



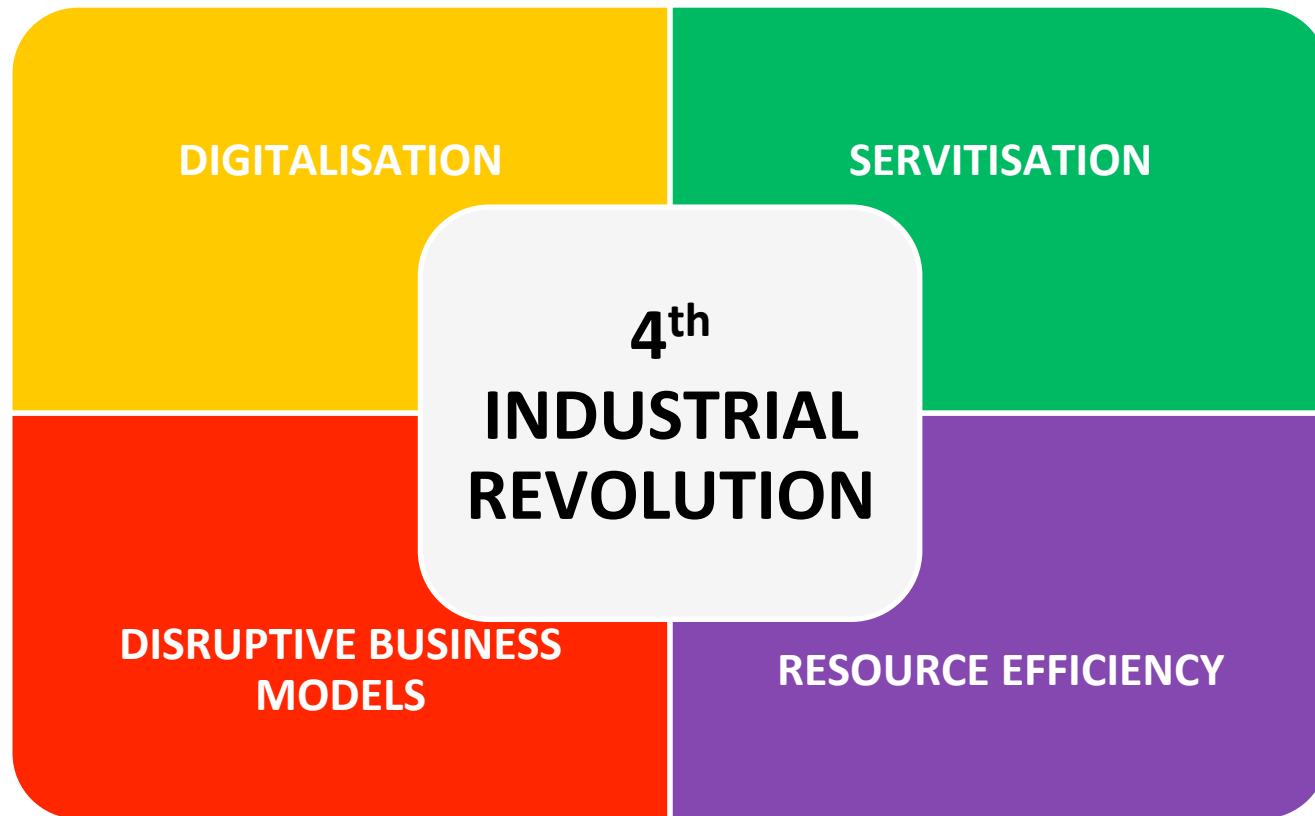
# **The EU Strategy for Growth**

## **Recent developments in EU's industrial policy**

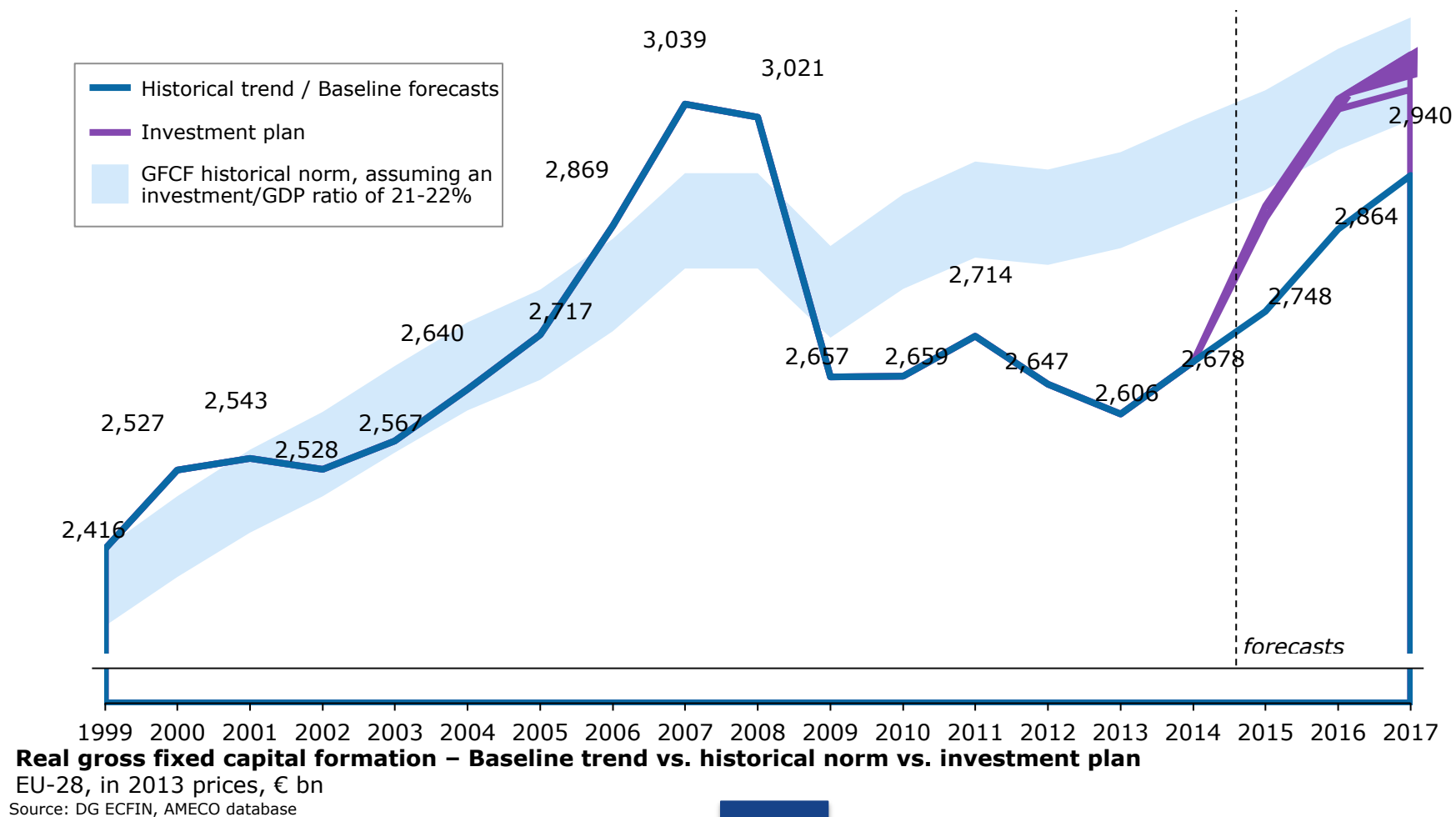


# Main challenges

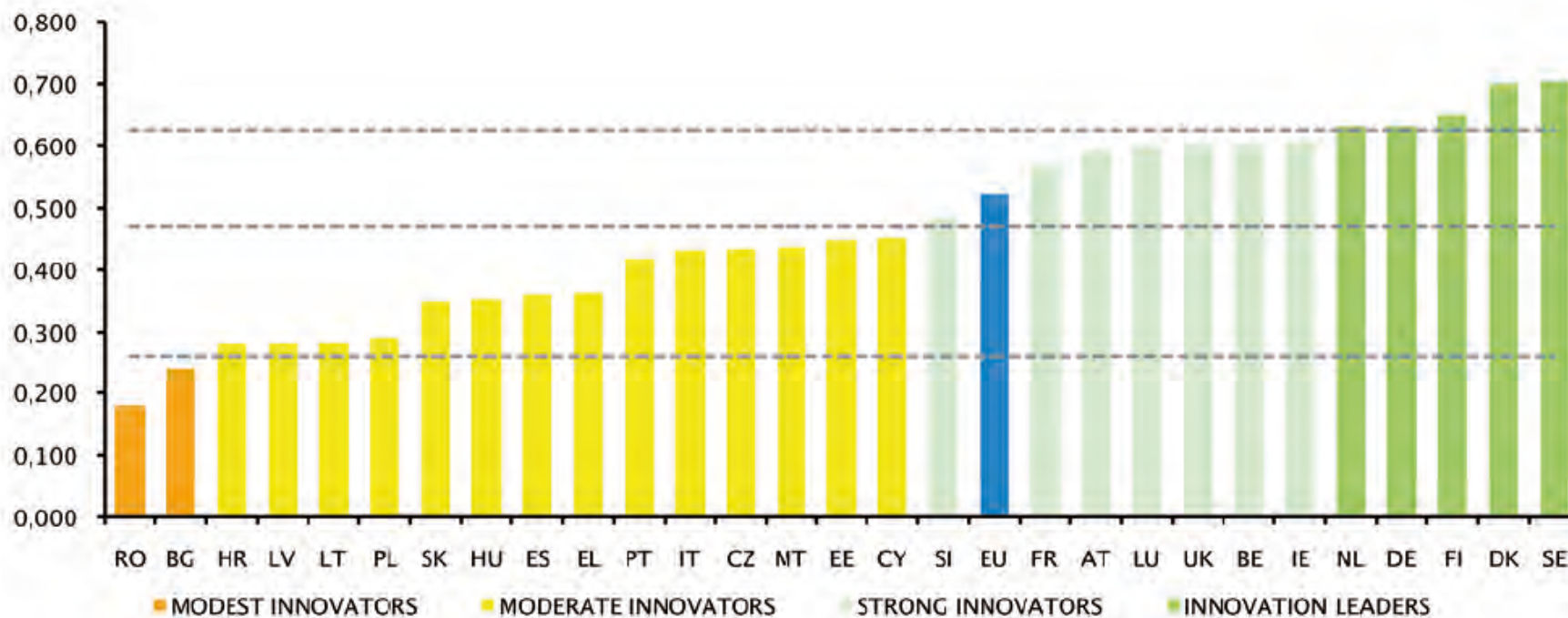


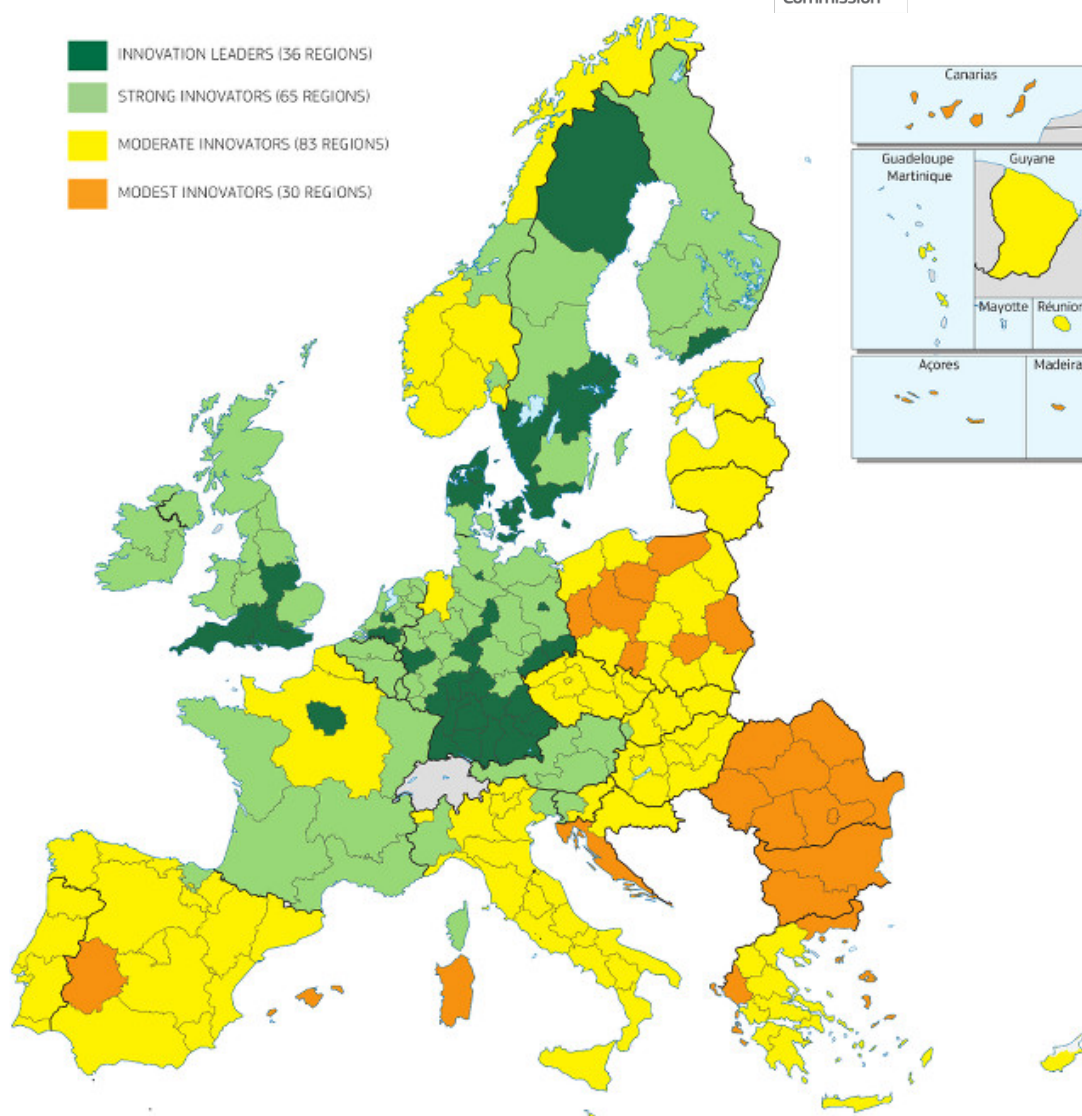


# Investment gap in Europe



# Innovation Performance in Europe

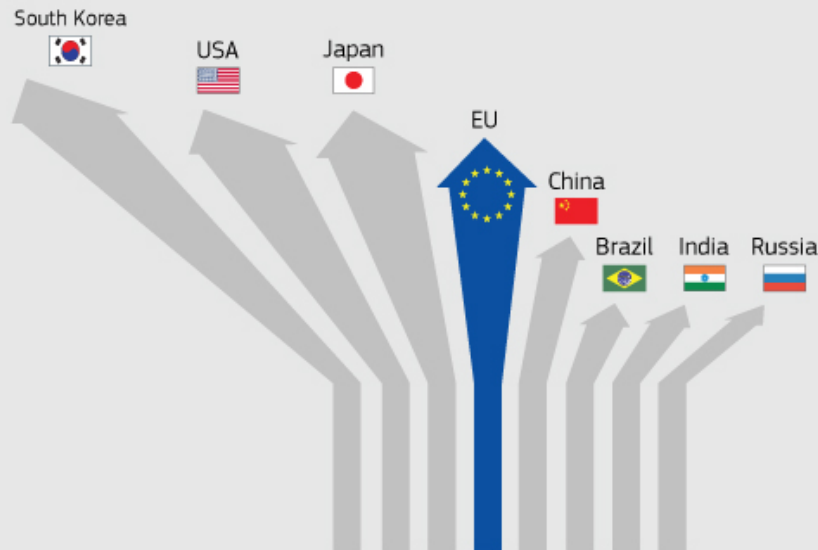




**Regional gap is growing**

# Global Picture

## COMPARISON WITH OUR GLOBAL COMPETITORS



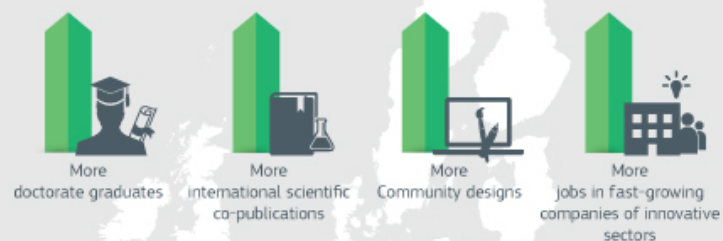
