

«TITLE» «FIRST_NAME» «LAST_NAME»
«POSITION»
«REPRESENTING»
«EMAIL»

Brussels
YP/lz

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 «TITLE». «LAST_NAME»,

Following the adoption of the Commission's Digital Single Market strategy, which aims to unlock further investments in the digital sector and exploit the growth opportunities of a wider digital single market, there is 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. To address this, I held a Roundtable with the leaders of existing initiatives on "Digitising European Industry" on 30 June 2015 in Brussels. 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. It is therefore now timely to hear your views about the role which industry should play in fostering the development of digital innovation ecosystems across industrial sectors and the role you see 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.

The working language will be English. 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 should complement and provide scale to national initiatives such as Industrie 4.0, Industrie du Futur, High Value Manufacturing, Smart Industry and others.

In order to facilitate the interventions, I would appreciate your views on the questions enclosed

in the Annex, which you may present in a 5-minute intervention. The questions aim 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 questions also reflect on an EU wide strategy for the digitisation of European industry which I outlined at the Hannover Industry Fair 2015¹.

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,

Enclosures:

- Agenda
- Questions

¹ 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://cc.europa.eu/newsroom/dac/itemdetail.cfm?item_id=24190&newsletter_id=0&lang=en