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## A Digital Strategy for Europe

*by Dr Bruno Macaes, Portugal's Secretary of State for European Affairs*

**Brussels, Belgium, 16 September 2015** - ECIPE publishes today a report by Portugal's Secretary of State, Bruno Macaes, on the DSM strategy.

He writes: "While the new DSM strategy makes a number of valuable contributions, it is predominantly focused on the consumer side of the digital economy. But this paradigm has now been substantially exhausted. We need to fundamentally change internet growth from the consumer side to the widespread digitalisation of industry. On this, the new strategy falls short and may be in need of some future development and revision."

State Secretary Macaes describes DSM "a missed opportunity to further connect the DSM with the EU's agenda of structural reform". By focusing on the industrial use of internet and data, DSM could have "renewed the emphasis on employment, growth and productivity".

The digital strategy for Europe should have included other elements that are vital to "industrial internet". Cybersecurity is one such area. Another element is a common regulatory framework that is favourable to ownership, transfer and storage of data – for both EU and non-EU players; Europe should also review current laws and standards that were drafted pre-digitalisation.

Dr Macaes also warns that if nothing is done in re-skilling people for the digital economy, there could be up to 825,000 unfilled vacancies for ICT professionals by 2020 in Europe.

He also argues trade agreements like TPP, TTIP, the TISA and the ITA represent a critical opportunity to advance a modernisation effort.

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