

DIGITALEUROPE 



# Masters of Digital 2022

## 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 36,000 businesses who operate and invest in Europe. It includes 96 corporations which are global leaders in their field of activity, as well as 40 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**

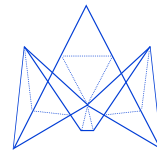
Masters of Digital is our annual flagship summit and Europe's largest digital policy conference. Every February, we bring together top EU policymakers, digital industry leaders, and representatives from academia and civil society to shape the EU digital policy agenda for the year to come.

Now in its sixth 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.

# Table of Contents

Europe is ready for its digital moment	4
MoD in numbers	5
Agenda	6
Speakers	8
We must increase speed of digital transformation, says DIGITALEUROPE's President	11
President von der Leyen presents plans for the European Chips Act	12
Master of Digital Award	13
The future economy of Europe is digital, green and skilled	14
Innovation needs to reach every corner of Europe to be a success	15
There will be no European Health Data Space without trust	16
A fragmented single market is Europe's biggest barrier, says Nokia's CEO	17
NATO is ready to 'champion innovation', says Deputy Secretary General Mircea Geoană	18
The US is keen to progress on transatlantic digital rules, says Secretary Gina Raimondo	19
The endorsement for the TTC is strong, but must be backed up by concrete results	20
Commissioner Gabriel crowns Circulor as Europe's next Future Unicorn	21
The Future Unicorn Award	22
Access to data is the enabler that will help the twin transition thrive	23
Commissioner Vestager calls on the TTC to 'walk the talk'	24
Virtual exhibitions	25
DIGITALEUROPE's EU-funded projects	25
Masters of Digital sponsors	26
Masters of Digital in the news and online	27
Sponsors	28
Sponsorship opportunities for Masters of Digital 2023	29





**Masters of  
Digital 2022**

## Europe is ready for its digital moment

**Masters of Digital 2022 showed us that digital is this decade's defining sector, whether we speak about security, the economy, education or beyond. Ever more so since the pandemic started, technology has become entrenched in all aspects of our lives – personal, social and professional – but now is the time to move beyond this language of recovery, and show that digital can help us progress.**

It was a pleasure to be able to welcome over 100 attendees in person after the pandemic had kept us apart for so long. We were also joined by around 2000 people online, with viewers attending from 92 different countries. Our 33-person speaker line-up was the most high-level yet, including President von der Leyen, two Commissioners, the Deputy Secretary General of NATO, representatives from national ministries in Europe and the US, as well as CEOs and business executives.

While we heard expert insights from all of our panelists and keynote speakers, there were several main points that stood out:

- 1. Digital Decade = investment + modern rules.** President von der Leyen made this clear, highlighting that digital must benefit citizens and businesses, as she presented key upcoming legislations including the EU Chips Act.
- 2. Digital innovation in the public sector** will rely on digital skills and private-public partnerships, drawing on the many successful initiatives flourishing during COVID.

**3. Trust is the cornerstone of increased health data sharing and use,** and it will be the pre-requisite underlying a successful European Health Data Space.

**4. Stronger cybersecurity** requires us to be at the forefront of innovation, and the private sector has taken the lead.

**5. The EU-US Trade and Technology Council will only work if there is industry ownership:** stakeholder engagement is fundamental.

One key takeaway – echoed again and again across speakers and sessions – was, however, that **none of this will happen if we fail to bring everyone along on this journey.** Without full participation and collaboration, the digital transition will not be a success. The concept of digital sovereignty is often labelled as national, but during Masters of Digital it rather emerged as a European value: ensuring that everyone in our continent benefits from technologies.

**Sovereignty is ultimately about collaboration,** between the public and private sectors, between Europe and our international partners and of course between European states. This is how we can create a stronger digital Europe.

A huge thank you to everyone who attended our first-ever hybrid Masters of Digital, and to our speakers and sponsors who made it possible. I look forward to seeing you again in a year's time for the next edition.



# Masters of Digital 2022 in numbers

 **2,011** participants

**104**   
in person  
attendees

**32**   
speakers

**92**  
countries

**634**  
virtual meetings

**17**  
exhibitions

**4,961,800** social media  
views

**480+**  tweets on the  
event day

# Agenda

- 08:45 – 09:15** **Event Opening**  
**Registration, Platform and Venue Open, Virtual Networking**
- 09:15 – 09:45** **Welcome Remarks**  
**Cecilia Bonefeld-Dahl**  
 Director General, DIGITALEUROPE  
**Hilary Mine**  
 President, DIGITALEUROPE and Vice President Strategy & Technology, CX, Nokia
- 09:45 – 10:10** **Opening Keynote**  
**Ursula von der Leyen**  
 President, European Commission
- 10:10 – 10:50** **The European Economy of the Future – Lean, Green and High-Tech**  
 Moderator  
**Katrina Sichel**  
 Communications Specialist  
**Florence Verzelen**  
 Executive Vice-President Industry, Marketing & Sustainability, Dassault Systèmes  
**Mathieu Weill**  
 Head of Digital Economy Department, French Ministry of Economy  
**Rainer Brehm**  
 CEO Factory Automation, Siemens Digital Industries
- 10:50 – 11:05** **Coffee break**
- 11:05 – 12:05** **Panel Debate**  
**How Innovation can Underpin Europe's Recovery**  
 Moderator  
**Katrina Sichel**  
 Communications Specialist
- Vittorio Colao**  
 Minister for Technical Innovation and Digital Transition, Government of Italy
- Carme Artigas**  
 Secretary of State for Digitization and Artificial Intelligence, Government of Spain
- Roberto Viola**  
 Director General, DG CNECT, European Commission
- Gianni Anguilletti**  
 Vice President for the Mediterranean Region, Red Hat
- Sophie Proust**  
 EVP & Chief Technology Officer, Atos
- 12:05 – 12:50** **Future Health Trends: How technology will transform medicine**  
 Moderator  
**Jillian Deutsch**  
 Reporter, Bloomberg News  
**Isabelle Zablit-Schmitz**  
 eHealth Europe & International Director, French Ministry of Health  
**Francesco Buonarroti**  
 Chief Information Officer, Janssen Pharmaceuticals EMEA, Johnson & Johnson  
**Nicolas Monsarrat**  
 Managing Director, Accenture Health, Digital Health Europe Lead
- 12:50 – 13:50** **Lunch break**
- 13:50 – 14:10** **Keynote Conversation**  
**Are the EU's Connectivity Goals Ambitious Enough?**  
**Pekka Lundmark**  
 President and CEO, Nokia

