





# DIGITALEUROPE








International Digital Forum  
May 11-12, 2010  
Bucharest

**The recovery will be.. Digital!**





**[www.digitaleurope.org](http://www.digitaleurope.org)**

-  Creates “21st century” jobs & growth.
-  Enhances competitiveness.
-  Reduces carbon use & ensures sustainability.
-  Improves delivery of public services.






# Productivity and Growth;

-  Mainstream ICT on the policy agenda.
-  Promote e-Skills training & lifelong digital learning.
-  Focus on the Digital Single Market.
-  Showcase ICT energy efficiencies across the economy.
-  Include ICT in all Utility and Infrastructure Policies.

# Creative Content in the Digital World; Trust

-  Digital Single Market needs new Copyright Clearance System.
-  Simplified, efficient & high quality Patent Protection.
-  Industry self-regulation for online consumer rights.
-  Stronger harmonised computer crime penalties/civil damages.

# “Participation for all”; Spectrum Policies

-  Technology neutrality & Service neutrality.
-  Effective authorization procedures & coordination.
-  Release 2.6 GhZ for mobile broadband ASAP.
-  Dedicated frequency for Public Safety
-  Review military allocations, investigate cognitive radio

**The recovery will be.. Digital!**

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# DIGITALEUROPE Events Q1 - 2010

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Name of the event	Q1	Organiser	City
Meeting Digital Industry & Spanish Presidency	18/ 01/ 2010	Spanish Presidency	Madrid
Meetings with MEPs	19/ 01/ 2010	DIGITALEUROPE	Strasbourg
4th SEMI Europe Brussels Forum	25/ 02/ 2010	SEMI/ DE	Brussels
Data Protection Day	28/ 01/ 2010	Microsoft	Brussels
Trade Breakfast meetings	03/ 02/ 2010	DIGITALEUROPE	Brussels
RoHS & WEEE recast Breakfast meeting	03/ 02/ 2010	DIGITALEUROPE	Brussels
Digital Dividend Breakfast Meeting	03/ 02/ 2010	DIGITALEUROPE	Brussels
e-Skills Breakfast meetings	03/ 02/ 2010	DIGITALEUROPE	Brussels
Executive Board Meeting	03/ 02/ 2010	DIGITALEUROPE	Brussels
Meetings with MEPs	09/ 02/ 2010	DIGITALEUROPE	Strasbourg
High Level Conference on Research for Trustworthy ICT	10/ 02/ 2010	Spanish Presidency	Leon
Mobile World Congress 2010	15/ 02/ 2010		Barcelona
Launch of the ICT4E forum	23/ 02/ 2010	European Commission	Brussels
E-Skills Week	01/ 03/ 2010	DE+ EUN + EUC	Brussels
CEBIT	02/ 03/ 2010		Hannover
Spectrum event	16/ 03/ 2010		Brussels
Polish MEP dinner	16/ 03/ 2010	DIGITALEUROPE	Brussels
Meetings with MEPs	09/ 03/ 2010	DIGITALEUROPE	Strasbourg
Smart cities (European Sustainable Energy Week)	24/ 03/ 2010	DIGITALEUROPE+ Eurocities 8	Brussels



# DIGITALEUROPE Events Q2 - 2010

DIGITALEUROPE 

Name of the event	Q2	Organiser	City
CESevent	14/ 04/ 2010	CES	Madrid
Informal Meeting of EU Ministers of Telecommunications/ Information Society	18/ 04/ 2010	Spanish Presidency	Granada
Meetings with MEPs	20/ 04/ 2010	DIGITALEUROPE	Strasbourg
Executive Board Meeting	12/ 05/ 2010	DIGITALEUROPE	Brussels
World Congress on Information Technologies	25/ 05/ 2010	ICT Office	Amsterdam
Council of EU Ministers of Telecommunications/ Information Society	31/ 05/ 2010	Spanish Presidency	Brussels
General Assembly	04/ 06/ 2010	DIGITALEUROPE	Brussels
Football World Cup	11/ 06/ 2010	DIGITALEUROPE	Brussels
Ministerial Meeting EU-OECD on Information Society Indicators	13/ 06/ 2010	Spanish Presidency	Madrid
Meetings with MEPs	18/ 05/ 2010	DIGITALEUROPE	Strasbourg
Meetings with MEPs	15/ 06/ 2010	DIGITALEUROPE	Strasbourg
Italian MEP event	22/ 06/ 2010	DIGITALEUROPE	Brussels
ICT Summit	end june	DIGITALEUROPE	Brussels

