

# The digital economy in the next policy cycle 2024-2029



# Advancing the Digital Economy: Interlock the regulatory jigsaw

The European Union has become by far the **most prominent writer of the digital technology playbook.**



# Advancing the Digital Economy: Interlock the regulatory jigsaw

A 10-year period of intense horizontal regulation in the digital technology sphere is closing in:

- **rules on Artificial Intelligence, Digital Services and Digital Markets;**
- **Data Sharing and Governance;**
- **Cybersecurity**



# Advancing the Digital Economy: Interlock the regulatory jigsaw

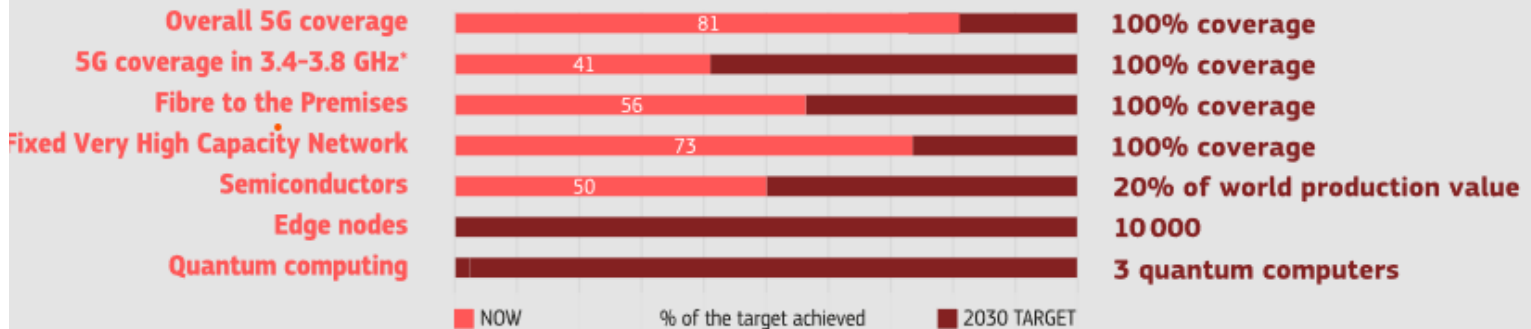
**Ensure that EU's rulebook delivers** the space to test, launch, and scale innovative products and services across the European Single Market and to compete internationally.



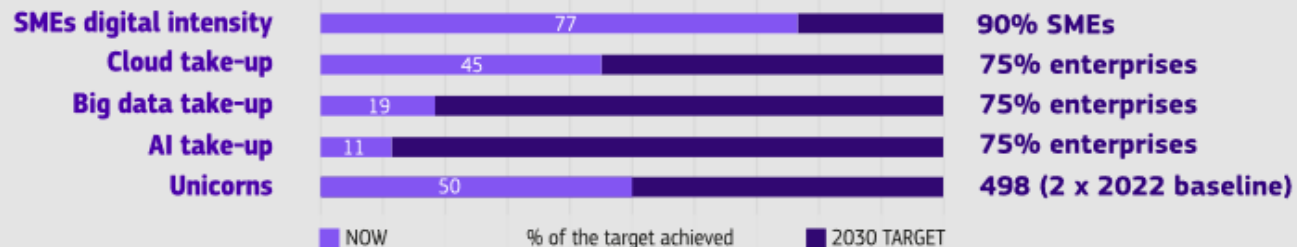
# Advancing the Digital Economy: Deliver the “Digital Decade” Targets

