

## Priorities – Digital Economy

### Fostering the creation of a genuine digital single market



#### ISSUE

The European Commission has been rolling out an ambitious Digital Single Market (DSM) strategy since 2015. However, the single market for digital services and technologies is far from being a reality today. Europe needs an environment that fosters investment and innovation into emerging technologies, enables start-ups to scale up and people to reap the full benefits of digital technologies.



#### RECOMMENDATION

- **Creation of a Digital Single Market** where online services, goods and data can move freely, and people can reap its full benefits;
- A new way of policy-making by **adopting a principle and risk-based approach** to keep frameworks relevant for fast-evolving technologies;
- **Boost the development of emerging technologies**, such as artificial intelligence (AI), Blockchain, Internet of Things (IoT) and 5G, and enable their integration in areas like healthcare and connected mobility;
- **Support lifelong learning programs** for employees and invest in education to adapt academic curricular to a digitalised economy and society.

### Strengthen trust in digital technologies



#### ISSUE

To reap the full benefits of digital technologies, they need to be trusted by their users. The ability of technical systems to handle and protect personal data and sensitive business data is a key reputational factor for companies. The development of strong public-private partnerships is essential to find effective solutions to enhance users' safety in complex value chains.



#### RECOMMENDATION

- **Ensure future e-Privacy rules** (confidentiality) are strictly aligned with the General Data Protection Regulation (GDPR);
- **Build a common understanding** around ethics, transparency and accountability in the area of AI;
- **Adopt risk-based and proportionate solutions** regarding IoT security;
- **Design a new European framework** and EU-US agreement on access to electronic evidence.

### International cooperation



#### ISSUE

As data becomes a strategic asset to every economy, exporters increasingly face protectionist measures including data localisation requirements and force technology transfers. Governments around the globe face similar challenges such as growing cyber threats, and therefore should coordinate their efforts to develop effective solutions.



#### RECOMMENDATION

- **Establish the EU-US Privacy Shield agreement** as a long-standing mechanism for international data transfers;
- **Modernise EU Free Trade Agreements** (FTAs) and WTO rules to address new market access barriers.