South Korea is more innovative than the EU and it increases its lead  
The USA and Japan are more innovative than the EU but we are catching up  
China is less innovative than the EU but they are catching up with us  
Brazil, Russia and India are less innovative than the EU  
and they are stagnating or falling further behind

- Innovation gap closing towards the US and Japan
- South Korea confirms its global innovation leadership
- China is catching up fast

# Warning

## INNOVATION IN THE EUROPEAN UNION HAS SLOWED DOWN

Despite various positive trends in the past year...



Declining innovation performance of small and medium-sized businesses

Fewer releases of innovative products on the market



...the negative trends were stronger.

## EU businesses don't grow

### Europe

**INDITEX**



### United States

**Google**

**amazon.com**

**INTUITIVE  
SURGICAL**

**QUALCOMM**

**GILEAD**

**CISCO SYSTEMS**



**Cognizant**



**YAHOO!**



**ebay**

**facebook**

**priceline.com**

+ many more...

Companies established after 1984 that made it to the FT 500 Global list



# Policy responses





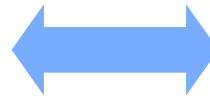
# Investment Plan for Europe: 3 pillars

## 1. MOBILISING FINANCE FOR INVESTMENT

- Boost investment in strategic projects and access to finance via the European Fund for Strategic Investments (EFSI) within EIB/EIF
- Cooperation with National Promotional Banks and the EIB

## 2. MAKING FINANCE REACH THE REAL ECONOMY

- European Investment Project Portal
- European Investment Advisory Hub: technical assistance



## 3. IMPROVED INVESTMENT ENVIRONMENT

- Predictability and quality of regulation
- Removing non-financial, regulatory barriers in key sectors within EU Single Market
- Structural reforms at national level