# Agenda (continued)

**14:10 - 14:30** **Keynote Conversation**  
**Digital Innovation as a Pillar of Peace and Security**

**Mircea Geoană**  
Deputy Secretary General, NATO

**14:30 - 14:33** **Keynote Speech**

**Gina M. Raimondo**  
U.S. Secretary of Commerce

**14:33 - 15:20** **Panel Debate**  
**Setting Transatlantic Standards for Tech Governance**

Moderator:

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

**Stefano Sannino**  
Secretary General, European External Action Service

**Peter Harrell**  
Senior Director for International Economics and Competitiveness, White House

**Karen Massin**  
Head of Government Affairs and Public Policy, EU Institutions at Google

**Daniela Braga**  
Founder and CEO, Defined.ai

**15:20 - 15:30** **Break**

**15:30 - 15:40** **Keynote Speech**

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

**15:40 - 16:15** **Future Unicorn Award Ceremony**

Moderator:

**Jennifer Baker**  
Journalist

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

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

**Douglas Johnson-Poensgen**  
CEO and co-founder, Circulor

**Olcay Silahlı**  
CEO and co-founder, Fazla Gıda

**Frederik Fahning**  
Co-founder and managing director, Zenjob

**16:15 - 16:30** **Break**

**16:30 - 17:25** **Panel Debate**  
**Data and the Green Recovery – The Power is at our Fingertips**

Moderator:

**Katrina Sichel**  
Communications Specialist

**Clara de la Torre**  
Deputy Director General, DG CLIMA, European Commission

**Irma Jiménez-Guler**  
Director of Corporate Affairs, EU, HPE

**Annika Hedberg**  
Head of Sustainable Prosperity for Europe Programme, European Policy Centre

**Ellen Carey**  
Head of Public Affairs & Strategy, Circulor

**17:25 - 17:55** **Keynote Conversation**

**Margrethe Vestager**  
Executive Vice-President for a Europe Fit for the Digital Age, European Commission

**17:55 - 18:00** **Closing remarks**



# MoD2022 Speakers



**Ursula von der Leyen**

President, European Commission



**Hilary Mine**

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



**Cecilia Bonefeld-Dahl**

Director General, DIGITALEUROPE



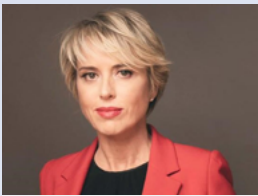
**Margrethe Vestager**

Executive Vice President for 'A Europe fit for the Digital Age', European Commission



**Vittorio Colao**

Minister for Technical Innovation and Digital Transition, Italy



**Carme Artigas**

Secretary of State for Digitization and Artificial Intelligence, Government of Spain



**Mariya Gabriel**

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



**Pekka Lundmark**

President & CEO, Nokia



**Gina M. Raimondo**

U.S. Secretary of Commerce



**Stefano Sannino**

Secretary General, European External Action Service



**Mircea Geoană**

Deputy Secretary General, NATO



**Peter Harrell**

Senior Director for International Economics and Competitiveness, White House



**Sophie Proust**

EVP & Chief Technology Officer, Atos



**Roberto Viola**

Director General, DG CNECT, European Commission



**Florence Verzelen**

EVP Industry, Marketing & Sustainability, Dassault Systèmes



**Mathieu Weill**

Head of Digital Economy Department, French Ministry of Economy



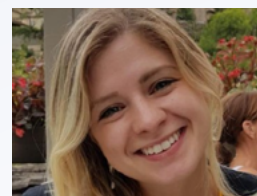
**Clara de la Torre**

Deputy Director General, DG CLIMA, European Commission



**Isabelle Zablitz - Schmitz**

eHealth Europe & International Director, French Ministry of Health



**Jillian Deutsch**

Reporter, Bloomberg News



**Irma Jiménez-Guler**

Director of Corporate Affairs, EU HPE



**Jennifer Baker**  
Journalist



**Nicolas Monsarrat**  
Managing Director,  
Accenture Health, Digital  
Health Europe lead,  
Accenture



**Francesco Buonarroti**  
Chief Information Officer,  
Janssen Pharmaceuticals  
EMEA, Johnson & Johnson



**Katrina Sichel**  
Moderator &  
Communications Specialist



**Karen Massin**  
Head of Government  
Affairs and Public Policy  
EU Institutions, Google



**Gianni Anguilletti**  
Vice President for the  
Mediterranean Region,  
Red Hat



**Rainer Brehm**  
CEO Factory Automation  
Siemens Digital Industries



**Annika Hedberg**  
Head of Sustainable  
Prosperity for Europe  
Programme  
European Policy Centre



**Ellen Carey**  
Head of Public Affairs &  
Strategy, Circular



**Daniela Braga**  
Founder and CEO  
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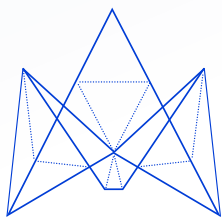
**Douglas Johnson-Poensgen**  
CEO and co-founder,  
Circular



