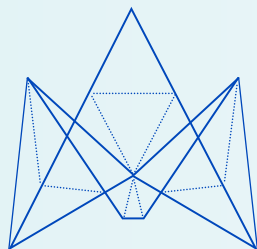


DIGITALEUROPE 

# 2021



**Masters of  
Digital 2021**  
Event report

# DIGITALEUROPE

**DIGITALEUROPE is the leading trade association representing digitally transforming industries in Europe.**

We stand for a regulatory environment that enables European businesses and citizens to prosper from digital technologies. We wish Europe to grow, attract and sustain the world's best digital talents and technology companies.

Together with our members, we shape the industry policy positions on all relevant legislative matters and contribute to the development and implementation of relevant EU policies. Our membership represents over 35,000 businesses who operate and invest in Europe. It includes 85 corporations which are global leaders in their field of activity, as well as 39 national trade associations from across Europe.

## **Our Mission**

To shape, on behalf of our members, a business, policy and regulatory environment in Europe that best realises our vision.

We achieve this by working as a positive partner with the European Institutions, other European and global bodies and, through our national trade associations, the European Member States.

## **Our Vision**

A European Union that nurtures and supports digital technology industries and that prospers from the jobs we provide, the innovation and economic benefits we deliver and the societal challenges we address.

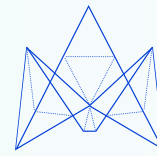
## **About Masters of Digital**

Masters of Digital is our annual flagship summit and Europe's largest digital policy conference. Every February, we bring together top EU policymakers, digital industry leaders, and representatives from academia and civil society to shape the EU digital policy agenda for the year to come.

Now in its fifth year, Masters of Digital has seen the participation of European Presidents and Commissioners, Members of the European Parliament, national ministers and C-suite representatives of the largest digital businesses in Europe and beyond.

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**Masters of  
Digital 2021**

## Europe's leaders agree: it's time to become masters of digital

The success of DIGITALEUROPE's Masters of Digital 2021 summit is the best proof that digital is not one economic sector anymore. Digital and data are now defining aspects of our lives; the ability to adapt to this evolving landscape will determine Europe's security, as well as its social and financial stability.

Around two thousand people tuned in during the two days; and we gathered over 50 incredible speakers, including two EU Presidents – von der Leyen and Michel, two Commissioners, three representatives of national ministries and four members of the European Parliament, as well as CEOs and business executives.

So what have we learnt, across two packed days of insightful debates? A few key takeaways stood out, in my opinion:

- Political commitment to a digital recovery is clear, together with ambitious targets and investments;
- A stronger digital Europe is also a greener and healthier Europe;
- Governments must support businesses and help scaleups become future unicorns;
- To lead on tech, Europe needs to build its digital capacity, but it also needs allies.

All in all, I think that the word which can best sum up what we saw at this year's Masters of Digital is collaboration. Across industries, across public and private sectors, and across the Atlantic: what I saw was a renewed commitment by all players to take this opportunity not to rebuild our old ways but to reinvent our society for the better.

Thank you to all who took the time to attend this first virtual Masters of Digital, to our excellent speakers and to our sponsors who made it possible. And save the date for the next edition: 3 February 2022.

**Cecilia Bonefeld-Dahl**  
Director-General, DIGITALEUROPE



# Masters of Digital 2021 in numbers

**1803**  
participants

**88**  
countries

**9**  
keynotes

**8**  
panel  
discussions

**56**  
speakers

**2**  
awards

**14**  
exhibitions

**925**  
virtual  
meetings

**42+**  
media articles

**2,173+**  
social media  
posts



# Agenda

## DAY 1: Wednesday 3 February

**09:00 – 09:30** **Virtual platform, networking and showcases open**

**09:30 – 10:00** **Welcome and introduction to Masters of Digital 2021**

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

**10:00 – 10:30** **Keynote conversation**

**Charles Michel**

President, European Council

**10:30 – 11:30** **Main stage panel discussion: the digital road to recovery**

Moderator

**Sam Fleming**

Brussels Bureau Chief, Financial Times

**Céline Gauer**

Director General, Recovery and Resilience Task Force, European Commission

**Fernanda Ferreira Dias**

Director General for Economic Activities, Ministry of Economy and Digital Transition, Portugal

**Norbert Lütke-Entrup**

Head of Technology & Innovation Management, Siemens

**Damian Boeselager**

Member, European Parliament

**Jyrki Katainen**

President, Sitra

**11:30 – 11:45** **Networking and showcase break**

Participants are able to browse the showcases and exhibitions, and networking with each other on the platform.

**11:45 – 12:15** **Keynote conversation**

Moderator

**Natalia Drozdiak**

European Technology Reporter, Bloomberg

**Stavros Lambrinidis**

Ambassador of the European Union to the United States

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

**12:15 – 13:00** **Focus session: the future of industry: preparing for the new normal**

Moderator

**Jennifer Baker**

Journalist

**Kerstin Jorna**

Director General, DG GROW, European Commission

**Patrik Sjöstedt**

MBA, EMEA Regional Business Leader, Manufacturing, Enterprise Commercial, Microsoft

**Cristian Buşoi**

Member, European Parliament and Chair of ITRE Committee

**Alain Dedieu**

Chair of DIGITALEUROPE's Digital Manufacturing Executive Council, Schneider Electric

**Prof. Dr. Dieter Wegener**

Vice Chair of DIGITALEUROPE's Digital Manufacturing Executive Council, ZVEI

**13:00 – 14:00** **Lunch break**

# Agenda

## DAY 1 continued

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**14:00 – 14:25** **Keynote discussion: GAIA-X – data infrastructure the European way****Hubert Tardieu**

Interim CEO of GAIA-X AISBL

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

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**14:25 – 15:25** **Main stage panel discussion: 2021 – The year of data**

Moderator:

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

**Christiane Canenbley**

Deputy Head of Cabinet for Executive Vice-President Vestager, European Commission

**Liesje Schreinemacher**

Member of the European Parliament

**Gilles Thiebaut**

Managing Director, Senior Vice President Global Sales for Northern Western Europe, Hewlett Packard Enterprise

**Bart Steukers**

Director Context and Future CEO, Agoria

**Andreas Cleve**

CEO of Corti and DIGITALEUROPE Future Unicorn Award 2020 winner

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**15:25 – 15:35** **Networking and showcase break**

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**15:35 – 16:00** **Keynote conversation****Börje Ekholm**

President and CEO, Ericsson Group

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**16:00 – 16:45** **Digitally enlightened: New world, New skills**

Moderator:

**LJ Rich**

Reporter, BBC

**Norberto Mateos Carrascal**

EMEA Territory Business Consumption Director, Intel

**Anna Ferenczy**

CMO, Codecool

**Mette Lundberg**

Director of Politics and Communications, IT-Branchen

**Una Fitzpatrick**

Director, Technology Ireland

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**16:45 – 17:05** **Keynote interview****Nadia Calviño**

Minister for Economic Affairs and Digital Transformation, Spain

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

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**17:05 – 17:15** **Presentation of Master of Digital Award**

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**17:15** **Closing remarks****Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

# Agenda

## DAY 2: Thursday 4 February

**09:00 – 09:45** **Virtual platform, networking and showcases open**

**09:45 – 10:15** **Welcome remarks**

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

**Hilary Mine**

President, DIGITALEUROPE and Vice President Strategy & Technology, CX at Nokia

**10:15 – 10:30** **Keynote speech**

**Svenja Schulze**

Federal Minister for Environment, Nature Conservation and Nuclear Safety, Germany

**10:30 – 11:40** **Main stage panel discussion: a green and digital europe: how to accelerate the twin transition?**

Moderator

**Sonja van Renssen**

Managing Editor, Energy Monitor, New Statesman Group

**Casper Klynge**

Vice President, European Government Affairs, Microsoft

**Svenja Schulze**

Federal Minister for the Environment, Nature Conservation and Nuclear Safety, Germany

**Sandrine Dixon-Declève**

Co-President, Club of Rome

**Mauro Petriccione**

Director General, DG CLIMA, European Commission

**Jon Lindén**

CEO, Ekkono

**11:40 – 11:55** **Networking and showcase break**

**11:55 – 12:45** **Focus session: unlocking the EU recovery through public sector transformation**

Moderator

**Jennifer Baker**

Journalist

**Mario Campolargo**

Acting Director General, DG DIGIT, European Commission

**Anton Ujčič**

Deputy Director General at the Information Society and Informatics Directorate, Slovenian Ministry of Public Administration