# Benefits of the SINGLE MARKET

Created more than  
**2.3 million new jobs**  
in Europe

Since 2007,  
the administrative burden  
for EU companies was  
**cut by 25%**

Having the Euro  
as currency means  
**lower transaction  
costs**

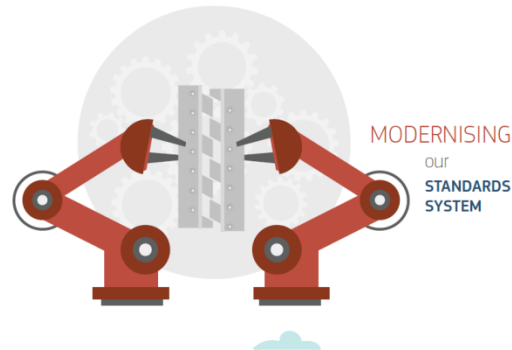
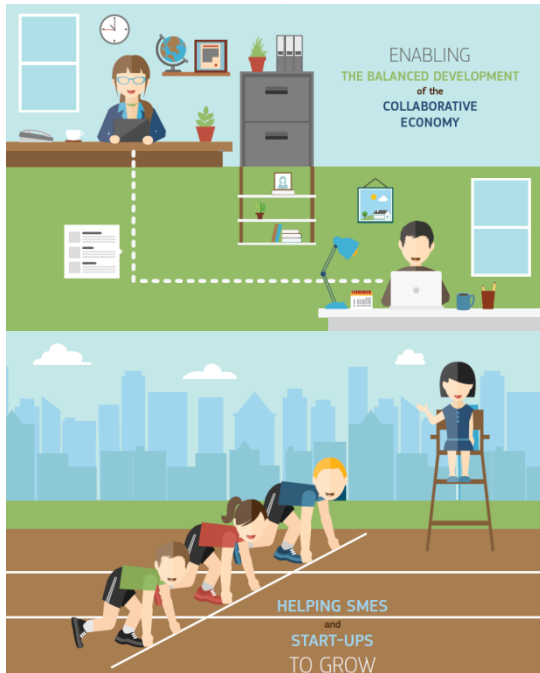
**No customs  
formalities**  
when you travel  
inside the EU

Using the mobile phone  
when abroad is  
**80% cheaper**  
than in 2007

If a product can be put  
**on sale** in one EU country,  
it can be also offered  
in any other

Offers  
**access to more than  
500 million  
consumers**

# Single Market Strategy: Key Actions



# A DIGITAL SINGLE MARKET FOR EUROPE

## MAKING IT A REALITY

2015

2016

### I. Better access for consumers and businesses to digital goods and services across Europe

Legislative proposals for simple and effective cross-border **contract rules** for consumers and businesses



A wide ranging review to prepare legislative proposals to tackle unjustified **geo-blocking**

Review of the **Regulation on Consumer Protection Cooperation**

Measures in the area of **parcel delivery**



Competition sector inquiry into **e-commerce**, relating to the online trade of goods and the online provision of services

Telecommunications  
Single Market  
**Regulation**

Legislative proposals for a reform of the **copyright** regime

Review of the **Satellite and Cable Directive**

Legislative proposals to reduce the administrative burden on businesses arising from different **VAT** regimes

### II. Creating the right conditions for digital networks and services to flourish

Comprehensive analysis of the role of **platforms** in the market including **illegal content** on the Internet