**Olcay Silahlı**  
CEO and co-founder,  
Fazla Gıda

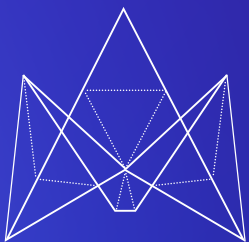


**Frederik Fahning**  
Co-founder and managing  
director, Zenjob



**Masters of  
Digital 2022**





# Masters of Digital 2022



# We must increase speed of digital transformation, says DIGITALEUROPE's President



President of DIGITALEUROPE Hilary Mine emphasised Europe's digital progress in its pandemic response, but called for further speed and inclusion in order to reach the Digital Decade's targets.

"We became very dependent almost instantly on digitalisation during the pandemic," Mine began, pointing out that COVID has accelerated the implementation of digital technologies by six years on average. The products, services and capabilities that technologies provided during this period were critical, but Mine was quick to emphasise that the job was nowhere near finished, saying "if we can't bring half the population along in this digital journey, we have a serious problem".

Referring back to DIGITALEUROPE's Digital investment plan for Europe, Mine was pleased by the EU's progress since its release, but again called for improvement and proactivity, especially in terms of international cooperation: "We have not seen the cross-border collaboration we had hoped for."

In summary, Mine was encouraged by the positive changes we had seen in the past year, but she emphasized the need to increase the speed of these changes. In this sense, having concrete success indicators has been essential: "We must be able to

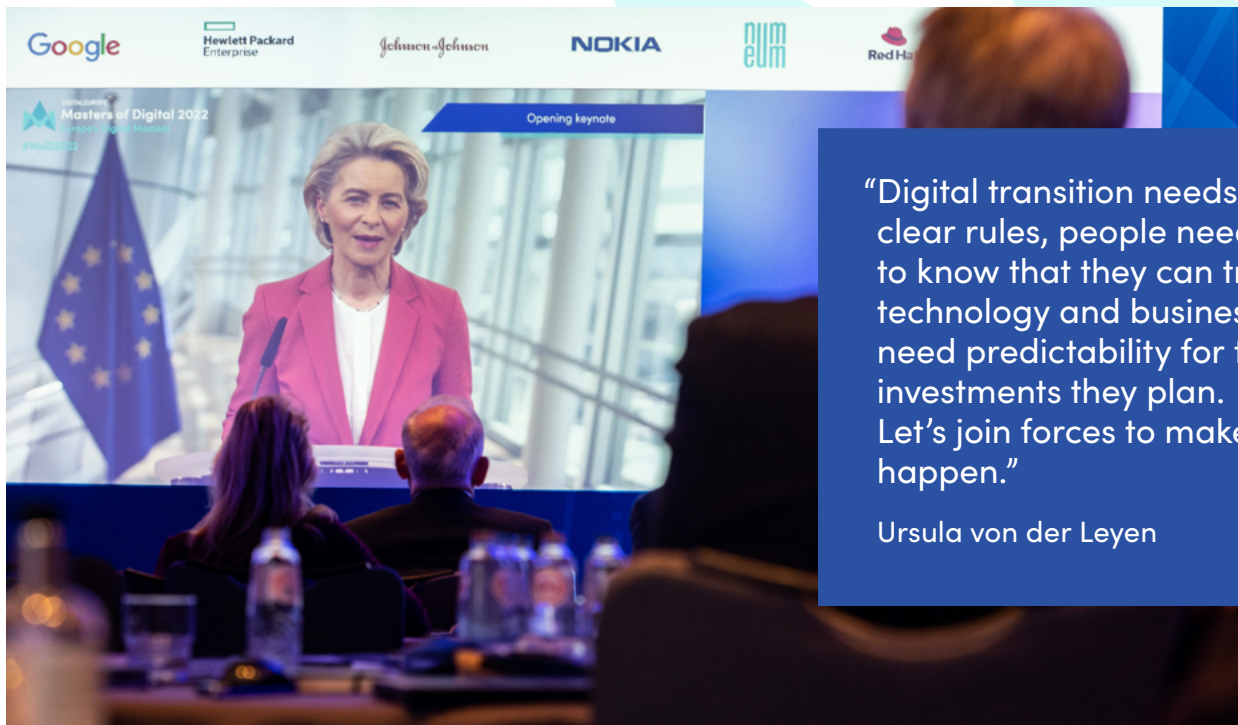
measure what we are aiming to improve. The first set of KPIs is always the easiest to hit, but the later ones are more complicated, and we can't wait until 2029 to figure out we are behind."

**"We must be able to measure what we are aiming to improve."**

Hilary Mine

# President von der Leyen presents plans for the European Chips Act

President of the European Commission Ursula von der Leyen returned to Masters of Digital for the second year running, and kicked off the day with a powerful keynote address, unveiling exclusive details about the European Chips Act. The Commission President also became the second recipient of our annual Master of Digital Award.



“Digital transition needs clear rules, people need to know that they can trust technology and businesses need predictability for the investments they plan. Let’s join forces to make it happen.”

Ursula von der Leyen

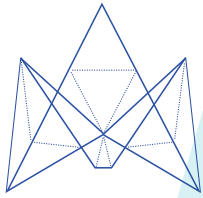
President von der Leyen began by underlining the opportunity Europe had to seize the Digital Decade to transform its sectors and improve the lives of its citizens, and the two ways we could do this: “With unprecedented investment, and with a modern set of rules for Europe’s digital sector”.

