Value creation & the digital transformation of the economy

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Yves Paindaveine, Ir. (EE, CSE)
CONNECT A2 - Digitising Industry
European Commission – CONNECT
Yves.Paindaveine@ec.europa.eu



Key Issues of a digital innovation policy

- Strong competition of world regions and systems
 - Technology dependence which increasingly influence economic, societal and political outcomes
 - European co-operation more important than ever before
 - Exploit economy of scale and large home market
- Significant digital contribution to global value added and productivity growth
 - Major role of digital innovations for the EU economy
 - Declining productivity growth: the beginning of a secular stagnation or the failure to capture properly the digital contribution?
 - Evidence-based policy making in digital

Creating Value through Digital Transformation

Digitising European Industry Strategy (launched 2016)

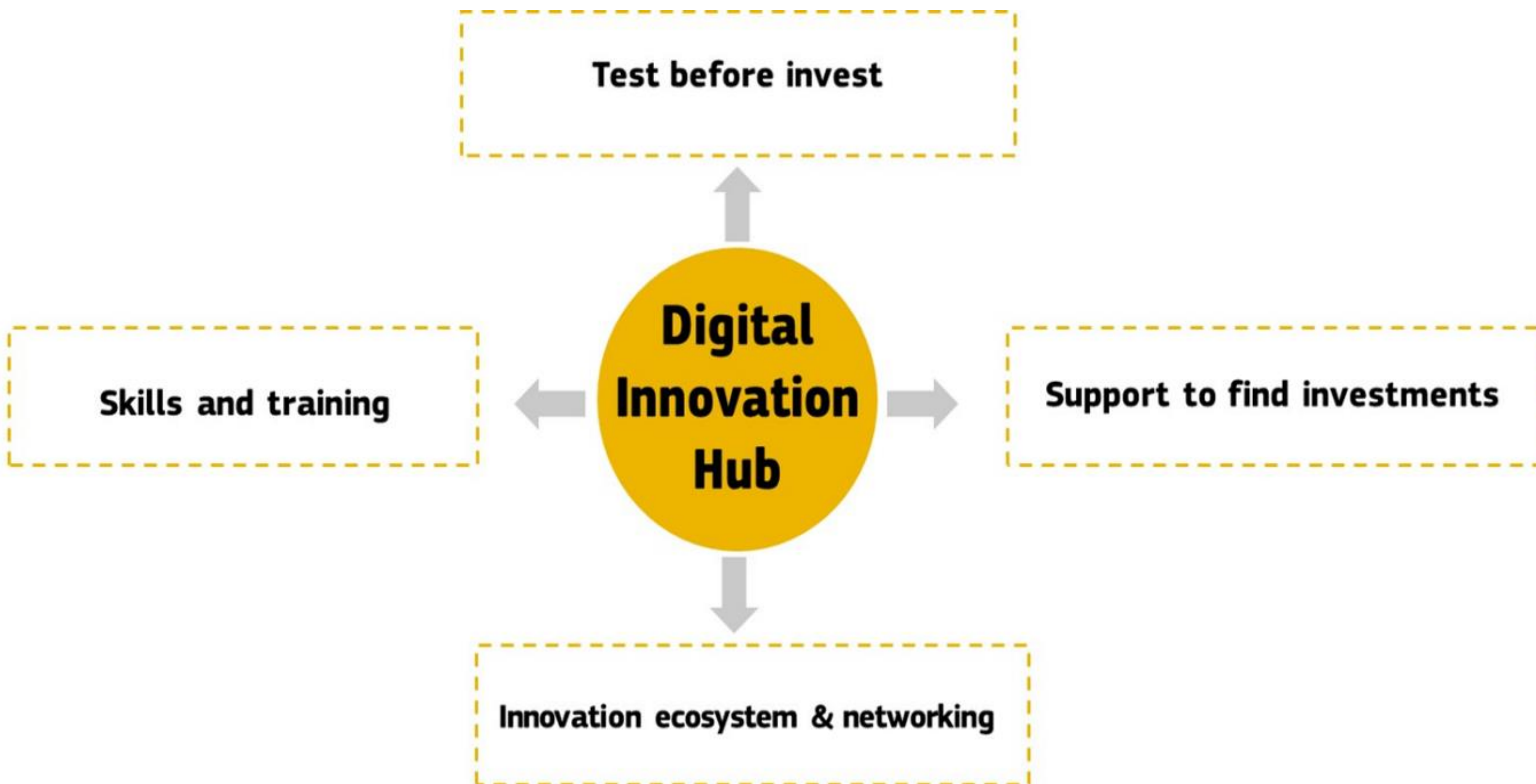
- An EU approach for broad Value Creation
- €50 bn public/private investments
- SMEs are at the core
- Digital Single Market is a pre-condition
- New programming cycle:
Digital Europe (new), InvestEU,
Horizon Europe, ERDF