Name of the event	Q3	Organiser	City
Meetings with MEPs	06/ 07/ 2010	DIGITALEUROPE	Strasbourg
Meetings with MEPs	07/ 09/ 2010	DIGITALEUROPE	Strasbourg
Executive Board Meeting	11 or 15/ 09/ 2010	DIGITALEUROPE	Brussels
Meetings with MEPs	21/ 09/ 2010	DIGITALEUROPE	Strasbourg
ICT 2010	27/ 09/ 2010	DGINFSO	Brussels
Name of the event	Q4	Organiser	City
European week of regions and cities - Open days	05/ 10/ 2010	DG Regio & Committee of Region	Brussels
Executive Board Meeting	17/ 11/ 2010	DIGITALEUROPE	Brussels
Meetings with MEPs	19/ 10/ 2010	DIGITALEUROPE	Strasbourg
Meetings with MEPs	23/ 11/ 2010	DIGITALEUROPE	Strasbourg
Meetings with MEPs	14/ 12/ 2010	DIGITALEUROPE	Strasbourg

# DIGITALEUROPE



General Presentation

# CONTENTS

## MEMBERS

MISSION  
STATEMENT

MEMBERSHIP  
BENEFITS

STRUCTURE



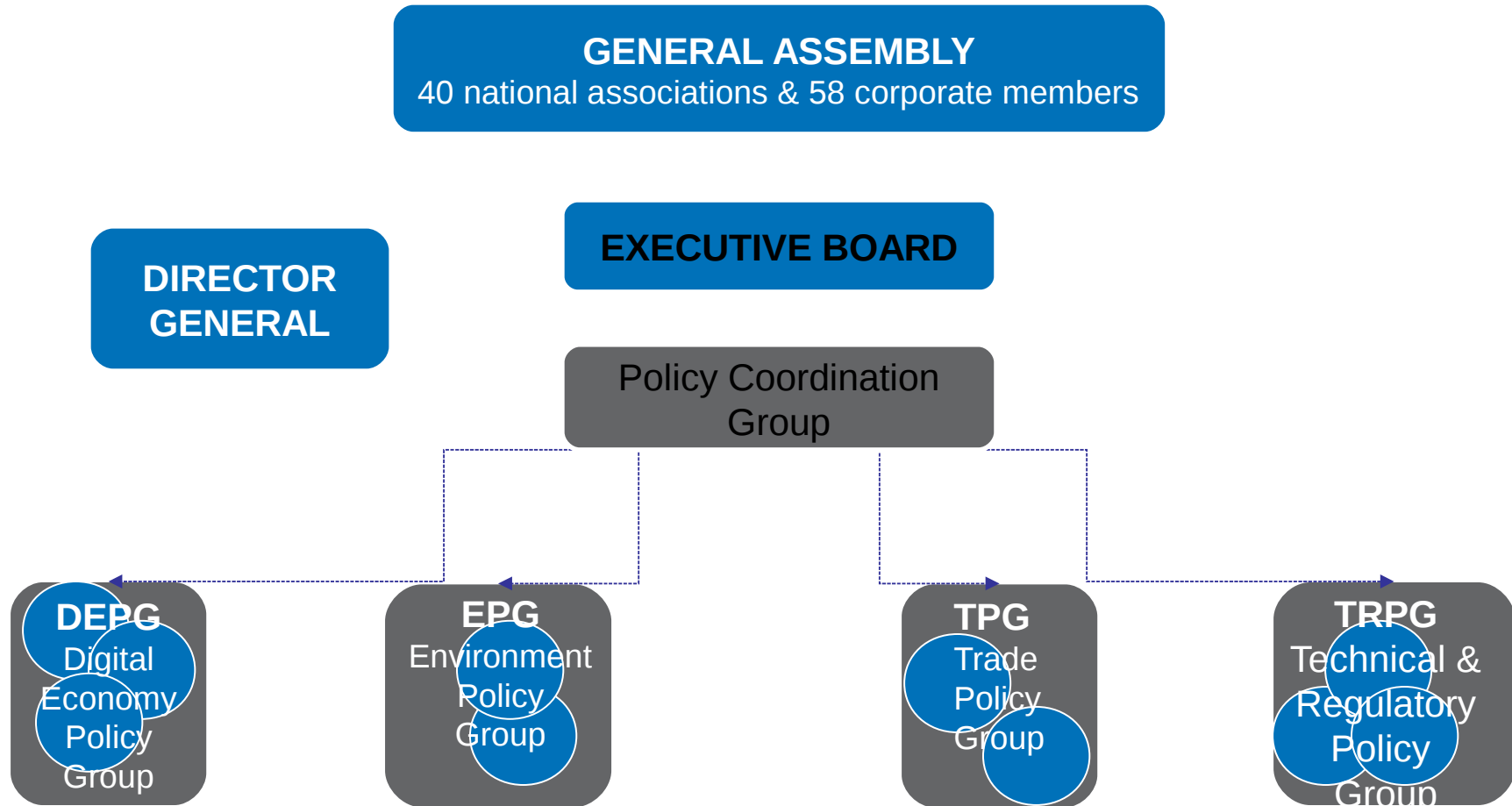
EXECUTIVE  
BOARD






ENVIRONMENT  
POLICY GROUP

TECHNICAL & REGULATORY  
POLICY GROUP

DIGITAL ECONOMY  
POLICY GROUP

TRADE  
POLICY GROUP










-  A wide range of multinational companies (58) and national trade associations (40)...
-  Which represent more than 10,000 businesses and two million employees...
-  And generate revenues of over 1,000 billion euros ...
-  Thus bringing credibility and legitimacy to the organisation...
-  Which has become the voice of the European Digital Technology Industry.