**Vanda Jesus**

Executive Director, Portugal Digital

**Ulrich Ahle**

CEO, FIWARE Foundation

**Michel Isnar**

Vice-President EMEA Sales, Red Hat

**12:45 – 13:45** **Lunch break**

**13:45 – 14:00** **Keynote**

**Stella Kyriakides**

European Commissioner for Health and Food Safety  
(video message)

Introduced by (video message):

**Joyce Lee**

Chief Information Officer, Janssen Pharmaceuticals, Johnson & Johnson

# Agenda

## DAY 2 continued

### 14:00 – 15:00 **Main Stage Panel Discussion: Racing Against Time: What it will take to deliver advanced healthcare in the EU**

Moderator

**Petra Wilson**

Managing Director, Health Connect Partners

**Pierre Delsaux**

Deputy Director General, DG SANTE, European Commission

**Miapetra Kumpula-Natri**

Member of European Parliament on AIDA Committee and ITRE's Rapporteur on European Strategy for Data

**François Cremieux,**

Deputy CEO of the Greater Paris University Hospitals (AP-HP)

**Francesco Buonarroti**

Chief Information Officer, Janssen Pharmaceuticals EMEA, Johnson & Johnson

**Christoph Zindel**

Member of the Managing Board, Siemens Healthineers

**Markus Kalliola**

Director, Health data 2030, Sitra

### 15:00 – 15:20 **Keynote**

**Ursula von der Leyen**

President, European Commission

### 15:30 – 15:45 **Keynote conversation**

**Mariya Gabriel**

European Commissioner for Innovation, Research, Culture, Education and Youth

### 15:45 – 16:15 **Future Unicorn Award**

Moderator

**Jennifer Baker**

Journalist

**Mariya Gabriel**

European Commissioner for Innovation, Research, Culture, Education and Youth

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE

**Giovanni Fili**

Founder and CEO, Exeger

**Børge Bjørneklett**

Co-founder and CEO, Ocean Sun

**István Peták**

Co-founder and CEO, Oncompass

### 16:15 **Closing remarks**

**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE



# Speakers



**Ursula von der Leyen**  
President, European Commission



**Charles Michel**  
President, European Council



**Mariya Gabriel,**  
European Commissioner  
for Innovation,  
Research, Culture,  
Education and Youth



**Hilary Mine**  
President,  
DIGITALEUROPE



**Cecilia Bonefeld-Dahl**  
Director General,  
DIGITALEUROPE



**Svenja Schulze**  
Federal Minister for  
Environment, Nature  
Conservation and Nuclear  
Safety, Germany



**Stella Kyriakides**  
European Commissioner  
for Health and Food  
Safety



**Nadia Calviño**  
Minister for Economic  
Affairs and Digital  
Transformation, Spain



**Christiane Canenbley,**  
Deputy Head of  
Cabinet for Executive  
Vice-President Vestager,  
European Commission



**Kerstin Jorna**  
Director General, DG  
GROW, European  
Commission



**Miapetra Kumpula-Natri**  
Member of European  
Parliament



**Céline Gauer**  
Director General,  
Recovery and Resilience  
Task Force, European  
Commission



**Damian Boeselager**  
Member of European  
Parliament



**Jyrki Katainen**  
President, Sitra



**Liesje Schreinemacher**  
Member of European  
Parliament



**Francesco Buonarroti**  
Chief Information  
Officer, Janssen Phar-  
maceuticals EMEA,  
Johnson & Johnson



**Cristian-Silviu Busoi**  
Member of European  
Parliament and Chair of  
ITRE Committee



**Casper Klynge**  
Vice President,  
European Government  
Affairs, Microsoft



**Christoph Zindel**  
Member of the  
Managing Board,  
Siemens Healthineers



**Mauro Petriccione**  
Director General, DG  
CLIMA, European  
Commission



**Hubert Tardieu**  
Interim CEO, GAIA-X  
AISBL



**Michel Isnard**  
Vice-President EMEA  
Sales, Red Hat



**Anton Ujčič**  
Deputy Director General  
at the Information  
Society and Informatics  
Directorate, Slovenian  
Ministry of Public  
Administration



**Gilles Thiebaut**  
Managing Director,  
Senior Vice President  
Global Sales for  
Northern Western  
Europe, Hewlett  
Packard Enterprise



**Norbert Lütke-Entrup**  
Head of Technology  
& Innovation  
Management, Siemens



**Joyce Lee**  
Chief Information  
Officer, Janssen  
Pharmaceuticals,  
Johnson & Johnson



**Dieter Wegener**  
Vice Chair of DIGI-  
TALEUROPE's Digital  
Manufacturing  
Executive Council, ZVEI



**Alain Dedieu**  
Chair of DIGITALEUROPE's  
Digital Manufacturing  
Executive Council,  
Schneider Electric



**Börje Ekholm**  
President and CEO,  
Ericsson Group



**Fernanda Ferreira Dias**  
Director-General for  
Economic Activities,  
Ministry of Economy and  
Digital Transition, Portugal



**Bart Steukers**  
Director Context and  
Future CEO, Agoria



**Ulrich Ahle**  
CEO, FIWARE



**Patrik Sjöstedt**  
MBA, EMEA Regional Business  
Leader, Manufacturing,  
Enterprise Commercial, Microsoft



**Mario Campolargo**  
Acting Director-  
General, DG DIGIT,  
European Commission



**Vanda Jesus**  
Executive Director,  
Portugal Digital



**Sandrine Dixson-Declève**  
Co-President,  
Club of Rome



**François Cremieux**  
Deputy CEO of the  
Greater Paris University  
Hospitals (AP-HP)



**Pierre Delsaux**  
Deputy Director  
General, DG SANTE,  
European Commission



**Anna Ferenczy**  
CMO, Codecool



**Dr. Petra Wilson**  
Managing Director,  
Health Connect Partners



**Norberto Mateos Carrascal**  
EMEA Territory Business  
Consumption Director, Intel



**Sonja van Renssen**  
Managing Editor,  
Energy Monitor, New  
Statesman Group



**LJ Rich**  
Reporter, BBC



**Sam Fleming**  
Brussels Bureau Chief,  
Financial Times



**Andreas Cleve**  
CEO of Corti and  
DIGITALEUROPE Future  
Unicorn Award 2020 winner



**Mette Lundberg**  
Director of Politics and  
Communications, IT  
Branchen



**Jon Lindén**  
CEO, Ekkono



**Jennifer Baker**  
Journalist



**Una Fitzpatrick**  
Director, Technology  
Ireland



**Natalia Drozdiak**  
European Technology  
Reporter, Bloomberg



**Giovanni Fili**  
Founder and CEO,  
Exeger



**Børge Bjørneklett**  
Co-founder and CEO,  
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**István Peták**  
Co-founder and CEO,  
Oncompass

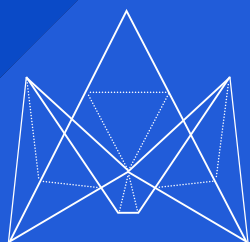


**Marcus Kalliola**  
Director, Health data  
2030, Sitra





Day 1



**Masters of  
Digital 2021**

# President Michel outlines his vision to make Europe a digital powerhouse

In his keynote speech at Masters of Digital, European Council President Charles Michel set forth the need for Europe to find a balance between scaling up its technological capabilities and an open collaboration with our global partners.

President Michel stated his vision of a Europe where data is both a driver of innovation and a protector of our core European values. Indeed, the priority should be building a strong, confident and outwards-looking Europe that leads globally in digital innovation.

"I am convinced that the digital agenda will influence every sector of our society" said President Michel, making it clear that he remains committed to transforming Europe into the global digital powerhouse.

The President of the European Council stressed that we cannot abuse data like we have with other resources in the past; by avoiding this mistake, he said, we can deliver a sustainable recovery that looks into the future.

Emphasis was placed on democratically searching for solutions to issues such as internal market fragmentation or digital tax; Europe cannot shy away from these difficult decisions.

Europe's ambition of a human-centric rulebook on digital economy can be pioneered with innovation and investment. To make this a reality, President Michel underlined the need to "cooperate actively with the private sector to ensure that our decisions are in line with what is necessary in the future".



**"Strategic autonomy is about making choices in an open economy and reducing our dependencies. We want to better defend our interests and values as well as a level playing field for more fairness in our globalised world. Strategic autonomy is not about protectionism. On the contrary."**

**Charles Michel,**  
President, European Council

# The national recovery plans must have a European dimension and push innovative projects, if we want to secure a digital and green recovery

This year's Masters of Digital explored how digital will drive Europe's recovery. Our dedicated panel discussion highlighted the digital investments necessary to push our continent forward and how we can make use of this opportunity to reinvent our society for the better, by making meaningful progress towards our climate goals.