Digital Industrial Policy: Digital Innovation Hubs



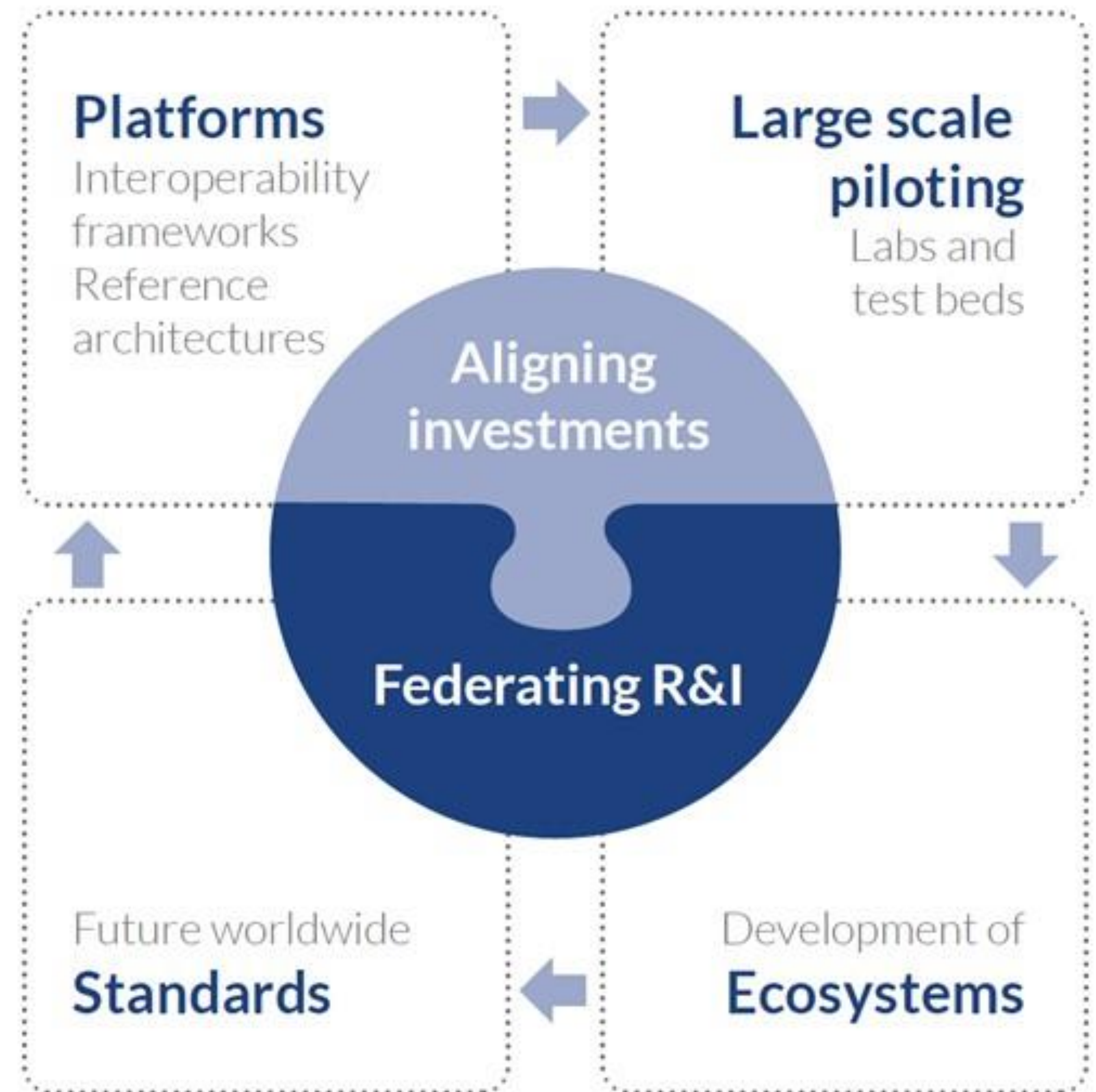
An **innovation infrastructure** with complementary expertise and a not-for-profit objective, to support the **digital transformation** of businesses –especially SMEs– and public sector.