“Today we are delivering on that promise” von der Leyen stated. “As well as investment, we have started to write a new Rulebook for Europe’s Digital Decade.” This includes the Digital Markets Acts and Digital Services Acts, which will provide basic principles for all digital companies in Europe and clear rights for all users, as well as the Data and AI Acts. The President concluded: “Digital transition needs clear rules, people need to know that they can trust technology and businesses need predictability for the investments they plan”.

Moving on to a specific example, von der Leyen emphasized that “there is no digital without chips,” before giving Masters of Digital an exclusive outline of the European Chips Act, before its launch on 7 February. Setting the target of Europe having 20% of the world’s microchips production by 2030, the President of the Commission laid out the five main areas of focus for the Act: research, industrial innovation, production capacity, supporting smaller innovative companies and supply chains.

At the close of her address, President von der Leyen received DIGITALEUROPE’s Master of Digital Award, for her constant championing of the digital transition and work to make Europe’s Digital Decade a reality.

For the President, receiving the Award was a true honour, and served as “encouragement to drive the digital agenda of Europe even further”.



DIGITALEUROPE




# Master of Digital Award

Congratulations to Ursula von der Leyen, President of the European Commission, for being the winner of DIGITALEUROPE's 2022 Master of Digital Award.

The prize was awarded in recognition of the European Commission's ambitious Digital Decade strategy and roadmap, which will pave the way to a stronger digital Europe, and for the President's commitment to championing a digital transition benefitting all European citizens and businesses.



**DIGITALEUROPE**  
**Master of Digital Award**

 Winner 2022	 2021	 2023
	 2024	 2025

**Ursula von der Leyen**  
President  
European Commission

**Nadia Calviño**



# The future economy of Europe is digital, green and skilled

A successful digital transformation of the European economy must be sustainable, involve SMEs, and see European companies at the forefront of the world's most innovative and impactful industries, our panel said.



One area that we must focus on in the digital transition is education, **Florence Verzelen**, Executive Vice-President Industry, Marketing & Sustainability at Dassault Systèmes, stated. "There is a significant lack in Europe in terms of skills. There are not enough IT specialists, not enough engineers – we need to establish new partnerships between universities and businesses." She noted how industry can play a key role in developing a skills curriculum that can then be implemented in educational institutions on a wide-scale.

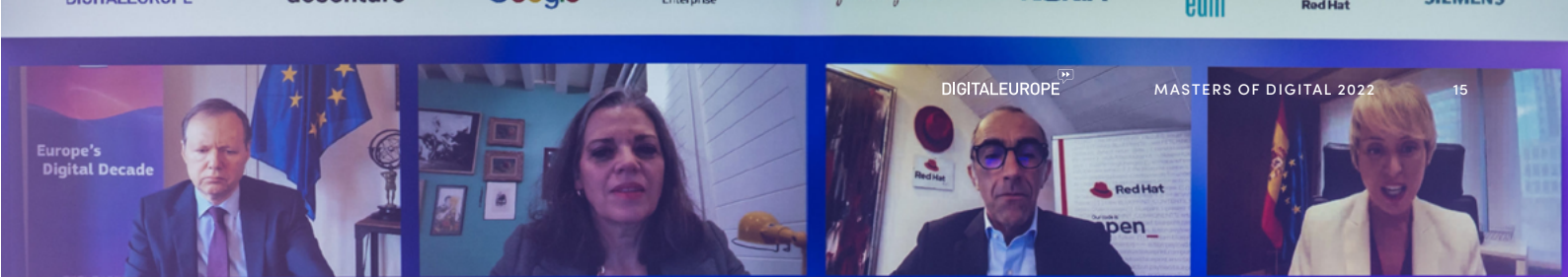
"Getting the KPIs right is the first goal," **Mathieu Weill**, Head of the Digital Economy Department at the French Ministry, said when discussing the roadmap of the French Presidency of the Council of the EU, specifically the plan for continuing the green-digital transition. "We are putting a lot of effort into getting a proper methodology, which will allow us to measure the environmental impact of the use of technologies," Weill added, noting that will allow the Presidency to keep industry and public authorities accountable when it comes to sustainability.

On the topic of sustainability KPIs, **Rainer Brehm**, CEO Factory Automation, Siemens Digital Industries,

mentioned reducing CO2 emissions as the biggest goal for industry going forward. For this to happen, "one has to look at the entire supply chain: we need free data flows to monitor our supply chains – not only in Europe but across the world". Brehm added that while the COVID crisis has disrupted supply chains and slowed down the path from R&D to production, addressing the footprint of the entire manufacturing process is a key priority for the twin transition.

"When discussing sustainability and digital, we need to look at two sides: how digital can be an amazing enabler for sustainability, but also how we are producing digital products, limiting their environmental impact."

Mathieu Weill



# Innovation needs to reach every corner of Europe to be a success

Digital skills, collaboration and sustainability are among the key themes when it comes to innovation and Europe's recovery, our panel said.

Italian Minister for Technological Innovation **Vittorio Colao** opened the panel with a keynote showcasing Italy's own digital transition and the prerequisites needed to foster innovation in Europe: "To enable innovation, we need to simplify norms and administrative processes through the digitalisation of the public sector. This can be achieved by guaranteeing interoperability, standardisation, and security of data of public infrastructures". In this regard, digital skills and education are a key priority, ensuring those who are lagging behind in digital are brought along in the transition. Colao also emphasized the importance of sectors working together: "Europe's recovery and digital transformation can be achieved by fostering cooperation through public-private partnerships."