Is the 20 per cent of the Recovery Fund earmarked to digital enough to give our citizens the tools and skills they need to thrive in the digital age? Our panel "The Digital Road to Recovery" brought together key policymakers and industry players to discuss how Europe can think creatively and act decisively to deliver a fair, green and digital recovery, as Fernanda Ferreira Dias, Director General for Economic Activities at the Portuguese Ministry of Economy and Digital Transition, put it.

Member States are at different stages with their recovery plans, with just over a half having made them public at the time of our summit. DIGITALEUROPE's Director-General Cecilia Bonefeld-Dahl, in opening Day 1 of Masters of Digital, sounded the alarm on this, noting that it's difficult for stakeholders to provide meaningful input "without a text to look at and an open dialogue".

However, although the level of maturity differs, the good news is that digital is prominent in all of them, noted Céline Gauer, Head of the Commission's Recovery and Resilience Task Force, in kicking off the panel.

Norbert Lütke-Entrup, Head of Technology and Innovation Management at Siemens, posed that, although Europe might have fallen behind in the consumer digital space, the digitization of the building industry can secure Europe's role as the global industrial leader. Indeed, he noted, "the building industry is a textbook example of how the objective to become greener goes hand in hand with our goal to drive forward the productivity and the digitalisation of European industries". To this end, Lütke-Entrup stressed that, along with a digitally skilled labour market, it will be essential to develop smarter – i.e. digitised – energy management systems.

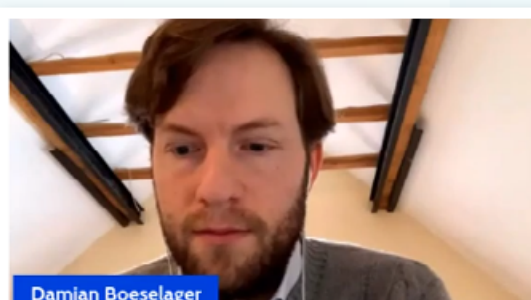
There was also a specific focus on the need for new projects and reforms under the Recovery Fund, with a consensus that European priorities should lie in digitalisation of small companies, connectivity, digital skills and the digital transformation of public services. "The more we can connect digital technologies and new business models to provide better public services" Jyrki Katainen, President of Sitra, added, "the more we can promote digitalisation and increase productivity".



MEP Damien Boeselager, who was part of the Parliament's negotiating team for the Recovery Fund, called for money to be spent in interoperable and open source networks, with proper access for SMEs and adequate resources to data protection. However, he stressed that the Recovery Fund "should not just repackage existing spending. For example, in Germany there were already some ideas planned and now we are just refinancing them with the European money. This cannot happen: we need to have really strong, additional investments to give an additional growth impetus that Europe currently so desperately needs".

**"These plans must be scrutinized from a European perspective, to make sure we have a greener and more digital future."**

**Damien Boeselager, MEP**



# Greater EU-US alignment will ensure safer technology development and domestic innovation on both sides of Atlantic, stresses EU Ambassador to US

2021 has marked a renewal of the transatlantic relationship, with greater collaboration and alignment called on by both sides of the Atlantic on digital trade, artificial intelligence (AI) and cybersecurity. EU Ambassador to the US Stavros Lambrinidis made it clear that Europe's leadership in digital needs to build on international cooperation.

In a keynote discussion with DIGITALEUROPE's Director-General Cecilia Bonefeld-Dahl and Natalia Drozdiak, Technology Reporter at Bloomberg, Ambassador Lambrinidis placed an emphasis on EU and US cooperation bilaterally but also in multilateral forums such as the World Trade Organization.

A transatlantic partnership, he stressed, is how Europe can level the playing field, by incentivising domestic innovation, and advancing markets vis-à-vis competitors.

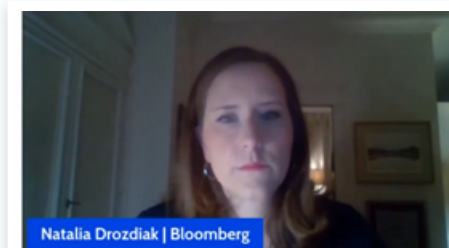
Earlier this year, DIGITALEUROPE welcomed the election of the new US administration and proposed six new priorities for relaunching the transatlantic relationship. These themes were echoed in the Ambassador's belief that "as the world's two biggest democracies, the EU and the US should work together on setting the rules".

In order to make sure that standards in the digital sector are based on our shared values, Lambrinidis highlighted that this is particularly vital in cases of AI (taking a human-centric approach, and looking at high-risk applications), cybersecurity, export controls, privacy and disinformation. The EU-US Trade and Technology Council should seek to deal with all of these topics.

DG Cecilia Bonefeld-Dahl built upon this: "with 85% of European companies transferring data to the US, data flows should be the top priority for transatlantic discussions", she said. In agreement, the Ambassador expressed the need for increased dialogue on privacy and data protection between the EU and US, even if the issues are sensitive.

**"Europe wants to be a player in digital, and to run as fast as anyone else. This is only possible with extremely close EU-US cooperation".**

Stavros Lambrinidis,  
EU Ambassador to the US



# The EU Industrial Strategy must set a path of investment and green goals to reinvent Europe's traditional industries, policy and business leaders agree

As Europe looks to recover from the pandemic fallout, a stronger and more sustainable industry can be the foundations on which to build. The focus session “The future of industry” at Masters of Digital 2021 brought top policymakers and industry leaders to discuss the steps that will bring us there.

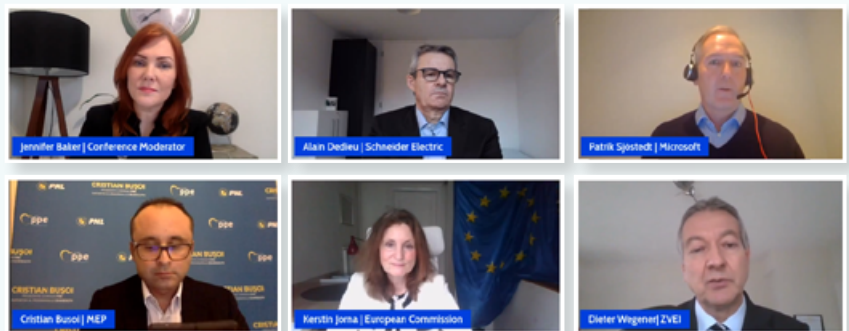
Foundational to this panel was the expertise we draw from DIGITALEUROPE's Digital Manufacturing Executive Council (DMEC), the key driver of our work on industry sustainability and industrial data sharing.

Patrik Sjöstedt, EMEA Regional Business Leader for Microsoft, captured how the EU Green Deal has acted as a wake-up call for the European industry, making it clear that sustainability and economic growth are not in contradiction – indeed, green business is profitable business. Now the challenge is to translate this vision into national and local policies: the Commission's updated Industrial Strategy is integral to addressing this, with a clear investment and standardization vision on the green-digital nexus.

The Future of Industry session also shone a light on the industrial data-sharing concepts that are at the core of GAIA-X's vision: in order for Europe to reinvent its industry post-COVID, the panel agreed, we need a trusted environment for industrial data sharing. GAIA-X can offer this but, to succeed, it needs all Member States on board. Rather than 27 different versions of GAIA-X, Europe needs a unique set of trusted rules.

Dieter Wegener, Vice Chair of DMEC, stressed that Europe cannot ride the next wave of manufacturing data without solving practical questions, like how to enable SMEs to use data.

This concept was shared by Alain Dedieu, Chair of DMEC and President of Water Management at Schneider Electric, who concluded: "A trusted, secure data environment is the core of productivity. Scale matters: we need investments and to bring SMEs onboard".



There was a specific focus on the need for openness when updating our industrial strategy. The Recovery and Resilience Facility can live up to its ambitions only if Member States present projects that create business opportunities. This innovation focus is still missing in national plans, Wegener added.

Kerstin Jorna, Director-General of the Commission's DG GROW, explored how collaboration between investors and market actors can be the precondition for RRF success. Trade only occurs with trust, she commented, and thus it seems that industry guidance is needed.

**“The biggest conundrum facing the Recovery Fund today is to identify the right projects. Money should be invested, not just spent. We need to open up business opportunities by bringing together market players and investors.”**

Kerstin Jorna, Director-General, DG GROW,  
European Commission

# GAIA-X wants to provide a “cloud rulebook” to the Commission to foster data sharing ecosystems, interim CEO Hubert Tardieu says

GAIA-X interim CEO Hubert Tardieu joined Masters of Digital 2021 to outline what’s next for this pan-European cloud federation, of which DIGITALEUROPE is a Day 1 member.