## Taking stock of progress towards 2030

### DIGITAL INFRASTRUCTURE

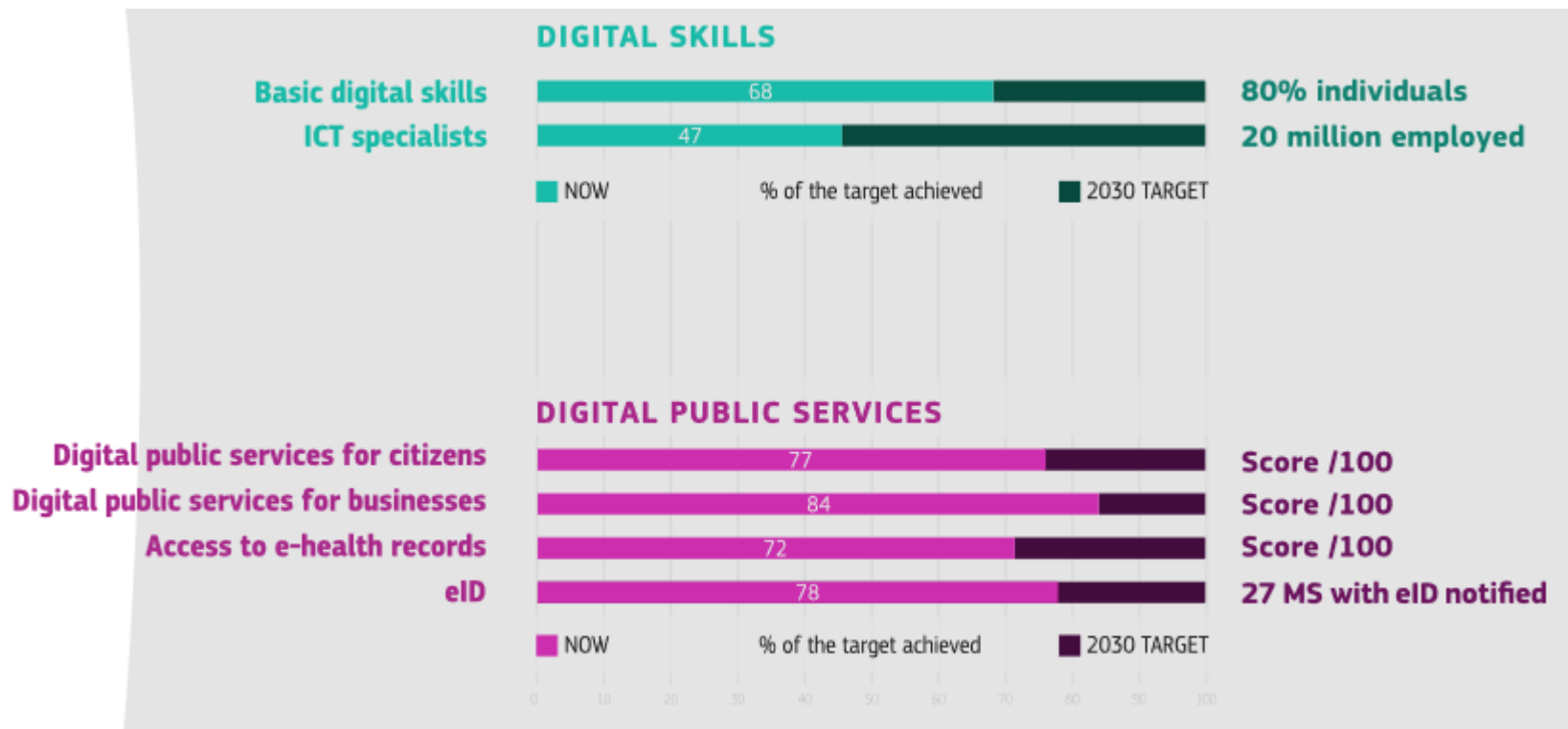


### DIGITAL TRANSFORMATION OF BUSINESSES



\* Not a KPI but gives an important indication on high quality 5G coverage

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Source: European Commission

# Advancing the Digital Economy: Demographic challenge and available resources



- The EU **working age population is expected to shrink** over the next decades, with the loss of an additional 35 million people by 2050.
  - **Investment in skills and talent is more necessary than ever.**
- Maximize resources' impact, **ensuring that finances are accessible and delivering** on the promise to establish an **ecosystem of excellence** and business agility in the EU.
  - **Various programmes: HorizonEurope, DigitalEurope, Recovery and Resilience Facility, etc**

# Advancing the Digital Economy: Coherent implementation of rules and predictability



- Strong evaluation of existing rules, gap and impact analyses; legislate to fix market failures.
- The “**integration of digital technology**” has been consistently the lowest scoring component since the Digital Economy and Society Index has been measured.
  - **Strong implementation and awareness on EU rules is paramount to fix this.**



# REBOOT EUROPE

*“We need to reboot our system  
and refocus on competitiveness.  
We need regulation to be  
workable or we won’t be  
successful.”*

**Fredrik Persson,  
BusinessEurope President,  
*Financial Times***

**R**ESILIENT EUROPEAN UNION WITH  
**E**NERGY AT AFFORDABLE PRICES  
**B**ETTER AND SIMPLER REGULATION  
**O**PEN AND RULES-BASED TRADE LEADING TO MORE  
**O**PPORTUNITIES FOR COMPANIES AND PEOPLE IN THE SINGLE  
MARKET THROUGH  
**T**ECHNOLOGICAL INNOVATION AND TALENT DEVELOPMENT

# REBOOT EUROPE

STRONGER BUSINESSES,  
STRONGER EUROPEAN UNION



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