

# BTO Meeting with UBER representatives

## Uber Meeting follow-up 14/03/2014

### Participants:

- Sigrid Johannisse - Advisor VP Kroes
- ██████████ - DG Connect
- ██████████ - Head of EMEA Public Policy, Uber Technologies
- ██████████ - Fipra International (Representing Uber Technologies)

### Introductions:

- Uber is a venture-funded startup and Transportation Network Company based in San Francisco, California that makes a mobile application that connects passengers with a range of for-hire transportation options, from high-end limousines, to sedans, to low-cost options such as hybrid vehicles and ridesharing services. Its core product to date have been on-demand limousine services.
- The Uber app connects you with a driver at the tap of a button
- The tech startup that is positioned at the intersection of mobile technology, car transportation & logistics was founded in 2009 by Travis Kalanick and launched in over 70 cities.
- Uber raised >\$300M, notable investors include: Google Ventures, Benchmark, Goldmak Sachs, Menlo Ventures, Lowercase Capital, First Round Capital, Jeff Bezos, Naval Ravikant
- In EU is available in 20 Cities: Paris, London, Stockholm, Rome, Berlin, Dublin, etc <https://www.uber.com/cities>
- Uber is considered the next big technological giant - due its growth, valuations and ambition

### Context:

- Although it's a safer and cheaper alternative for consumers (regular drivers - get recruited and trained to become drivers on demand), in several EU cities the service has difficulties on entering the market (ie: <http://www.techmeme.com/140113/p3#a140113p3>)
- In US the number of drivers on demand is bigger than the taxi drivers
- Uber offers non exclusive access to the platform and the drivers earn the same as taxi drivers but with 1/3 effort.
- The problems are on the fierce regulatory hurdles at commune, municipality (i.e. in Brussels after 9 months no progress, although ambitious efforts were made)
- US companies are afraid to enter EU market due to the strict regulations
- Uber can enable entrepreneurship by increasing the demand in drivers on demand
- Competitors exist: Blablacar (\$10M), Huddle (\$77.1M), GetTaxi (\$42M), MyTaxi (\$13M)
- Uber is open for discussions at EU, national and local level regarding regulatory work

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- EC presented the latest developments regarding the Digital Single Market, Smart Cities, Startup Europe, Leaders Club, Startup Manifesto, Startup Europe Partnership / European Digital Forum

### Uber's main messages:

- Uber wants to be a constructive partner to the EU and serve as an example of how technology can have a concrete, positive impact on European citizens and European cities - 'Smart Cities'.
- Uber has acquired a great amount of experience on the 'regulatory patchwork' that exists across Europe and which can hinder technological innovation.
- Uber would be happy to explore how it could share this experience with the Commission.
- In Brussels, Uber has been working for over half a year to bring its services to the public but has met fierce resistance by local authorities.
- There are currently laws in place that require limousines to be booked for a minimum of 3 hours / 90 euros(!). Such measures are intentionally anti-competitive by design.
- Uber would appreciate support from the Commission, even a tweet, on the need for technology-enabled transportation solutions to be welcomed to Brussels and beyond.

### Next steps:

- EC to share BTO with [REDACTED] in context of Smart Cities
- EC to connect with [REDACTED] in context of SEP
- Uber to facilitate connections with Uber investors as basis of Web Investors Forum Conference (<http://webinvestorsforum.eu/>) in June 2014

### Of interest to:

[REDACTED]

to be registered and attributed to Carl.

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**From:** Daniel Burton [mailto:dburton@salesforce.com]  
**Sent:** Thursday, May 31, 2012 2:27 AM  
**To:** BOIX ALONSO Lorena (CAB-KROES); BUHR Carl-Christian (CAB-KROES)  
**Cc:** [REDACTED]  
**Subject:** Neelie Kroes at Dreamforce 2012

Lorena and Carl-Christian,

I hope you are doing well and the EU digital agenda for cloud computing is progressing.

Marc Benioff (Chairman and CEO of Salesforce.com) is interested in holding a cloud computing policy discussion at Dreamforce 2012 similar to the one that Neelie Kroes participated in last year with Vivek Kundra.

It will be held in San Francisco, California on Wednesday, September 19 at 11:30 am.

Before we send a formal invitation to Neelie Kroes, I wanted to check with you and see if this was even a possibility given her schedule.