In his keynote conversation with DIGITALEUROPE's Director-General Cecilia Bonefeld-Dahl, Hubert Tardieu acknowledged the first objective of GAIA-X: to get more European companies and institutions using cloud. Given the rise of vertical sectors, he said, we need to be able and capable to share data with a large community of providers, without the restrictions of data centres. As of now, only use of cloud in the EU stands at 26 per cent; the GAIA-X Foundation seeks to double this percentage over the next 4-5 years, to reach 50 per cent. This is already the case in Finland, Sweden and Denmark; Tardieu assured that this is attainable across Europe.

The interim GAIA-X CEO suggested that the solution to achieving this and reinforcing digital content is “to find an interoperable solution” by cloud service providers and users – a solution to the limitations of being attached to a single cloud scheme.

To this end, Tardieu stressed the need to facilitate the creation of data spaces, which in turn will foster ecosystems of data sharing. Cloud penetration, he argued, is ultimately a means to an end: making the EU industry more accessible.

Speaking on GAIA-X's collaboration with the Commission – which launched its Alliance for Cloud and Data last December – Tardieu emphasised the importance of putting forward an Important Project of Common European Interest (IPCEI) that will fund Europe's ambitions in cloud and edge computing. GAIA-X will have a key role in preparing the ground for this IPCEI, by defining a “cloud rulebook” to present to the Commission.

Going forward, Tardieu called for start-ups and national associations to join GAIA-X: “we need their unique value and expertise. We have reopened the applications so anyone is welcome to join. Our goal is having 23 to 25 national hubs by the end of the year”.

**“We need to facilitate the creation of data spaces. Cloud penetration is a means to an end; it is a way to make the European industry more accessible.”**

Hubert Tardieu, interim CEO, GAIA-X





# Trust and legal certainty are crucial for Europe to harness the potential of data

With upcoming legislation on data sharing and artificial intelligence (AI), 2021 is set to be the year for Europe to harness the untapped potential of data. This panel discussed how to channel our unused industrial data and how to unlock both public and private data sharing.

What barriers are there for small businesses in particular? Crucially, how can data enable a vibrant European tech ecosystem open to the world, and make best use of available technologies? Starting the discussion, Christiane Canenbley, Deputy Head of Cabinet for Executive Vice-President Vestager, highlighted recent legislation: "In 2020 we launched the data strategy with the idea of creating technology with a purpose. We have an enormous amount of data in Europe and we now need to use it."

She stressed that legal certainty is essential for data governance, especially in terms of AI; the Commission Data Governance Act will create trusted data Intermediaries so that the right people can have access. "We need basic requirements for high-risk AI", Canenbley said, "for personalised cancer treatment or for recruitment purposes, there should be no biases in the data".

Managing Director of Hewlett Packard Enterprise Gilles Thiebaut maintained that 2021 is an important year for a Single Market focused on industrial data. "Our current state of play in digital industry and digital education is low: 750,000 digital skills jobs in Europe are not filled - we can do better here", he said.

With reference to DIGITALEUROPE's KPIs, Thiebaut noted that Europe's first priority should be stepping up data use and analytics by small companies specifically: "For bigger companies, especially in IT, it is easier to use data; it is in their company's core. For SMEs, this is much more complicated - and this is notably related to a lack of digital skills".

Corti CEO Andreas Cleve, who won DIGITALEUROPE's Future Unicorn Award in 2020, agreed,

acknowledging how complicated it is for a small enterprise to show that they can be trusted in the way that big companies are.

"Agoria is supporting the GAIA-X national hub in Belgium. We don't want to fall from a US-China dependency to a French-Germany dependency," said Agoria CEO Bart Steukers. "GAIA-X needs to be a European project."

He launched an interesting idea during the session: a private-public data utility company to ensure that data is flowing, trusted and clean. Steukers also commented on the defensive approach of public institutions; in virtue of Belgium's unique data governance approach, he observed, this country can provide an effective model for pan-European initiatives.



Gilles Thiebaut | HPE



Christiane Canenbley | European Commission



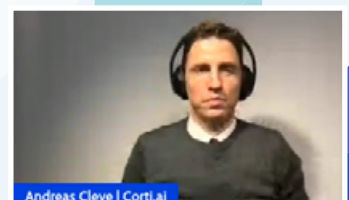
Liesje Schreinemacher | MEP



Cecilia Bonefeld-Dahl | DIGITALEUROPE



Bart Steukers | Agoria



Andreas Cleve | Corti.ai



# 5G coverage and better connectivity in cities and rural areas will play a key role in strengthening Europe's strategic autonomy, says Ericsson CEO

In his keynote speech, Ericsson CEO Börje Ekholm stressed that the Commission and the EU funding unlocked by Next Generation EU should prioritize the deployment of 5G, in both cities and rural areas.

Ekholm underlined telecom in Europe as a good example of a strategic economy sector for Europe's technology capability. A sector we need to strengthen, he said, through facilitating spectrum licensing and permitting procedures for 5G deployment. "Europe has more than 100 operators – 400 if you include virtual mobile networks – in comparison to the three operators in the US and China. We need to allow scale to play a bigger role."

The Ericsson CEO went on to add that digital infrastructure will be key for European innovation and hitting climate neutrality targets. He noted that digitization will lead to new job opportunities in a range of businesses and sectors, particularly in sustainability, and so EU policy should look at stimulating job creation there.

Indeed, digital tech has a huge role to play in reducing carbon emissions: Ekholm announced that Ericsson are committed to reducing their CO2 emissions by 15 per cent by 2030. Further Ericsson studies have shown that widespread European connectivity could already hit a third of the CO2 reduction goals across Europe.

**"Digital infrastructure is the road of the 21st century."**

Börje Ekholm, CEO, Ericsson



# Bridging the digital skills gap: the acceleration towards hybrid and life-long learning is here to stay

In anticipation of DIGITALEUROPE's landmark film series "Digitally Enlightened", produced by BBC StoryWorks Commercial Productions, this panel explored the ever-growing skills gap, exposed by the pandemic, and discussed how a common vision in Europe would help digital innovation flourish.

With more children learning from home than ever before and record numbers of people searching for work, there is an urgent need to accelerate retraining, reskilling and upskilling in Europe. Access to digital education is fragmented in the EU; COVID-19 has made us realize just how damaged European digital infrastructure is – particularly, the panel noted, the lack of digital skills among teachers.

Norberto Carrascal, EMEA Education and Public Sector Director at Intel, suggested that the solution to this is a necessary shift toward life-long learning and to merge new technologies and methodologies in education. "We need to shift education to anywhere learning, a hybrid model that brings the best of the traditional model and the current model" he said. Europe cannot be satisfied in the mere translation of traditional teaching classes in a digital environment.

Anna Ferenczy, Chief Marketing Officer at CodeCool, built upon this: "This is not something in the future, this is where we need to stop thinking about the future – it is here and now".

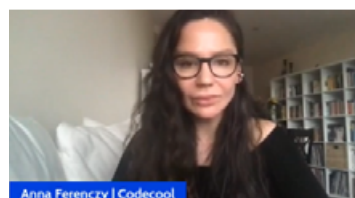
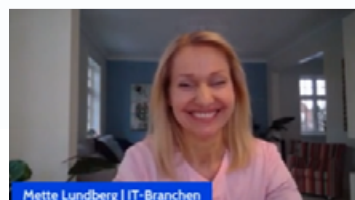
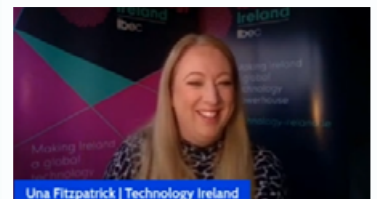
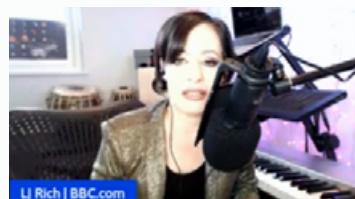
Ferenczy explored the importance of diversity in digital for competitiveness and profit, in addition to its ethical dimension. She noted how the pandemic has demonstrated that flexible work and home work are possible: that EU endorsement of online training programmes can support the increased presence of categories in digital and tech companies that have been excluded so far, from women to people belonging to minority groups.

"The workforce of the future will have far more of a continuous learning mindset", Una Fitzpatrick, Director of Technology Ireland, added.

In addition to further diversity in tech companies, the panel encouraged collaboration between Member States on soft-skills programmes for kids. Now is the time for sharing good practices, Mette Lundberg, Director for Politics and Communications at IT-Branchen, advocated: "The remote learning we are seeing right now is one huge experiment".