# LIST OF MEMBERS

Adobe, Agilent, Alcatel-Lucent, AMD, Apple, Bang & Olufsen, Bose, Brother, Buffalo, Canon, Cisco, Corning, Dell, EADS, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Ingram Micro, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG, Loewe, Microsoft, Mitsubishi, Motorola, NEC, Nokia, Nokia Siemens Networks, Nortel, NXP Semiconductors, Océ, Oki, Oracle, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, STMicroelectronics, Texas Instruments, Thales, Thomson, Toshiba, Xerox

**Austria:** FEEI; **Belgium:** AGORIA; **Bulgaria:** BAIT; **Cyprus:** CITEA; **Czech Republic:** ASE, SPIS; **Denmark:** DI ITEK, IT-BRANCHEN; **Estonia:** ITL; **Finland:** SEPE; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Ireland:** ICT IRELAND; **Italy:** ANITEC; **Lithuania:** INFOBALT; **Netherlands:** ICT OFFICE, FIAR; **Poland:** KIGEIT, PIIT; **Portugal:** AGEFE, APDC; **Romania:** APDETIC; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC, ASIMELEC; **Sweden:** IT&Telekomföretagen; **United Kingdom:** INTELLECT; **Belarus:** INFOPARK; **Norway:** ABELIA, IKT NORGE; **Switzerland:** SWICO; **Turkey:** ECID, TESID, TÜBISAD; **Ukraine:** IT UKRAINE

-  Form and propose policies for the approval of the General Assembly to promote the objectives of DIGITALEUROPE
-  Set future priorities, adopt pro-active plans and final positions
-  Co-ordinate the work of policy groups and working groups
-  Prepare and file for acceptance by the General Assembly the annual budget and accounts
-  Manage the assets of DIGITALEUROPE
-  Appoint chairmen of policy groups and working groups upon proposal from the relevant group
-  Accept new members



