

**From:** art 4.1. b (TRADE)  
**Sent:** 29 January 2016 18:28  
**To:** art 4.1. b (TRADE); art 4.1. b (TRADE); art 4.1. b (TRADE); art 4.1. b (TRADE); art 4.1. b (TRADE); EICHHORN Nele (CAB-MALMSTROM)  
**Cc:** art 4.1. b (TRADE)  
**Subject:** Meeting with SAP - 28th January 2016

*(For ARES registration please)*

### **Meeting of Nele Eichhorn with SAP**

#### **Participants:**

- **SAP:** Sofia Chedivili, art 4.1. b
- **COM:** Nele Eichhorn (NE), art 4.1. b

Ms Chedivili was following up on her discussion with the Commissioner on digital issues. She emphasised the increasing importance of cloud technology and urged the fostering of innovation of cloud based services in the EU, to be able to compete internationally. She warned that around 60% of enterprise software would be cloud-based by 2018 (30% annual growth compared to the 5% annual growth in traditional enterprise software) and that unless there was sufficient capacity in the EU, the associated data will be stored outside EU. As ways to foster innovation, she highlighted harmonisation of regulation across the EU, incentives such as subsidies, ensuring that these cloud services are invoiced in the EU and no protectionist barriers. SAP called for global solutions to promote free flow of data so as to address data localisation and other protectionist practices in third countries.

NE informed of work under way in implementing the Digital Single Market Strategy and on the interaction with trade policy. It was agreed to continue the discussion.