**"Digital education is not something in the future. This is where we need to stop thinking about the future – it is here and now."**

Anna Ferenczy, Chief Marketing Officer, CodeCool



# Minister Nadia Calviño outlines her plans to make Spain a digital-first country

Nadia Calviño, Spain's Vice-President and Minister for Economic Affairs and Digital Transformation, joined Masters of Digital to deliver a keynote interview in which she made a strong case for Europe to take its digital transformation to the next level, as Spain is doing under her Ministry.

Vice-President Calviño set forth the top priorities of "España Digital 2025", the Spanish digital roadmap with concrete targets on how to step up the country's digital contribution across all sectors of economy, starting with the population's digital skills.

Calviño stressed that "time is of the essence" for the planning and implementation of recovery plans. The pandemic has exposed European strengths and weaknesses and Calviño understands that this provides Spain with a unique opportunity to rebuild its future.

Indeed, as she put it, Spain is "putting our money where our mouth is". DIGITALEUROPE's Director-General Cecilia Bonefeld-Dahl commented positively on Spain's twelve clear, detailed and ambitious public plans for the Recovery Fund.

Building further on her agile investment strategy, Calviño remained committed to using Spain's 20 billion EUR investment in digital to overcome the

digital divide and to undertake structural reforms that have a permanent, transformative impact.

Following her keynote interview, Cecilia Bonefeld-Dahl awarded Vice-President Calviño with the first-ever Master of Digital Award, in recognition of Spain's trailblazing digital strategy.

Upon accepting the award, Calviño said: "I take it not so much as a personal token, but rather a recognition of the intense effort that has been made by Spain in both the public and private sector".

**"We're putting digitalisation very high on our agenda, and we're putting our money where our mouth is. The starting point is the digital skills of the population. We want to be one of the leading countries in this area."**

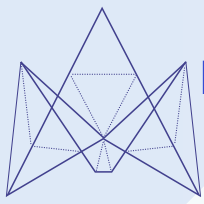
Nadia Calviño, Spain's Vice-President and Minister for Economic Affairs and Digital Transformation



Cecilia Bonefeld-Dahl | DIGITALEUROPE



Nadia Calviño | Minister of Economy Spain



DIGITALEUROPE

# Master of Digital Award

Congratulations to Nadia Calviño, Vice-President and Minister for Economic Affairs and Digital Transformation of Spain, for being DIGITALEUROPE's first Master of Digital Award winner.

The prize was awarded in recognition of Spain's exceptional commitment to the digital recovery and to a stronger digital Europe, clearly shown by Spain's digital targets and ambitious investments outlined in its national recovery plan.



DIGITALEUROPE

## Master of Digital Award



Winner 2021

**Nadia Calviño**  
Minister for Economic  
Affairs and Digital  
Transformation,  
Spain



2022



2023



2024

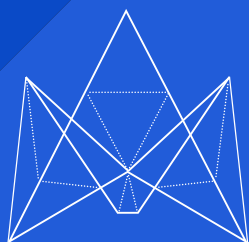


2025





# Day 2



# Masters of Digital 2021



# Sustainable digitalisation can become a European trademark, advocates German Minister Svenja Schulze

In her keynote speech, Svenja Schulze, German Federal Minister for Environment, Nature Conservation and Nuclear Safety, acknowledged the once-in-a-generation opportunity to make sustainable digitalisation a guiding principle in Europe.

The Minister said that there's a lot of potential in connecting digitalisation and climate action, and she sees "an enormous need for innovative policy making". Schulze warned that "it is not enough to set ambitious targets", but rather that de-carbonisation and other goals of the twin digital and green transition should be seen in Europe's day-to-day operations.

She stressed that Europe's industry has to be faster and has to do more to connect both digital innovation and environmental protection, including shifting old business models to be ready for the digital decade.

The Minister went on to discuss Germany's agenda for the environment: 70 specific measures, that will be achieved through close collaboration between the EU and national policymakers.

Schulze proposed that Europe relies on its own way of sustainable digitalisation: "a path that relies on data privacy and reconciliation of interest, a path guided by benefits to people and nature, by the European Green Deal and the general data protection regulations".



**"Sustainable digitalisation can become a European trademark and the EU can and should be a leader here."**

**Svenja Schulze, German Federal Minister for Environment, Nature Conservation and Nuclear Safety**

# Accelerating a twin digital and green transition that benefits the whole society

The Green Deal panel acknowledged the potential of digital to mitigate climate change and bring lasting benefits to our society.

With the EU discussing how to implement its climate targets ahead of COP26, the tremendous potential of digital technologies are apparent. This explains the rise of Green Deal initiatives that are taking shape to help Europe achieve its climate goals. The speakers tackled this challenge: how can we harness digital with the right reforms and investments to ensure that our green spending delivers?

Casper Klynge, Vice President of European Government Affairs at Microsoft, raised a crucial point: both large companies and SMEs, regardless of sector, “need access to the latest technology to help drive their sustainability strategy”. Klynge commented on the “spin-off effects” that innovation from large companies can have on the rest of society, mentioning Microsoft’s commitment to ensure all its data centres will run on renewable energy by 2025. “I think the Green Deal is a very decisive moment for Europe, it creates a lot of accountability. We need to self-regulate and innovate but also be held accountable.”

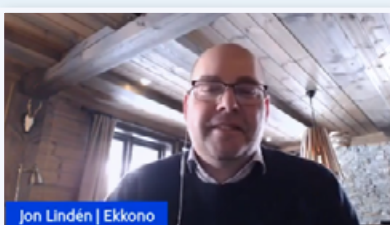
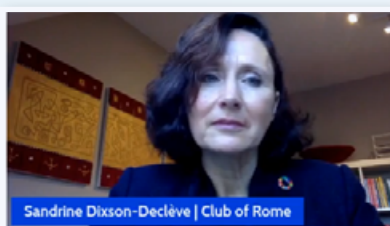
Regulation is important in stimulating innovation and holding companies accountable, but we need to adopt a holistic approach, stressed Mauro Petriccione, Director-General of the Commission’s DG CLIMA. Understanding how everything ties together, he said, is essential to have coherent policies: a balance between smart innovation, regulation and market factors. Petriccione continued: “We talk

about mitigating climate change, but we make the mistake of translating that into mitigating emissions; if you want to mitigate climate change you have to eliminate emissions”.

Club of Rome Co-President Sandrine Dixon-Decleve’s hard-hitting contribution addressed the lack of emotional and rational intelligence of the twin transition so far: we cannot just offer people statistics, when these people want jobs and an income. She added that the role of digitalisation cannot be thought of as abstract: we need to create pan-European trust through accountability and education and through highlighting its societal benefits. “Within the digital space, the first rule of thumb is to truly shift from digital technologies as such and think about digitalisation as the positive transformation of society.” We either have a just transition, she argued, or no transition.

**“The digital transition presents enormous potential to drive the sustainable agenda, not just for one sector, but across the board. But that can’t happen without trust and inclusivity.”**

Casper Klynge, Vice President of European Government Affairs, Microsoft



# Unlocking the EU recovery through public sector transformation

This panel discussed the unprecedented window of opportunity for the EU to advance digital transformation of the public sector as we work to recover from the pandemic.

Mario Campolargo, Director-General of the Commission's DG DIGIT, put it plainly: "The European Commission can contribute especially through the Digital Europe Programme, but Member States should also follow suit through investment under the Recovery and Resilience Fund". He stressed that the challenge of public sector transformation is shared by everyone, and no single government or company can develop all of the solutions.

FIWARE Foundation CEO Ulrich Ahle agreed, highlighting the need for collaboration between the public and private sector, noting that the EU has a key role to play with the creation of data spaces and supporting development of open source technology.

Common APIs and data models are excellent ways to leverage open source technologies, said Michel Isnard, Vice President of EMEA Sales at Red Hat. "The principle of open source" he said "is that we can have as many contributors as people want to contribute. This is the answer to our challenge. We need a lot of brains and passionate people in this field".

There was also a consensus that the pandemic has given huge momentum to the digitisation of public administration, a clear means to help Europe both

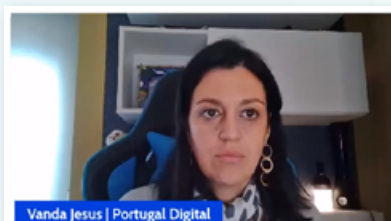
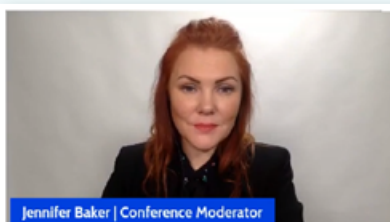
manage the pandemic and recover from it, all while getting closer to its citizens.