# BOARD MEMBERS

10 Company  
Members

# BOARD MEMBERS

10 Trade  
Associations

# POLICY PRIORITIES

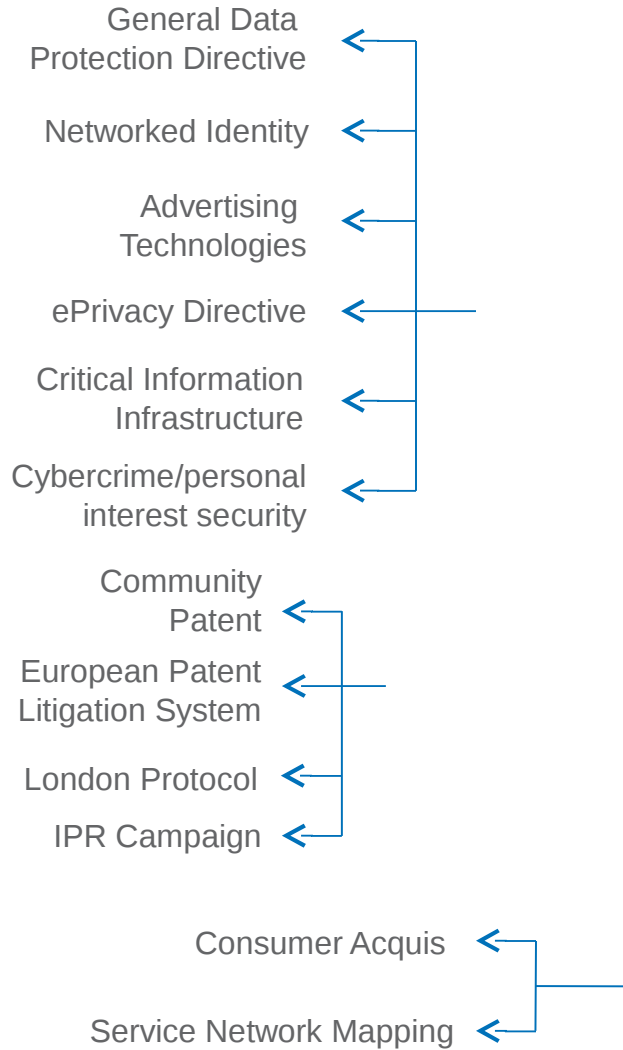
ECONOMIC RECOVERY

ENERGY  
EFFICIENCY

