


GÜNTHER H. OETTINGER
MITGLIED DER EUROPÄISCHEN KOMMISSION

Ms Clare Marett
Head of Manufacturing and Business Investments
UK Department for Business, Innovation & Skills, Local Growth
clare.marett@bis.gsi.gov.uk

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Subject: Invitation for a Roundtable with Business Leaders on "Digitising European Industry" on Friday, 18 September 2015, 9.30—12.00, Berlaymont, Robert Schumann room, Brussels

Dear Ms. Marett,

As I announced at our Roundtable with leaders of national initiatives on "Digitising European Industry" on 30 June 2015 in Brussels, I would like to invite you also to take part in the follow-up Roundtable with Business Leaders on 18 September. The main objective of this Roundtable is to hear the views of business leaders on digitising European industry and in particular on the role for support at EU level.

The roundtable will take place

on Friday, 18 September 2015, 9.30—12.00, Robert Schumann room, Berlaymont building, (Brussels) followed by a networking drink and light lunch.

There is indeed an urgent need for industry to take the necessary steps to benefit fully from the opportunities offered by a European digital single market and to prepare for the challenges of the global digitisation that is ongoing. All industrial sectors should be in a position to make the best use of new technologies and to manage their digital transformation. National and regional initiatives of Digitising European Industry are pursuing this objective. There is however a risk that these initiatives remain below the scale needed to face this challenge and to attract sufficient private investment. The Roundtable with the leaders of existing initiatives on "Digitising European Industry" on 30 June 2015 in Brussels was the first step, and I would like to thank you for the contributions made at the time. There was general agreement at that meeting that a framework for continuous dialogue and collaboration is needed at European level to facilitate experience sharing and to address common challenges.

The roundtable with Business Leaders goes represents the next step. It aims at taking stock of the experience with the challenges of digitisation and to identify which actions would be needed at EU level to significantly increase our overall impact. The objective is also to reflect further on an EU-wide strategy for the digitisation of European industry, which I outlined at the Hannover Industry Fair 2015⁷. Key business leaders are invited to take part in this discussion with the objective to explore ideas for a European partnership on Digitising European Industry, which

⁷ See the speech at the Hannover Fair at http://europa.eu/rapid/press-release_SPEECH-15-4772_en.htm. Also see the background paper for the 30 June 2015 Roundtable at http://ec.europa.eu/newsroom/dac/itemdetail.cfm?item_id=24190&newsletter_id=0&lang=en

should complement and provide scale to national initiatives such as Industrie 4.0, Industrie du Futur, High Value Manufacturing, Smart Industry and others.

As set of questions (see Annex) were prepared to which Business Leaders will be able to react in their interventions. I have also made time for discussion among all participants to contribute their views in short interventions. This is set out in the attached agenda. The working language will be English.

I would be pleased to welcome you in Brussels for an exchange of views on this issue of great importance for the future competitiveness of European industry.

I invite you to direct your reply and any enquiry for further information to [REDACTED]
[REDACTED]

Yours sincerely,

[REDACTED]

Enclosures:

- Agenda
- Questions