This can be best done through the creation of common data spaces – starting from the health sector – and leveraging public data.

Vanda Jesus, Executive Director of Portugal Digital, however, noted that we must make sure people do not get left behind. EU policy must account for upskilling, reskilling, strengthening trust, and involving everyone in these key conversations. For this to be possible, she said, "planned disruption is a key concept".

**"No single government can develop all the services citizens need. They need to work with the digital ecosystem to deliver. The European Commission can contribute especially through the Digital Europe Programme, but Member States should also follow suit through investment under the Recovery and Resilience Fund."**

**Mario Campolargo, Director-General,  
DG DIGIT, European Commission**



# Now is the time to digitally upgrade Europe's healthcare systems for better research and evidence-based policymaking, says Commissioner Kyriakides

Testimony to the importance of digital in the EU's healthcare systems – exponentially increased following the onset of the pandemic – was the keynote speech delivered by European Commissioner for Health and Food Safety Stella Kyriakides.

The Commissioner acknowledged how the COVID-19 crisis has made digital indispensable, with “the potential to transform healthcare, and with it the lives of patients, their families and health care workers”. Kyriakides also spoke on the importance of a Common European Health Data Space, a priority for cross-border exchange for health, research and evidence-based policy making.

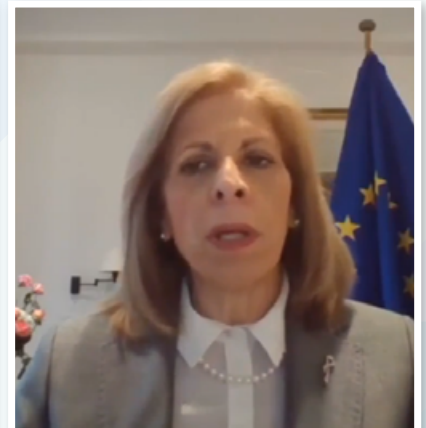
Digitally upgrading the EU's healthcare systems is now at a hand's reach, thanks to the ambitious funds made available by the Recovery and Resilience Facility as well as dedicated health programmes such as EU4Health. These can fuel investments in cross-border data sharing to support public services, patients and research.

Introducing the Commissioner's keynote, Joyce Lee, Chief Information Officer at Janssen Healthcare, emphasised that coordinated and harmonised health systems are now of global interest. “Through strong partnerships and a commitment to advancing human health” she said, “together we can address this fragmentation and build more opportunities globally in data access, sharing and use, while protecting the privacy of our loved ones”.

That's why global cooperation is essential, she concluded: “Europe is well positioned to drive this transformation, and the world is looking at you to be a global partner and leader”.

**“Digitalization has the potential to transform healthcare, and with it the lives of patients, their families and health care workers. I am keen to see how the ideas that emerge from the Masters of Digital conference can feed into these efforts.”**

**Stella Kyriakides, European Commissioner for Health and Food Safety**





# A Common European Health Data Space will help us deliver advanced and patient-centric healthcare

If 2020 taught us anything, it is that we are in a race to advance healthcare in the EU: speed is everything and patients are waiting for policymakers to take action.

This panel discussion highlighted the number of challenges but also opportunities entailed in the digital transformation of healthcare, from the development of Common European Health Data Spaces to using digital to deliver patient-centric and preventative medicine.

Francesco Buonarroti, Vice-President and Chief Information Officer of Janssen EMEA, stressed that “to help decision makers and law makers to target investment effectively and make healthcare more sustainable, healthcare systems should embrace the use of real-world data.”

Member of the Siemens Healthineers Managing Board Christoph Zindel agreed, adding that the cookie-cutter approach of the past no longer works: “with data and digital, we can provide more accurate diagnosis and treatments.”

One key takeaway from the panel was that a Common European Health Data Space will be crucial in a post-pandemic Europe fit for the digital age; it can support healthcare professional's work, help deliver better

treatments for patients, and improve speed and efficiency of public health services. However, some obstacles lie ahead, as Buonarroti highlighted: “fragmented rules, lack of standards and interoperability”.

**“Digitalisation in healthcare is actually already happening, and the pandemic has even accelerated this. So I think it's important that we discuss how can we keep speed, how can we ensure trust.”**

Christoph Zindel, Member of the Siemens Healthineers Managing Board



# President von der Leyen sets forth Europe's Digital Decade at Masters of Digital

We were delighted to welcome European Commission President Ursula von der Leyen at Masters of Digital 2021. In her historic address, President von der Leyen set forth her plans for Europe's upcoming "Digital Decade", fuelled by data, innovation and ambitious investments.

"Europe's digital sector can drive our recovery" stated von der Leyen in opening her speech. "And we are determined to build the best possible conditions for this to happen."

The Commission President also asserted her belief in the power of new technologies such as artificial intelligence, also citing 2020 Future Unicorn Award winner Corti – AI-based healthcare startup – as a true European success story: "I believe in the power of AI. Just look at the winner of last year's Future Unicorn Award, Corti from Denmark. They are using AI and voice recognition to help doctors predict heart attacks – it's simply amazing".

Heading into the Digital Decade, von der Leyen expressed her concern that Europe is "still punching well below its weight" when it comes to the data economy, because of "two main reasons: a lack of investment, and clear rules and regulation".

A solution to this, the President continued, is tapping into the potential of data as the fuel for Europe's recovery. "We are literally sitting on a gold mine: every day, every European business produces data without even noticing. Research tells us that the potential value of data produced in Europe will soon reach 1.5 trillion EUR a year – and we are only using a tiny percentage of this treasure."

Only with more public investment and business-friendly rules, the President concluded, can Europe's Digital Decade truly begin. "With infrastructure, with skills, with data clouds and funds for AI, removing obstacles for rising unicorns, and giving certainty to investors.



"This is how Europe's digital decade can begin. A decade when we become masters of our digital future. Finally, Masters of Digital."

Ursula von der Leyen  
President, European Commission

# Commissioner Gabriel wants DIGITALEUROPE members to help Europe become a “Unicorn Factory”

In her keynote address, Commissioner for Innovation, Research, Culture, Education and Youth Mariya Gabriel called upon “all the members of DIGITALEUROPE to continue to share actionable ideas for building a European Innovation Area, leaving no one behind”.

Start-ups boost the creation of high-quality jobs, the Commissioner noted, highlighting the European Innovation Area as essential in completing the “knowledge triangle”. With a focus on regions, Gabriel believes that this well-structured framework could bridge the digital divide between urban and rural areas, and increase participation in the digital economy of women and people from minority backgrounds. Indeed, she stressed, nearly 90 per cent of start-up founders are men and this must change.

In order to nurture innovation, Gabriel continued, Next Generation EU will support the European Innovation Council: a bottom-up board that aims to help small companies like Future Unicorn Award nominees scale. A true “European Unicorn Factory”, as the Commissioner called it.

Commissioner Gabriel also agreed with DIGITALEUROPE's Director-General Cecilia Bonefeld-Dahl on start-up funding and digital innovation as one of the top priorities of the EU: “I have followed closely the findings of DIGITALEUROPE'S [Scaling in Europe](#) report and we are on the same page”.



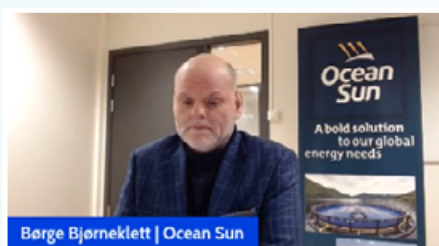
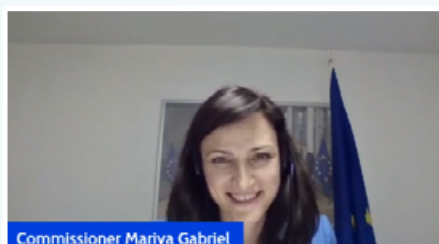
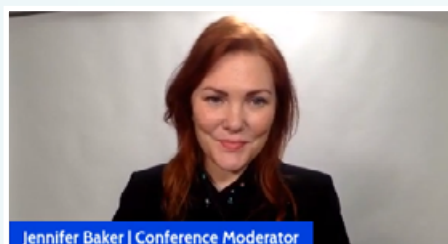
“Start-ups are not only key for a sustainable recovery in the context of our green and digital transitions, but also to ensure our leadership in innovation and for European tech sovereignty.”