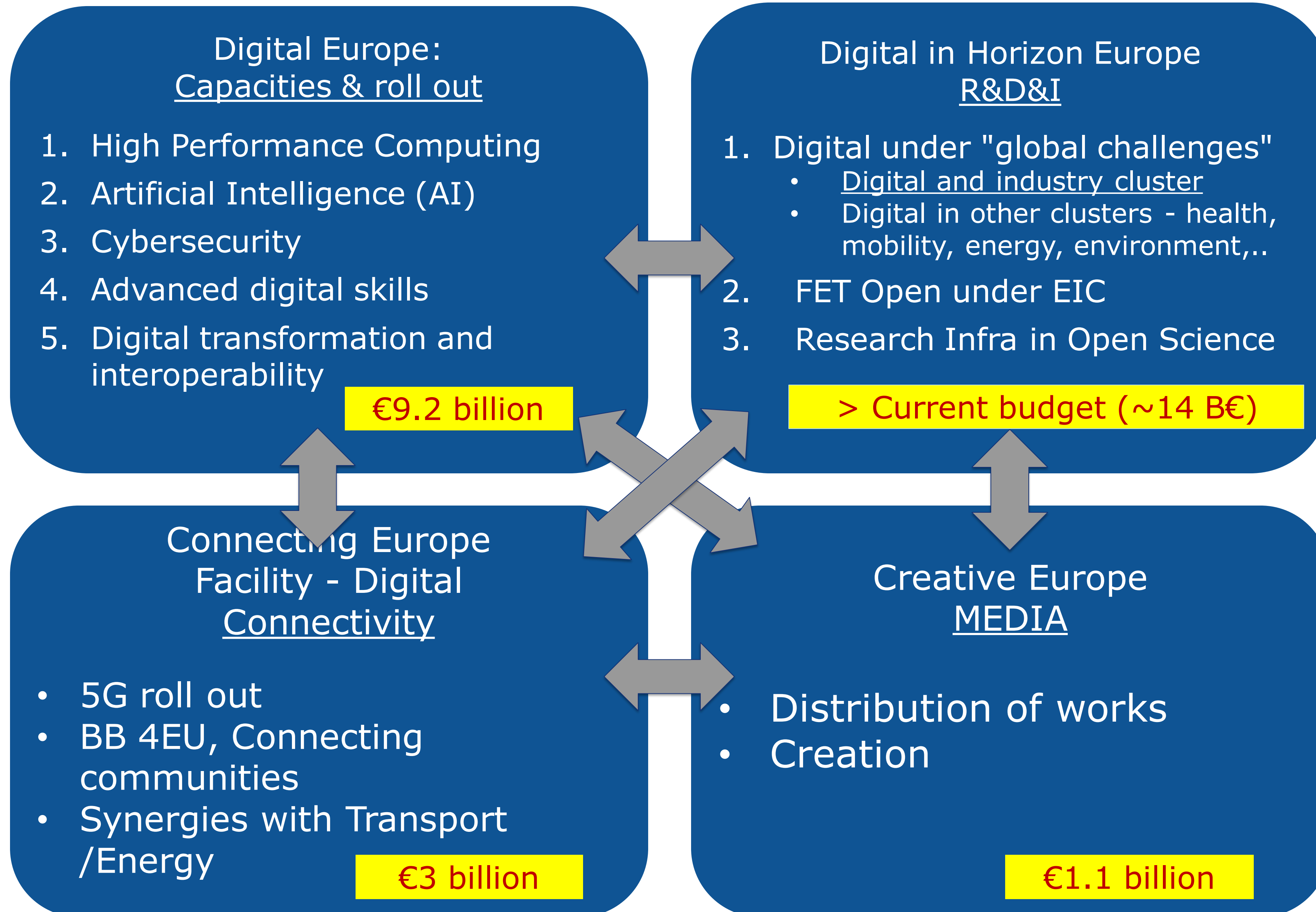
- Lower barriers to digital transformation by bridging the knowledge gap, facilitating experimentation before investments
- Digital Europe Programme to reinforce building capacity of Digital Innovation Hubs
- Regional dimension

Case in point: digital industrial platforms

- In the Digital age, platforms (also called *industry agreements*) are needed to access ecosystems
- Collaboration is the new competitive advantage (faster uptake for key individual technologies, standard setting approach)
- In Europe's key industrial sectors, European actors are strong in b2b
- AI & Data is the fuel of the next generation of digital advances



Digital in the next MFF: overview



Thank You!

- **Digitising European Industry**
<https://ec.europa.eu/digital-single-market/en/policies/digitising-european-industry>
- **Artificial Intelligence**
<https://ec.europa.eu/digital-single-market/en/artificial-intelligence>
- **Strategic Value Chains**
<http://s3platform.jrc.ec.europa.eu/-/european-commission-announces-the-key-strategic-value-chains?inheritRedirect=true>