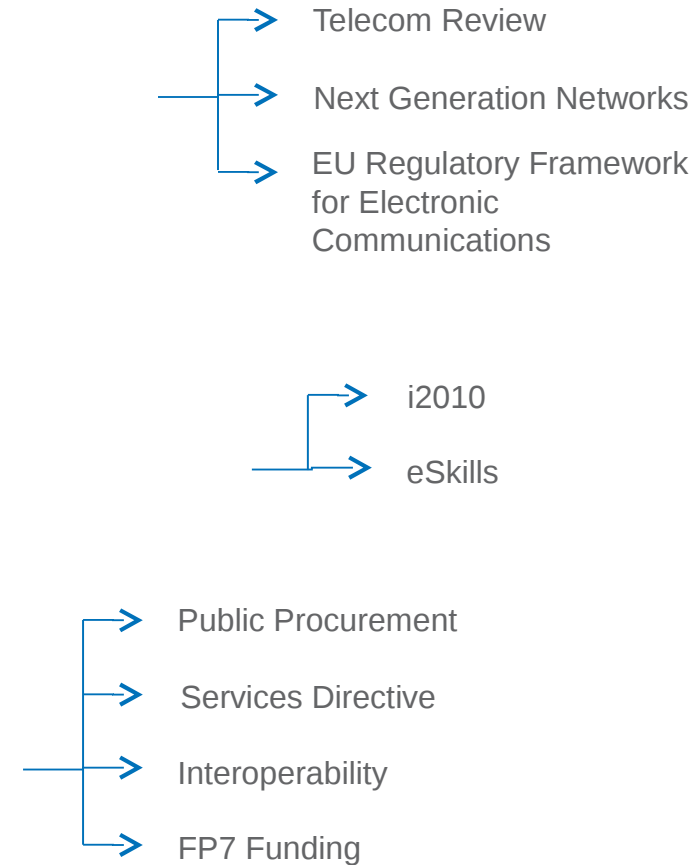


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# DIGITAL ECONOMY

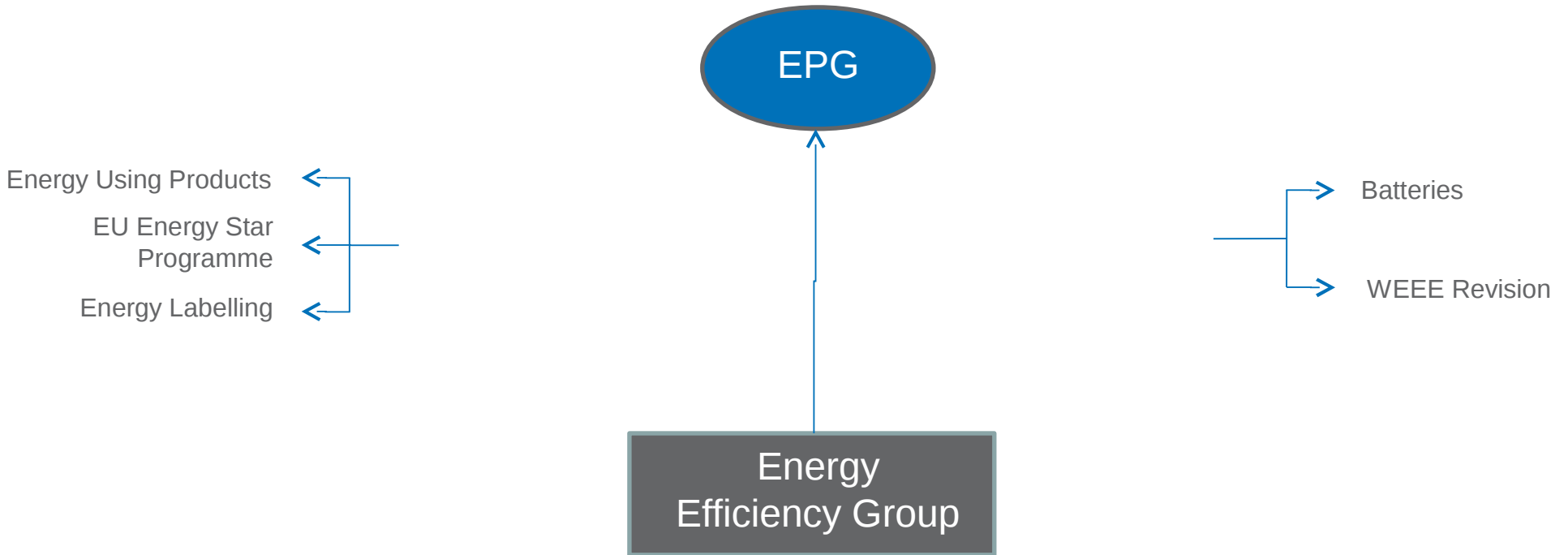
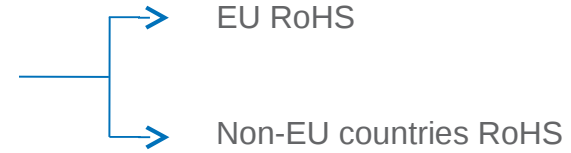