Mariya Gabriel, European Commissioner for Innovation, Research, Culture, Education and Youth



# Hungarian AI healthcare start-up Oncompass Medicine wins Future Unicorn Award 2021

Masters of Digital 2021 was concluded by the Future Unicorn Award 2021 ceremony, which saw Hungarian start-up Oncompass Medicine win the coveted prize.



Opening this last part of the summit, DIGITALEUROPE's Director-General Cecilia-Bonefeld Dahl introduced the [Scaling in Europe](#) report, whose findings were developed by surveying 37 former Future Unicorn Award nominees, all start-ups and scale-ups excellent in their fields.

The report identifies digital education and common data spaces as key investment areas. It also highlights top recommendations from scale-ups: adapting to new technologies and bridging the fragmentation of the EU market. "In digital, scale matters and speed matters" highlighted Bonefeld-Dahl. "We have talent, we have ideas – what we need is more scale, more speed, more agility."

The panel that followed, that saw the DIGITALEUROPE's Director-General and Commissioner Gabriel talk with the three Award finalists, discussed what Europe can do to nurture the digital transformation of small companies and become a start-up continent.

Award finalist Giovanni Fili, founder and CEO of

Exeger, agreed that EU start-up funding should continue to grow with entrepreneurship. Indeed, he noted, "entrepreneurship is constantly moving, like a 3D chess game. In the midst of all this chaos, as much predictability as possible is key". Exeger is the inventor and producer of a patented solar cell technology integrated in everyday products and is now in the process of successfully scaling in Europe.

A similar perspective was brought by Børge Bjørneklett, co-founder and CEO of Ocean Sun, which designs pioneering floating solar power plants powered by digital. "Ocean Sun have both the technology and the talent, and there's great focus on sustainability – an example is the EU's Green Deal initiative" he noted. "Yet, the energy sector is heavily regulated with conservative industry segmentation", which, he concluded, is where Ocean Sun see the most obstacles to their project thriving.

The importance of Europe's digital transformation in healthcare was highlighted by István Peták, co-founder and CEO of Oncompass Medicine, an AI-based medical software that provides targeted

therapy for cancer patients. “The last decade was the decade of the genome, we developed technologies to treat diseases. Now we are on the cross roads of genomics, medicine and information technologies. We can use the power of these three for the benefit of all patients. Technologies developed in Europe should be deployed fast, to prevent people from dying from diseases we have cures for.”

In conclusion of the panel, Commissioner Gabriel announced the winner of the 2021 Future Unicorn Award: Oncompass Medicine. Upon accepting the award, István Peták commended his team at Oncompass, who for

the occasion joined virtually the conference with their own homemade unicorns. “When you are fighting with a disease like cancer, my colleagues really need encouragement and this means a lot to them”, Peták concluded.

**“Fighting every day for cancer patients encourages us to face all the difficulties we have on our way to growth.”**

István Peták, co-founder and CEO of Oncompass Medicine

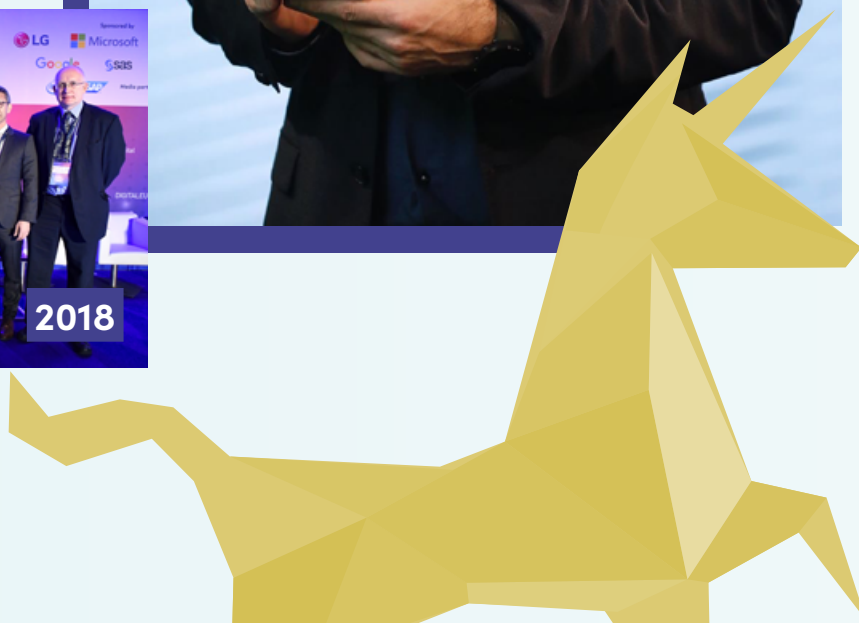


# The Future Unicorn Award

The Future Unicorn Award (now in its fourth year) aims at celebrating scale-ups from across Europe that have the potential to become the future European tech giants.

It puts under the spotlight SMEs which have demonstrated to be successful in digitising their business processes and in offering innovative digital products and services.

This year's 21 nominees – which include innovative young companies working in digital health, renewable energy, cloud computing, fintech and more – hailed from all four corners of our continent and show the diversity of European innovation.





# Exhibition booths

## WOMEN4IT

The innovative nature of the Women4IT project lies in opting for a very customised approach to the student. From selecting the digital job profile, to designing the training path, to providing ad-hoc support from the trainer and the mentor, the training experience is accommodated to each trainee's personal needs.

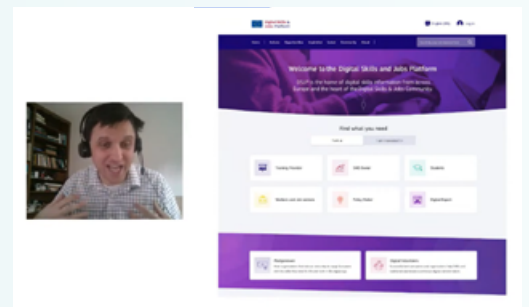
**Learn more:** [women4it.eu](https://women4it.eu)



## Digital Skills and Jobs Platform

A European Commission initiative with which we are proud to partner, the Digital Skills and Jobs Platform will help Europeans advance their digital skills and knowledge, further their careers and add value to their organisations. The Platform will provide open access to a wide variety of resources and opportunities to everyone interested in the broad topic of digital skills and jobs.

**Learn more:** [Digital Skills and Jobs Platform](https://digital-skills-and-jobs.eu)



## Digitally Enlightened

Digitally Enlightened is our new film series uncovering the stories of European innovators that are using the power of digital to drive positive impact in their community and across our continent.

**Learn more:** [digitaleurope.org/digitallyenlightened](https://digitaleurope.org/digitallyenlightened)



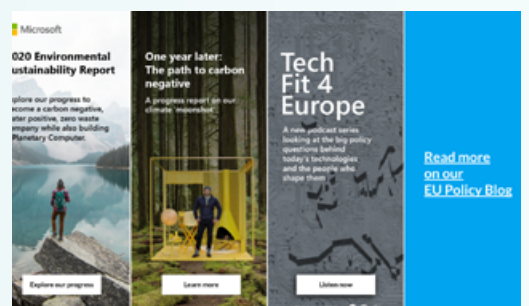
## Johnson & Johnson

At Johnson & Johnson, we believe good health is the foundation of vibrant lives, thriving communities and forward progress. That's why for more than 130 years, we have aimed to keep people well at every age and every stage of life. Today, as the world's largest and most broadly based healthcare company, we are committed to using our reach and size for good. We strive to improve access and affordability, create healthier communities, and put a healthy mind, body and environment within reach of everyone, everywhere.



## Microsoft

At Microsoft our mission and values are to help people and businesses throughout the world realize their full potential.





## Siemens Healthineers

At Siemens Healthineers, our mission is to enable healthcare providers to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, and improving patient experience, all enabled by digitalizing healthcare.

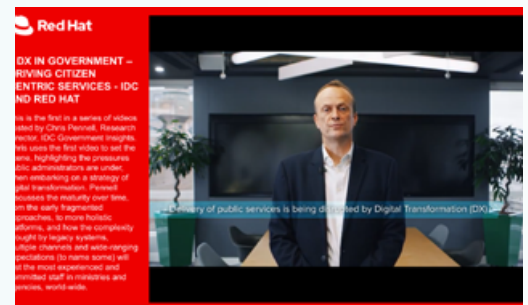
An estimated five million patients worldwide everyday benefit from our innovative technologies and services in the areas of diagnostic and therapeutic imaging, laboratory diagnostics and molecular medicine as well as digital health and enterprise services.

We're a leading medical technology company with over 120 years of experience and 18,500 patents globally. With over 50,000 employees in more than 70 countries, we'll continue to innovate and shape the future of healthcare.