These points were reiterated in the panel discussion by **Carme Artigas**, Spanish Secretary of State for Digitalisation and AI, who also saw the value in public participation in the digital transition, saying that "the key priority to succeed in the digital transformation, in the short term, is to make sure no one is left behind. We should make sure that all citizens have the right skills and that we develop the high-performance workers for the future." In the long term, Europe would see accelerated innovation if we focus on skills as well as investing in our future by fostering entrepreneurship.

"The success of innovation lies in teamwork," said DG CNECT's Director General, **Roberto Viola**. "The new way forward for the EU is to cooperate; that's how the recovery plan, the innovation of the public sector and the fight against a pandemic are being managed." Public administration will play a huge role in the digital transition, benefitting from the

unprecedented 20% of Recovery Funds allocated to digital. "What public authorities can do is to protect citizens, empower them to make their own choices and master their own data."

Time is of the essence when it comes to innovation, said Red Hat's Vice President for the Mediterranean Region, **Gianni Anguiletti**: "There has never been a greater need to understand and embrace digital innovation than now, when change and disruption are dominating our everyday lives". Open innovation and open-source can help reduce barriers and make governments and companies more sustainable, Anguiletti added.

**Sophie Proust**, Chief Technology Officer at Atos, spoke on education as the main driver of innovation, calling on policymakers to "reshape education and make sure the new generation of IT engineers will be able to master new technologies". On top of this, Proust highlighted the necessity of fostering the emergence of data spaces and supporting data sharing, to reap the full benefits of Europe's digital transformation.

"We set the target to 20% of the Recovery Funds for digital transformation. We have now 26% of them allocated to digital transformation. This is an unprecedented result."

Roberto Viola



# There will be no European Health Data Space without trust

Public confidence will be the key driver of success in digital health and health data innovation going forward, our panelists agreed.



**Isabelle Zablitz-Schmitz**, eHealth Europe & International Director at the French Ministry of Health, highlighted the COVID crisis as the chief example of “the rationale and need behind digital coordination in Europe,” qualities that can be replicated with the European Health Data Space (EHDS). “The use of health data in Europe is fundamental for three objectives,” Zablitz-Schmitz added, namely research, policy making and innovation; trust is the essential prerequisite. It was made clear that without clear communication from public authorities and trust from citizens, there would be no EHDS.

“We need ambitious and cohesive European policy, leaving no countries behind,” said **Francesco Buonarroti**, Chief Information Officer, Janssen Pharmaceuticals EMEA, Johnson & Johnson. He referenced DIGITALEUROPE’s recent publication on how to foster trust for the EHDS, emphasising that we must have a patient-centric approach that also benefits healthcare professionals, again labelling trust as the single most important enabler of this. In agreement with Zablitz-Schmitz, Buonarroti also mentioned the pandemic as a pivotal moment, but warned that we must go further: “We need to

move beyond the ‘opportunity’ offered by COVID, to reimagine the full value chain of healthcare”.

“When looking at how to enhance trust, it is important to take into consideration different population groups and cultural differences” said **Nicolas Monsarrat**, Managing Director & Digital Health Europe Lead, Accenture Health. Health innovations should start with the people who stand to benefit from it, adding that the pandemic had changed the way patients and citizens experienced and engaged with healthcare. Mirroring Buonarroti’s comments, Monsarrat emphasised patient-centricity as vital to any healthcare approach.

“Member States managed to come together to tackle COVID in an unprecedented way. This will pave the way for future collaboration on the upcoming European Health Data Space.”

Isabelle Zablitz-Schmitz

# A fragmented single market is Europe's biggest barrier, says Nokia's CEO

DIGITALEUROPE's Director General Cecilia Bonefeld-Dahl sat down with Nokia CEO Pekka Lundmark to discuss the current state of play of Europe's connectivity infrastructure, competitiveness, and digital transformation.



"There is no green without digital. Digital connectivity is the foundation for a modern society which is also sustainable."

Pekka Lundmark

"I've always had this dream to significantly improve the state of the world through technology," Lundmark began, "and we are now seeing the fourth industrial revolution come true". Technology is being used to deal with some of the biggest problems we face nowadays, including climate change and healthcare, and allowing more and more people to access opportunities that didn't seem feasible before.

Despite now being an expansive and global company, Nokia's values are still deeply European, said Lundmark, but Europe as a whole is lagging behind in terms of competitiveness. "Europe is currently an underdog," Lundmark stated, noting that out of the seven largest tech companies in the world, five are from the US and two are Chinese. In his view, there is one primary reason for this: fragmentation of the EU single market.

The same problem is also causing Europe to lag behind in the roll-out of connectivity infrastructure. "Europe led in 5G development and standardisation, but we are lagging in deployment: only 50% of Europeans have 5G connection, which is far behind other regions such as the US." Strong connectivity can be the highway for Europe's digital transformation, but delays in implementation are having a negative impact on the transition.

The benefit of widespread connectivity would be apparent in the context of the digital-green transition, two areas, Lundmark noted, that "go hand in hand". He highlighted several examples of how digital plays a key role in climate action, such as balancing supply and demand, optimising energy efficiency, and reducing emissions.

Turning the discussion to current legislation, Bonefeld-Dahl highlighted the large number of EU regulatory files underway, such as the AI, Data and Chips Acts, asking Lundmark how a company like Nokia navigates these issues. "The files can be very beneficial if the legislation genuinely supports the competitiveness of Europe and European companies, as we have seen with the European Chips Act," he noted.