Thank you.

Best Regards,

Dan

Daniel Burton  
Senior Vice President and GM, Global Public Sector  
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# BTO – Meeting Thibaut Kleiner (CAB Kroes) and Salesforce.com on 26/06/2013

**Present:** *Thibaut Kleiner (CAB), [REDACTED] (senior director, global government affairs, salesforce.com), [REDACTED] (partner CabinetDN, representing salesforce.com), [REDACTED] (senior consultant CabinetDN, representing salesforce.com), [REDACTED] (CONNECT.E2)*

**Topics covered:** *European cloud computing strategy, NIS-directive*

[REDACTED] gave a brief introduction on Salesforce.com (SF), mentioning that SF is one of the largest Paas and Saas providers for enterprises, exclusively offering public cloud services. For SF Europe is the fastest growing sales market. It was indicated that SF is planning to build a new data centre in Europe. Next to this, SF recently opened a R&D centre in Europe and sponsored a European app development contest. SF is also participating in the EC actions under the cloud strategy.

Kleiner introduced the European cloud computing strategy. The connection between the different key actions and the relationship with the proposals for the Data protection reform and the NIS-directive were discussed. [REDACTED] indicated that SF has experience with the development and implementation of initiatives on NIS in the US and offered their help for the implementation of the European NIS-directive. Kleiner referred to the establishment of the NIS-platform.

On cloud uptake, [REDACTED] mentioned that SF is in particular concerned with soft law initiatives, for example on the field of data protection, creating legal uncertainty. Here, reference was made to recent work of the CNIL, the French DPA. Kleiner expressed interest and [REDACTED] undertook to share the SF feedback on the CNIL work with the Commission. Also, she mentioned that SF as a B2B provider often experiences difficulty with the B2C focus of national DPA's, referring to the use of sub-processors by SF. She promised to clarify this point with additional information.

[REDACTED] expressed the interest to arrange a meeting between Kroes and Vivek Kundera, former advisor to the White House on the US Cloud First Policy who recently joined SF, to exchange views on - amongst others - a possible EU Cloud First policy. Kleiner supported this and invited SF to follow-up. [REDACTED] also addressed their interest in the inclusion of cloud and / or data location aspects in the TTIP negotiations, offering their support for any of such actions. Kleiner mentioned that more information on the scope of TTIP will be available in a matter of months.

Finally the ECP Steering Board meeting of July 4 was discussed. Bos explained that some of the intermediary deliverables of the Selected Industry Group (SIG) will be presented there, including some recommendations for further work. Finck provided information on the German 'Cloud Scout' project, recently launched with the support of Kroes and companies like SAP, which might be used as a reference for further work on Service Level Agreements.

Thibaut KLEINER CONNECT E2. Cloud and Software CONNECT H1. Cybersecurity & Digital privacy

BTO – Meeting Thibaut Kleiner (CAB Kroes) and Salesforce.com on 26/06/2013

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Please register (meeting request week of 9/9)

**From:** [REDACTED] [mailto:melika.carroll@salesforce.com]

**Sent:** Thursday, July 11, 2013 4:19 AM

**To:** KLEINER Thibaut (CAB-KROES)

**Cc:** [REDACTED] (CNECT); [REDACTED] (CNECT); [REDACTED]; [REDACTED]

[REDACTED]

**Subject:** Meeting you

Dear Mr Kleiner,

Thank you very much for taking the time to meet us on June 26.

Our company is committed to contributing to a conducive European framework for the development of competitive cloud services and look forward to the on-going work with your team on the Cloud Code of Conduct and other cloud related projects.

Per our discussion, I also wish to follow-up on the meeting opportunity between Vice-President Kroes and Vivek Kundra, our Executive Vice-President.

Vivek would be delighted to have the opportunity to meet with Madame Kroes to better understand her perspective on the European Cloud Strategy and to share some of his experience in his former role as US Federal Chief Information Officer.

He will be in Europe the week starting September 9th, 2013. Please let us know if there may be an opportunity to organize a meeting with Vice-President Kroes during that week.

I look forward to hearing from you at your convenience.

Sincerely,

[REDACTED]

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[REDACTED]

Global Government Affairs, [salesforce.com](http://salesforce.com)

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