# DIGITALEUROPE



# ENVIRONMENT

# DIGITALEUROPE



# TRADE

# DIGITALEUROPE

Dual Use Regulation ←

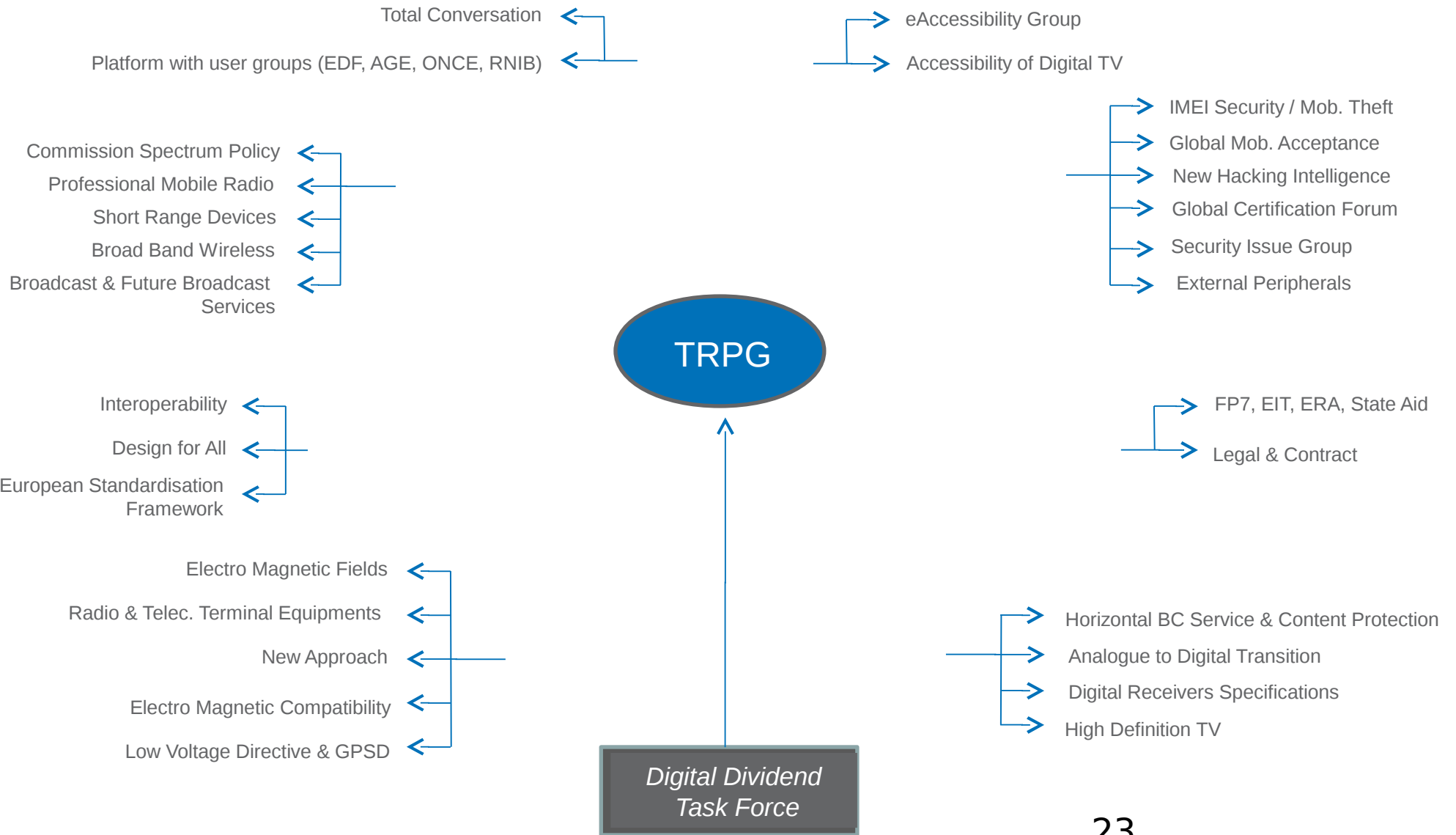
- Import Crypto Products into Russia
- Import Crypto Products into China



- ← LCDs Monitors/Panels not Covered by Current Duty Suspension
- ← Duty Suspension for Set Top Boxes
- ← Digital Photo Frames
- ← Classification of Mobile Phones
- ← Classification of Printing Cartridges
- ← Non Preferential Rules of Origins

- Multilateral: Doha Round
- Free Trade Agreements
- Bilateral: EU-Russia
- Bilateral: EU-China
- Bilateral: EU-Turkey
- ITA Maintenance, Reform & Dispute

# TECHNICAL & REGULATORY



# MISSION STATEMENT

-  Advocate the contribution of the digital technology industry to competitiveness and growth in the European Union
-  Represent our member companies in the formulation, adoption and implementation of EU public policy, legislation and regulation
-  Promote the interests and corporate social responsibility of the industry in the light of EU regulatory policy
-  Issue and contribute to statements and opinions on industry issues to national, European and international governmental bodies and institutions
-  Speak on behalf of the industry with EU institutions and governments, the media, and other organisations where relevant



# MEMBERSHIP BENEFITS

-  DIGITALEUROPE works on issues that have a direct impact on the bottom line of companies
-  DIGITALEUROPE is well known and respected by policy makers in the European Union as the leading body representing our sectors
-  DIGITALEUROPE speaks with one voice, a prerequisite when dealing with the European institutions
-  DIGITALEUROPE is the primary platform for its members to share information, expertise and warnings
-  DIGITALEUROPE draws its information and expertise from more than 900 technical, legal and policy experts participating in the policy debate which takes place with the four policy groups
-  DIGITALEUROPE offers access to a large number of contacts through its distribution list system