Moving beyond Europe, Lundmark also mentioned collaborating with our international trade partners as an important priority, highlighting the crucial role DIGITALEUROPE plays in giving a voice to European industry and facilitating the dialogue. "Alignment is essential in digital policy, through spaces such as the EU-US Trade & Technology Council, to move forward digital trade and digital inclusion."





## NATO is ready to 'champion innovation', says Deputy Secretary General Mircea Geoană

Mircea Geoană, Deputy Secretary General of NATO, outlined the prominent role of cyber and new technologies in current security affairs, in a keynote conversation with Director-General Cecilia Bonefeld-Dahl.

"In the past, the state was the main innovator in the field of technology" Bonefeld-Dahl began.

"Nowadays, the private sector has taken the lead in fostering collaboration between NATO and the European Union."

Geoană agreed, highlighting that "back in the 70's, 80% of innovation was produced by governments. Now the ratio has reversed, 80% of security and defense innovation comes from the private sector". There are two key developments in which NATO is working closely with the private sector: DIANA, the Defence Innovation Accelerator for the North Atlantic and NIF, the NATO Innovation Fund.

For NATO, keeping a technological edge is the underlying competitive factor that differentiates them from other organisations, Geoană added. Cooperating with the private sector on technology innovation is a key priority for NATO, as cyber becomes more and more prevalent in the security sector. "NATO has declared cyber as an operational domain, meaning that cyber is to be looked at comprehensively by our organisation to ensure that

greater interconnectivity does not lead to higher vulnerabilities."

The need for collaboration also extended to other institutions, namely the EU, Geoană also pointed out. Recent meetings between President von der Leyen and NATO Secretary General Jens Stoltenberg in Latvia and Lithuania "demonstrate the joint commitment to strengthen cooperation between the two world-leading institutions".

"NATO and the EU need to work closer together. We are committed to making sure that technological innovations are not used against the freedoms of the EU and NATO countries."

Mircea Geoană

# The US is keen to progress on transatlantic digital rules, says Secretary Gina Raimondo

United States Secretary of Commerce Gina Raimondo delivered a keynote address at Masters of Digital, stressing the need for the EU and US to work together on several key digital issues, and the benefits this collaboration will bring.



“The Biden administration views collaboration with the EU on digital issues as crucial for the future of transatlantic commercial relations and global digital policy”, Secretary Raimondo stated. The Trade and Technology Council (TTC) is the key avenue for this cooperation and is “vital to efforts to expand EU-US bilateral trade and investment”.

Raimondo went on to list several benefits that would come from the TTC, saying that working together on digital can help avoid unnecessary restrictive barriers for trade, develop standards and support collaborative research.

In parallel to the several priorities of the TTC working groups, such as emerging and disruptive technologies, cybersecurity and supply chain resilience, the Secretary of Commerce noted that “the Biden administration considers finalising an enhanced Privacy Shield the number one priority. For the digital economy to flourish, we must work together to support cross-border data flows”.

Raimondo added that she remains optimistic that a durable arrangement can be reached. She hopes

for a package that fully addresses the European Court of Justice’s Schrems II ruling, can withstand future legal challenges, and is based on shared democratic values.

Securing these free data flows are essential, as “data and innovation are powerful tools to address pressing global issues”, Secretary Raimondo said, reminding us of the key role digital has played in the past few years in responding to the COVID crisis.

Before closing, Raimondo reiterated the US commitment to the TTC, adding that the administration looks forward to “continuing our engagement with the EU to ensure a safe, accessible and innovative digital age, that maximises the benefits of the digital economy”. The Secretary took a moment to recognise all the other leading women at Masters of Digital working in key technology and policy roles, thanking them for their work and the example they set for other women.



# The endorsement for the TTC is strong, but must be backed up by concrete results



The EU-US collaboration on digital issues that comes through the Trade and Technology Council is essential to tackle our shared challenges, agreed our panelists from both sides of the Atlantic.

Director-General **Cecilia Bonefeld-Dahl** began the discussion by presenting DIGITALEUROPE's new publication 'Becoming tech allies: 24 targets for the EU-US Trade & Technology Council by 2024', and highlighting the importance of a strong transatlantic partnership. "Today is all about the TTC. In the EU and US, we have many common goals and should shape our shared Digital Decade together."

**Stefano Sannino**, Secretary General of the European External Action Service, reiterated the significance of the TTC, saying that it is "opening a new chapter in EU-US relations that will help us to run faster and further together". Sannino went on to highlight several key files of focus, including standards, AI and cybersecurity, and welcomed the TTC as a space for concrete progress.

Providing insights from the other side of the Atlantic, White House Senior Director for International Economics and Competitiveness **Peter Harrell** reinstated the US' belief in the TTC. "The political leadership of the TTC aspires to achieve a set of concrete deliverables by the next political meeting" he said. "I expect good progress on supply chain and semiconductor challenges, where there are a lot

"The TTC is a key mechanism for transatlantic cooperation. There is so much that unites us. We are in an era of competition and have to work together to tackle shared challenges."

Peter Harrell

of opportunities for alignment." Another key area of advancement is data flows, which Harrell believed could be a major TTC success story.

The significance of data flows was backed up by **Karen Massin**, Head of Government Affairs and Public Institutions at Google, highlighting common standards for AI, cybersecurity and green tech as key priorities for cooperation. However, she reminded that "all of these issues rely on the flow of data and a renewed Privacy Shield". The importance of the industry's voice in these discussions should not be forgotten, Massin added, stating that the private sector "stands ready to bring the knowledge we have and put it on the table at the TTC."