**Data protection**  
package

Legislative proposals to reform the current **telecoms rules**

Review of the **Audiovisual Media Services Directive**

Review of the **e-Privacy Directive**



Establishment of a **Cybersecurity contractual Public-Private Partnership**

### III. Maximising the growth potential of the Digital Economy

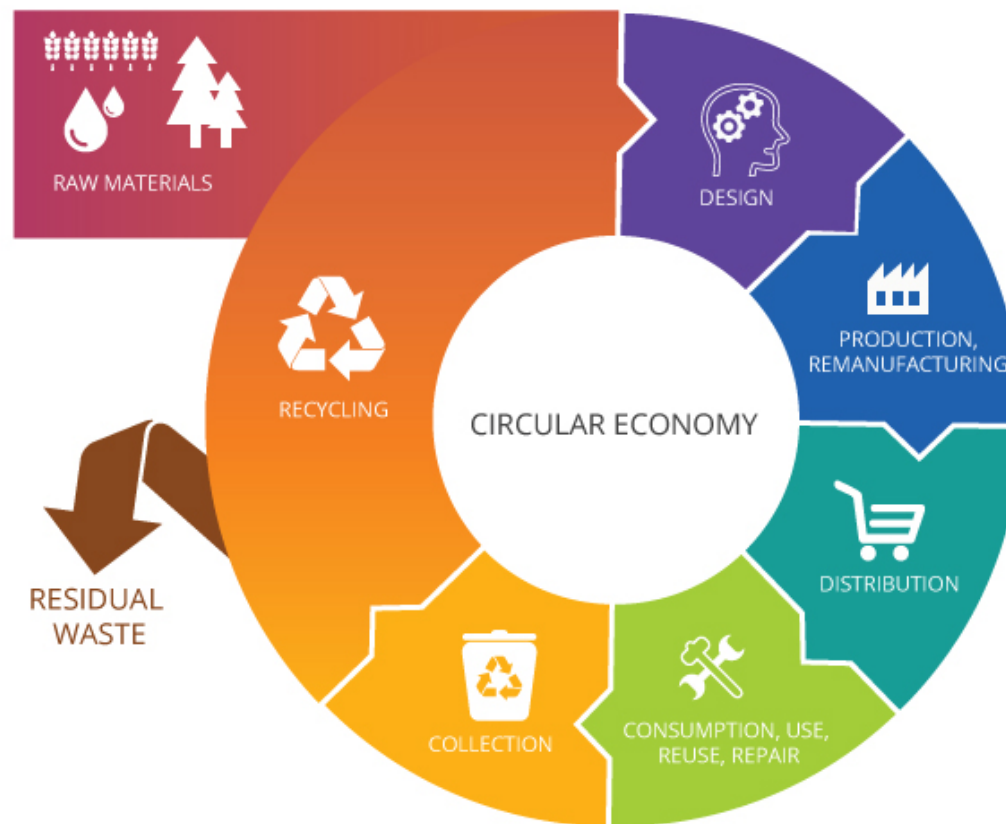


Adoption of a **Priority ICT Standards Plan** and extending the **European Interoperability Framework** for public services

Initiatives on data ownership, **free flow of data** (e.g. between cloud providers) and on a **European Cloud**

New **e-Government Action Plan** including an initiative on the 'Once-Only' principle and an initiative on mandatory interconnection of business registers

# Circular Economy Package

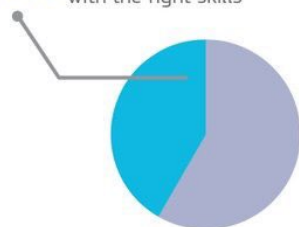


# A NEW SKILLS AGENDA for Europe

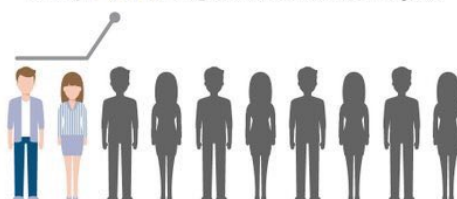
MATCHING SKILLS TO INDUSTRY NEEDS

#EUSkillsAgenda

**40%** of EU employers cannot find people  
with the right skills



Nearly **20%** of graduates cannot find jobs



## The Commission Blueprint for Sectoral Cooperation on Skills

- **identify** needs in cooperation with industry
- **identify** the demand and availability of training
- **help** national organisations to develop new partnerships between industry, academia and administration
- **support** agreements on the recognition of sectoral qualifications and certifications
- **develop** new training programmes and promote good practices





# Better Regulation Package

## ■ BETTER REGULATION AND TRANSPARENCY ■

### WHAT IS BETTER REGULATION ABOUT?

EU rules should be:



Fit for purpose



Provide added value



Avoid unnecessary burdens

MAKING  
EUROPEANS'  
LIFE EASIER





## **Sectorial solutions**

- \* cumulative cost assessments for selected industries (steel, chemicals, forest-based industries)
  - \* GEAR 2030 for cars
- \* High-level Forum on the food supply chain
- \* High-level group on energy-intensive industries
  - \* Space Strategy for Europe
  - \* European Defence Action Plan





# ***Thank You!***

*Slides produced by Grzegorz Drozd*

