

Steering brief

Scene setter

You will attend the "Tomorrow-lab roundtable on Big Data", hosted by Herman Van Rompuy, former Prime Minister of Belgium and former President of the European Council.

The meeting was initially scheduled on 11 December 2017 but it was cancelled due to heavy snowfall.

It seems that the participants will be the same as at the initial event: CEOs of one American and five Benelux companies and the president of the National Bank of Belgium.

The final list of the attendees as well as the organization details will be communicated closer to the event.

This is not a public event but a small private event, prepared speeches are not appropriate.

Introduction

- The DSM is Europe's main asset in the international digital economy and society. It is our "crown jewel".
- Just 15 years ago - less than a generation - data flows barely existed.
- Recent events showed also how Europe has developed a strong data protection regulation, cited in example now around the world.
- Now, data flows are surging between countries. We need to combat forcefully data localisation inside the European Union in due respect of the GDPR.
- This is why the Commission proposed the free flow of non-personal data initiative.
- At international level, we had the EU-Japan Summit last July where, among others, we concluded the negotiations creating the world's largest area of safe data transfer based on a high level of protection.
- Other issues are also important in order to build the Digital Single Market of the future.
- Management of data flows, use and re-use of data are key areas. I want to open up for more data in Europe.

- Proposal last April on open non-personal data for the publically owned companies (like public transport).
- For big data to function in the EU, we need free flow of data, open data and HPC.
- Our objective is to place Europe in the first three global supercomputing powers. We have been working with Member States to establish the EuroHPC Joint Undertaking and support a full HPC and Big Data ecosystem.
- We have also prepared a comprehensive Artificial Intelligence strategy for Europe.
- Artificial Intelligence must not be perceived as a threat. It is at the centre of a new technological revolution, bringing a major boost in productivity, economic gains and societal progress.
- We strive to give the necessary clout to all these initiatives by ensuring adequate funding for the next years.
- Through our newly proposed **Digital Europe programme** we aim to invest €9.2 billion from 2021 to 2027 on several key digital challenges, from artificial intelligence to cybersecurity, HPC and advanced digital skills.
- Full confidence of European strength. Competitive companies around the table assuring Europe's digital leadership in the future.
- Many Member States we have moved fast onto the Industry 4.0 transformation.
- We are leaders in many areas, like robotics and the app economy.
- In the EU in 2015 there were 1.3 million app developers in 2015, or 23% of the world total. Between 2015 and 2018, the EU app economy is expected to create another 2.9 million jobs.
- We are open to innovation and new services. E-banking: 58 percent of Europeans – or 85 percent of Northern Europeans - prefer digital banking against only 52 percent of US customers.
- But we need digital skills at all levels, from data analytics to blue collar jobs.

Trust and data privacy as a competitive advantage

- Trust in the online environment is a key resource for any digital economy or society. Increasing trust is the common objective of all our initiatives. Let's talk with specific examples:
- Social networks bring benefits for individuals but also risks. In today's world, individuals leave digital traces in everything they do and there is a risk that they lose control over their self-image, their freedom to choose as consumers and over their democratic process as a society.
- The new comprehensive data protection rules, the **General Data Protection Regulation (GDPR)** is our answer to this challenge.
- It enhances citizens' trust in the digital world by ensuring a high level of protection and the free flow of personal data throughout the EU. And as a Regulation, it is directly applicable to all MS.
- Innovation and a high level of data protection can go hand in hand.
- We engage actively with the European Data Protection Board. Following the Facebook/Cambridge Analytica revelations a new working group dedicated exclusively to social media has been established.
- We will continue our work with stakeholders to explain the Regulation in Brussels and Member States and by 2020 we will report on its application.
- Citizens should not have to have an IT degree or a law degree to be able to protect their personal data. That is why we proposed an **e-privacy Regulation** specifying the transparency requirements for browsers and apps. It is of utmost importance to speedily agree this proposal to protect citizens' privacy online.
- **eIDAS Regulation** is another important tool to empower citizens and businesses protect their digital personae.

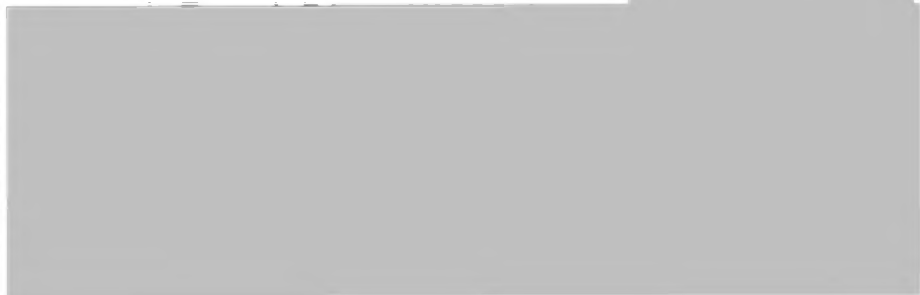
- It reinforces the implementation of the General Data Protection Regulation by minimising the requested data and giving the possibility to release only few trusted identity information (such as proof of residence).
- Users will share consciously only the absolutely necessary personal data for any given identification and authentication process.
- They are thus practically in charge of their digital personae. That's what we mean when we say that eIDAS "*speaks for us and not about us*"!
- Companies and public sector must take advantage of its advantages.
- From 29 September onwards, all notified electronic identification schemes will be accepted and recognized for identification and authentication to online public services in all Member States.

CV (Place holder)

Scott Clements



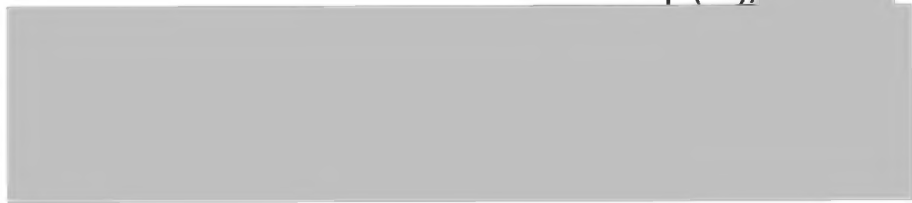
Mr. Clements is CEO of Vasco Data Security



Jacques Van den Broeck



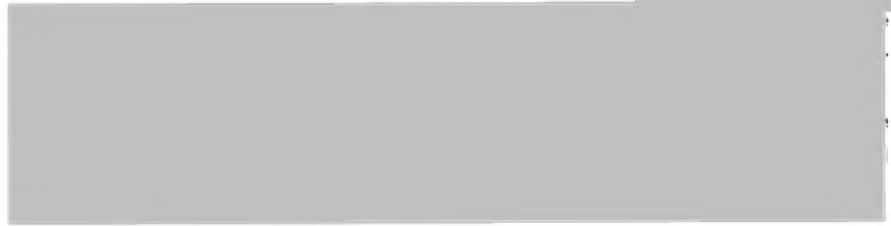
Mr. Van den Broeck is CEO of the Randstad Group (NL),



Jan Smets



Mr. Smets is President National Bank of Belgium and Governing Council member of the European Central Bank.



Dominique Leroy



Ms. Dominique Leroy, CEO Proximus,



Bart De Smet



Mr. De Smet is CEO Ageas, [REDACTED]

Frank Van Lierde



Mr Van Lierde is President of Cargill, [REDACTED]

Eddy Annys



Mr. Annys is CEO of Randstad (Belgium). [REDACTED]

Giovanni Verhaeghe



Mr. Giovanni Verhaeghe is CEO Vasco Data Security (Belgium). [REDACTED]

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