For SMEs and start-ups, the TTC will be essential for developing legal clarity and global certifications for trading across border, said **Daniela Braga**, founder and CEO of Defined.ai, adding that the SMEs working group has been warmly welcomed by the sector. Another key area that Braga warned must not be overlooked is diversity and inclusion in the tech sector, noting that "there are too few women working in AI, and diversity helps companies create better products."

# Commissioner Gabriel crowns Circular as Europe's next Future Unicorn

Circular, a green-tech company from the UK that uses digital solutions to track responsible sourcing and sustainability in supply chains, was the 2022 winner of DIGITALEUROPE's Future Unicorn Award, presented by European Commissioner Mariya Gabriel.



European Commissioner for Innovation, Research, Culture, Education and Youth **Mariya Gabriel**, returning to present the Award for the fifth year in a row, kicked off the ceremony with a powerful speech on the opportunities for growth and innovation in Europe. She highlighted that the main obstacle for unicorns in Europe was often to do with education: "70% of EU companies say that talent and the right skills is the biggest challenge for them." Programmes such as Individual Learning Accounts and the European Universities Initiative are key initiatives aimed at tackling this problem.

"Europe must be a leader of deep tech innovation," Commissioner Gabriel continued, "but we don't need another strategy, just a clear action plan." Concrete intervention could be made in several areas, including investment, venture capital, the single market and accelerating innovation in all regions of Europe. "We need to build bridges with innovation," Gabriel added, "We should work to create a pan-European innovation ecosystem that all sectors can benefit from."

Turning the attention to the Award itself, Gabriel praised the initiative for showcasing Europe's success stories, adding that she had visited previous winners and valued the opportunity to stay in contact with them and see how they are growing.

**Douglas Johnson-Poensgen**, CEO and co-founder of 2022 winner Circular, said that the Award was a huge recognition for the core value of his company: "passion for sustainability". He added, "tackling

inherited carbon emissions in complex industrial supply chains is essential to a successful energy transition, and that's what we help companies to do."

**Frederik Fahning**, co-founder and managing director of finalist scale-up Zenjob from Germany, highlighted a lack of harmonised regulations and standards as some of the biggest challenges facing scale-ups in Europe: "The harmonisation of labor and social security law could be a huge help to the company – it is a challenge to expand into other European countries and attract the best talent". Zenjob automatically connects businesses and workers on its proprietary digital platform. Fahning added that the EU can also help start-ups through attracting and incentivising investment.

The problem of fragmentation when it comes to data regulations was also brought up by **Olcay Silahli**, co-founder and CEO of Fazla Gida, the other runner-up, who have produced a management system using AI and machine-learning tech for recycling food surplus. "Fragmented data and privacy issues are a real problem," he said. "The EU can help us and other companies by incentivising companies to measure and report their food waste production."

"I am very optimistic about the future, if we work together the EU will become the next powerhouse for innovation."

Mariya Gabriel





# The Future Unicorn Award

The Future Unicorn Award (now in its fifth 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 small companies which have demonstrated to be successful in digitising their business processes and in offering innovative digital products and services.

This year's 17 nominees – which include innovative young companies representing a variety of digitally-transforming sectors, including digital health, smart mobility, e-learning, aerospace and more – hailed from 14 countries and showed the diversity of European innovation.



# Access to data is the enabler that will help the twin transition thrive

Our panel debated how data is the blood, lifeline and key enabler of effective policymaking when it comes to the green-digital transition.



**Clara De La Torre**, Deputy Director General at the Commission’s DG CLIMA, opened up the panel by highlighting the three pillars of the twin transition: data, investments and regulations. “Environmental, industrial and societal data is fundamental in achieving 2050 climate neutrality targets,” De La Torre stated. “Climate policies are relying on data to achieve a better understanding of the challenges ahead.” On investments, De La Torre pointed to the 26% of Recovery Funds now allocated to digital as an example of how to provide digital businesses with the opportunity of using our common resources to contribute to the green transition. Regulations are equally as important in the twin transition, and we must ensure that innovation and standardisation go hand in hand.

Trust and transparency are key to unlocking the benefits of data-sharing for the green transition, said HPE’s Director of EU Corporate Affairs, **Irma Jiménez-Guler**, but companies are still primarily concerned with data privacy and security. “Legal certainty and clear standards are required, for example, through the data spaces initiatives that the Commission has launched, to ensure that data providers are able to keep the privacy of their data,” she explained. She also cited Gaia-X as a great example of this in practice. Jiménez-Guler also spoke positively on data centres’ role in the twin transition, explaining that “efficiency gains in computing and

infrastructure” are enabling the sector to reduce its own footprint.

“Data can allow us to address the greatest barriers to the digital transition,” added **Annika Hedberg**, Head of the Sustainable Prosperity for Europe programme at the European Policy Centre. Hedberg went on to praise the Commission’s efforts to create data spaces and promote the pooling of data, but said that even more can be done. “We must think bigger to make data a real enabler of the green transition, different sustainability challenges will require different types of data. We need to use AI, Internet of Things or blockchain technology to help fight climate change. Digitalisation is not an end in itself, but rather a race to the top.”

Circular, the 2022 Future Unicorn Award winner, is a great example of data being used in practice to make companies more sustainable, said their Head of Public Affairs & Strategy **Ellen Carey**. “We consider Circular a data enabler. Mapping the value chain allows companies to reallocate better resources, contributing to tackle climate change.” Public authorities can help unlock more data through standardisation, Carey said, adding that data in general can help create more effective legislation for the green-digital transition, labelling it as “the lifeline of policymaking”.