## Red Hat

Red Hat is the world's leading provider of enterprise open source software solutions, using a community-powered approach to deliver reliable and high-performing Linux, hybrid cloud, container, and Kubernetes technologies. Red Hat helps customers integrate new and existing IT applications, develop cloud-native applications, standardize on our industry-leading operating system, and automate, secure, and manage complex environments. Award-winning support, training, and consulting services make Red Hat a trusted adviser to the Fortune 500. As a strategic partner to cloud providers, system integrators, application vendors, customers, and open source communities, Red Hat can help organizations prepare for the digital future.



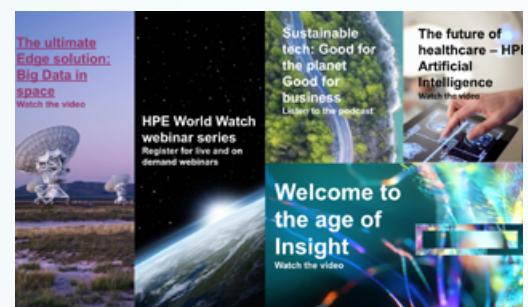
## Siemens

Siemens AG is a global technology powerhouse that brings together the digital and physical worlds to benefit customers and society. The company focuses on intelligent infrastructure for buildings and decentralized energy systems, on automation and digitalization in the process and manufacturing industries, and on smart mobility solutions for rail and road transport.



## HPE

Hewlett Packard Enterprise is an industry leading technology company that enables customers to go further, faster. With the industry's most comprehensive portfolio, spanning the cloud to the data center to workplace applications, our technology and services help customers around the world make IT more efficient, more productive and more secure.



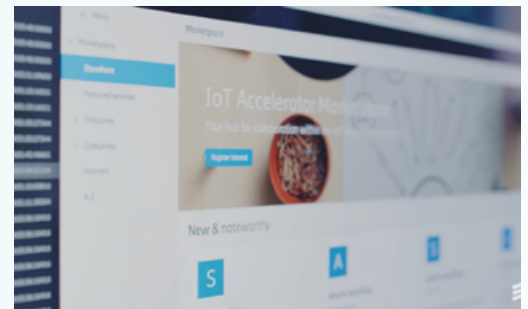
## Agoria

The technology federation Agoria has some 2000 member companies and is there for everyone who is inspired by technology. The technology industry in our country is the sector with the highest added value (€30 billion in 2019) and the highest real economic growth (11.5% since 2015). It employs more than 310,000 people. In 2019 it generated a turnover of €129 billion, while investments exceeded €4 billion. As to Agoria's services and views on talent policy, market development, regulation, digitization, smart eco systems, infrastructure, the manufacturing industry, climate, the environment and energy, with "Be the Change" Agoria is strongly committed to the influence of digitization on the labour market. Agoria is the main sponsor of the Agoria Solar Team of 20 Belgian students who are keen to become world champion in solar car racing in Australia for the second time in 2021. The organization has some 200 employees who work in Brussels, Antwerp, Ghent, Liège and Charleroi. Bart Steukers succeeds Marc Lambotte as CEO on 1 April 2021.



## Ericsson

Ericsson is one of the leading providers of Information and Communication Technology (ICT) to service providers. We enable the full value of connectivity by creating game-changing technology and services that are easy to use, adopt, and scale, making our customers successful in a fully connected world. This chat is not frequently monitored. Please contact us via email using the button below and we will get back to you as soon as possible.



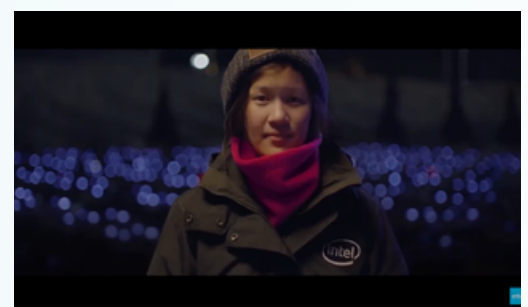
## Schneider Electric

Schneider's purpose is to empower all to make the most of our energy and resources, bridging progress and sustainability for all. We call this Life Is On. Our mission is to be your digital partner for Sustainability and Efficiency. We drive digital transformation by integrating world-leading process and energy technologies, end-point to cloud connecting products, controls, software and services, across the entire lifecycle, enabling integrated company management, for homes, buildings, data centers, infrastructure and industries. We are the most local of global companies. We are advocates of open standards and partnership ecosystems that are passionate about our shared Meaningful Purpose, Inclusive and Empowered values.



## Intel

Intel is an industry leader, creating world-changing technology that enables global progress and enriches lives. Inspired by Moore's Law, we continuously work to advance the design and manufacturing of semiconductors to help address our customers' greatest challenges. By embedding intelligence in the cloud, network, edge and every kind of computing device, we unleash the potential of data to transform business and society for the better. To learn more about Intel's innovations, go to [newsroom.intel.com](https://newsroom.intel.com) and [intel.com](https://intel.com).



# Social media highlights and numbers

22,131,786

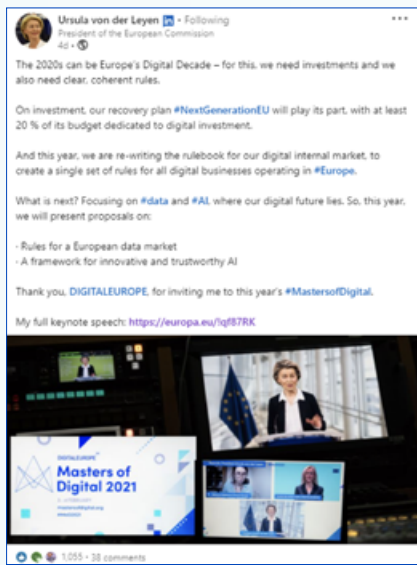
#MoD2021 views

6,234,277

unique viewers

2,173

social media posts



42+ Media Mentions

The Washington Post

EURACTIV

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# Get involved in Masters of Digital 2022 and help shape Europe's digital agenda

## Summary of Sponsorship Packages

| Benefits                                                                                                                                                                                                                   | Package Levels |         |         |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|---------|---------|
|                                                                                                                                                                                                                            | €50,000        | €30,000 | €10,000 |
|                                                                                                                                                                                                                            | 1              | 2       | 3       |
| Named as Sponsor (at selected level) with logo on all event promotion materials                                                                                                                                            | ✓              | ✓       | ✓       |
| Company logo included on all pre-event, post-event and event day materials                                                                                                                                                 | ✓              | ✓       | ✓       |
| Opportunity to provide discussion / position papers be distributed to attendees ahead of the event, and published on the events platform                                                                                   | ✓              | ✓       | ✓       |
| Inclusion of company materials in post-event 'pack', emailed to all delegates immediately following the conclusion of the event.                                                                                           | ✓              | ✓       | ✓       |
| Opportunity to have short (max 1 minute) promotional video on loop showing on the event stage during the 5 minutes immediately prior to certain sessions starting                                                          | ✓              | ✓       |         |
| Opportunity to host a 'Showcase session', where you can provide a talk or pre-recorded content around a project, idea or product *                                                                                         | ✓              | ✓       |         |
| Host a virtual 'exhibition booth' for the duration of the event, allowing you to display company information and materials, including video content. Have a representative present a chat to visitors and answer questions | ✓              | ✓       |         |
| Guaranteed opportunity for a company representative to be brought up as a 'first responder' in the 'Have Your Say...' audience interaction sessions *                                                                      | ✓              |         |         |
| Guaranteed speaking position at a plenary session *                                                                                                                                                                        | ✓              |         |         |
| Exclusive opportunity to interview distinctive speakers (book authors for example). These can be pre-recorded or delivered live. *                                                                                         | ✓              |         |         |
| Opportunity to host a private (invitation only) pre-event or post-event networking / discussion session, with the opportunity to invite other participants to join you for this *                                          | ✓              |         |         |
| Opportunity to work with the event organisers to set audience polls                                                                                                                                                        | ✓              |         |         |
| Invitations to specific potential delegates sent on your behalf                                                                                                                                                            | ✓              |         |         |
| Opportunity to give a short introduction (5min) to a keynote speaker *                                                                                                                                                     | ✓              |         |         |
| Supporter of the Future Unicorn Award                                                                                                                                                                                      | ✓              |         |         |

\* (Limited in number and first come, first serve. Also subject to DIGITALEUROPE editorial decision)

There will also be an opportunity for sponsors to engage with the press and media as part of the event. [Details will be available in due course.](#)

# 2021



## #MastersofDigital

 DIGITALEUROPE 

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