DIGITALEUROPE
Content

DIGITALEUROPE Presentation
-Background and Purpose
-Vision & Mission
-Our work

Vision of the Present
-Examples of Best Practices

Vision of the Future
Background & Purpose

International non profit association based in Brussels.

Represents the European Digital Technology Industry: the information technology, communications technology and consumer electronics sectors.

Seeks to improve the business environment for sectors and to promote the Digital Technology Industry’s contribution to economic growth and social progress in the EU.

Participates in the development and implementation of EU policies by helping European governments and institutions to understand future technology trends and how digital technologies can contribute to sustain economic performance.
Benefits & Value Proposition

Connect
- Networking
- Events
- Annual Summit
- NTA Summit
- Member only-extranet

Disseminate
- Website
- Digital Headlines
- Media alerts - Social media

Learn
- Working Groups
- Company visits
- Training
- Special Publications

Build
- EU Funding
- Market Data
- Business meeting facilities

TISP Kick-off 19th of June 2013
A wide range of multinational companies (57) and national trade associations (33)...

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.
Governance

GENERAL ASSEMBLY
National associations & corporate members

Secretariat

Executive Board

Operations Committee

Policy Coordination Committee

Strategy Committee

Digital Economy

Environment

Trade

Technical & Regulatory
Environment Policy
Chair: Jos Beekwilder, Océ
Vice Chairs: Per Döfnäs, Ericsson - Kurt van den Herten, IBM

Chemicals
Other trends and issues
Waste
Printers
Ecodesign
EPG
Lot 3: PCs
Lot 5: TVs
Lot 6: Standby
Lot 11: Fans
Lot 26: Network Standby
DG ENTR Lot 3: Multimedia
ENERGY STAR
Carbon footprint labelling
Green Public Procurement
Inkject/toner LCA, recyclability

EE of ICT processes
EE of Other Sectors
Poliwiki

EU & Non-EU RoHS
Nanomaterials
Resource Efficiency
Conflict Minerals
Carbon Footprint
Raw Materials
Batteries
WEEE Recast

Carbon Footprint
Raw Materials

JIG
REACH

ICT4EE Forum

Carbon footprint labelling
Green Public Procurement
EE of ICT processes
EE of Other Sectors
Poliwiki

Grenelle
Lot 3: PCs
Lot 5: TVs
Lot 6: Standby
Lot 11: Fans
Lot 26: Network Standby
DG ENTR Lot 3: Multimedia
ENERGY STAR
Carbon footprint labelling
Green Public Procurement
Inkject/toner LCA, recyclability

Resource Efficiency
Conflict Minerals
Carbon Footprint
Raw Materials
Batteries
WEEE Recast

JIG
REACH

ICT4EE Forum

Carbon footprint labelling
Green Public Procurement
Inkject/toner LCA, recyclability
International Agreements

- International Digital Economy Agreement (IDEA)
- Information Technology Agreement
- Free Trade Agreements

Customs Related Issues
- Short Term Classification Issues
- Modernised Customs Code Implementing Provisions (MCCIPs)
- Reform of the Harmonised System under the WCO
- Dual Use/Export Control
- Rules of Origin

Market Access to Third Countries
- China
- India
- Russia
- Turkey

TISP Kick-off 19th of June 2013
Vision of the Present and a look towards the future

Transmedia Storytelling used at school for learning

http://www.inanimatealice.com/
http://www.youtube.com/watch?v=vMp8ggr3iC0

EBooks and Audio & Video EBooks
Professional target
Internet based products, professionals prefer SW locally on their computer and Internet updates.

Leisure target
Books published both electronically and in the traditional way.
Consumers still prefer printed versions.
In 5-10 years there will be a total shift to the eBook
Vision of the Future

How will the book look like in the next Future?

Will traditional paper book disappear? How long will it take for this shift?

Which kind of Business model would rise in the future?
The future is unpredictable
ICT will continue to advance, empower and transform every aspect of our life.

“If I were afforded one piece of criticism, I would say that traditional newspapers have missed this opportunity [the smartphone] to “reset” our rapport to reading” (Liberation Next, 10th June 2013)

http://www.youtube.com/watch?v=YOsh9dPbVS8
Imagine the next eBook generation where you will be able to hear the background description, smell the landscape and different aromas.

3D storytelling eBook in particular for Children

Reading books from your sunglasses

eBooks that smell as real books

EBook community and social network

Rethink education, where children will be able to work and study using tablets, EBooks and apps.
Thank you for your attention