## Commissioner Vestager calls on the TTC to 'walk the talk'

Executive Vice-President of the Commission Margrethe Vestager closed Masters of Digital 2022 with an insightful conversation with Director-General Cecilia Bonefeld-Dahl, discussing the benefits of a strong transatlantic partnership and common standards.

"The TTC will only work if there is industry ownership" Vestager began. The key to the TTC's success – "walking the talk" – is partnering with those who will implement the policies in real life, i.e. the industry. "We must show people how technology will serve them; we must deliver a society where there is trust in tech and where there is legal certainty" she said.

The Commissioner went on to address international standards, highlighting that "we should make sure that standardisation does not prevent innovation. With regards to AI, the common understanding of the TTC is not that we should harmonise legislation but that we should agree on each other's approach".

On the topic of AI, Commissioner Vestager stressed the importance of creating trust, a necessity if we are to "pave the way for more AI to be used". Director-General Bonefeld-Dahl, in agreement, added that research into a risk-based approach to AI was essential, as currently we know little about where the gaps lie in this system.

Mirroring the words of President von der Leyen, Vestager commented positively on the impact that the European Chips Act will bring. "Europe needs to invest more in the entire value chain so that we can play a bigger role in the whole system. The important thing is to have a bigger footprint so that we can prevent future shortages. This time it will succeed because the EU has concrete on-going actions."

**"We see the benefits of standards when they are adopted internationally: allowing business to work and interact with the global market on a level-playing field."**

Margrethe Vestager

# Virtual exhibitions

## DIGITALEUROPE's EU-funded projects



### ACCESSIBILITECH

The ultimate purpose of the ACCESSIBILITECH project is promoting the use of IT tools to improve and enhance e-inclusion and e-accessibility for people with disabilities and other related groups with similar needs, such as the ageing population.

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

### CHAISE

CHAISE focuses on blockchain development, strategy and training. The mission of CHAISE is to develop a common strategy on developing blockchain skills in Europe and support the workforce by making future-proof training solutions available and accessible. The alliance also tracks and analyses the growing demand for blockchain and DLT skills in Europe.

**Learn more:** [chaise-blockchainskills.eu](https://chaise-blockchainskills.eu)

### Digital Skills and Jobs Platform

The Digital Skills and Jobs Platform is the home of digital skills and jobs in Europe and the heart of the Digital Skills and Jobs Community. The Digital Skills and Jobs Platform is dedicated to everyone: students, professionals, SMEs, IT experts, organisations and individuals who want to acquire new digital skills. You will find high-quality information, resources and opportunities on digital skills and jobs across all levels, from basic to advanced. A collaborative space is also available for Community members to network, interact and grow together.

**Learn more:** [digital-skills-jobs.europa.eu](https://digital-skills-jobs.europa.eu)

### ESSA (European Software Skills Alliance)

ESSA is a 4-year transnational initiative funded by the European Commission under the Erasmus+, Sector Skill Alliance call for proposals, to set forward a sectoral approach to Software Skills Development. ESSA will formulate and deliver a European strategy to address skill mismatches and shortages in the Software Sector and deliver appropriate and future-focused training, qualifications and mobility solutions, geared towards sectoral realities and needs.

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

### Women4IT

In an increasingly digitalised world, women continue to be underrepresented in STEM education and technology careers. For the last three years, Women4IT has been working to change that. Women4IT – an initiative financed by the EEA and Norway Grants' Fund for Youth Employment – aims to empower young women across Europe to become part of the digital economy. By providing fully funded, individually tailored digital skills training reflecting current market needs, we have worked to equip women with a set of in-demand digital competencies and employability guidance, all to drive both their career advancement and economic independence.

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



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## Google: Building trust in AI



Google is working to develop artificial intelligence responsibly in order to benefit people and society.

## HPE: Fast-forward digital transformation with data-first modernisation

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## Johnson & Johnson: Achieving the healthcare of tomorrow through data science

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## Nokia: Are the EU's connectivity goals ambitious enough?

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## Numeum: Discover Numeum, leading voice for the digital sector in France

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## Red Hat: How can open innovation underpin Europe's recovery?



Through its open development model, Red Hat helps create more secure, stable, and innovative technologies. By collaborating with open source communities, they're developing software that pushes the boundaries of technological ability.

## Siemens: A global technology powerhouse – Digitalisation of industries

From more resource-efficient factories, resilient supply chains, and smarter buildings and grids, to cleaner and more comfortable transportation as well as advanced healthcare, Siemens creates technology with purpose, helping its customers to transform their industries and markets.

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## 4,961,800

#MoD2022 social media views

## 480+

tweets using #MoD2022 on the event day

## 34,378

views of DIGITALEUROPE's Twitter content on the event day



37+ mentions in top international media



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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 to attendees ahead of the event, and in delegate packs	✓	✓	✓
Guaranteed and complementary delegate places at the in-person element (please note: in cases where there restrictions remain in place on the number of attendees who can attend events, you will be in the priority group to receive delegate places)	3	2	1
Opportunity to take both a physical and a virtual exhibition stand, with the chance to link these by broadcasting live or hosting Q&A sessions from your physical stand onto the virtual platform	✓	✓	
Guaranteed speaking position at a plenary session	✓	✓	
1 place at the exclusive VIP lunch and pre-conference dinner	✓	✓	
Opportunity to put one branded item in the delegate packs, to be handed out to all in-person attendees	✓		
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Video interview opportunity with your speaker – with a clip included in the event highlights video, and full interview edited into a standalone video	✓		
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Host a virtual exhibition booth only – with the option to showcase a pre-recorded video, presentation, documents, reports and links			✓

# #MoD2022

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