

WHAT'S IN IT FOR BUSINESSES

SHAPING EUROPE'S
DIGITAL FUTURE

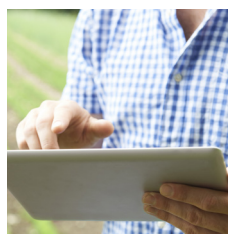
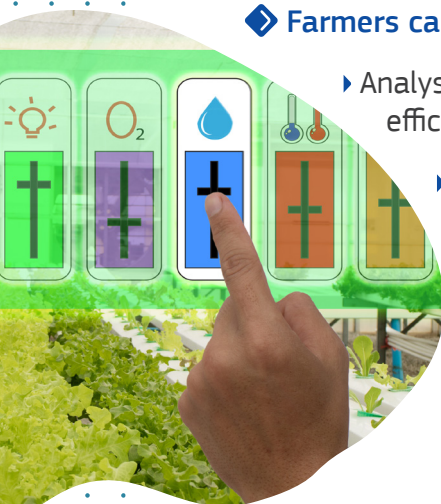
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#DigitalEU

New opportunities for businesses in a digitalised society

1 Access to high-quality industrial data

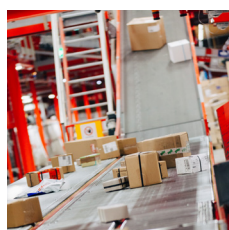
◆ Farmers can produce more food at lower cost

- ▶ Analysing data on harvests, seeds, and use of fertilisers can make farming more efficient. Farmers could earn **€225 more per hectare**.
- ▶ The EU-funded Data Driven Bioeconomy project cut spraying and irrigation costs by **30%**.



◆ Manufacturers can optimise production

- ▶ Data-based optimisation alone can save **€90 billion in the manufacturing sector, worldwide**.





2 Better framework for doing business online

Fair access to markets to start up, scale up, innovate and compete on fair terms.

- ▶ The **Digital Services Act** package will establish clear rules for access to the Single Market and to strengthen the responsibility of online platforms.

3 Competition rules fit for purpose

Ensure **EU rules** are right for digital businesses, big and small, as well as for traditional industries.

4 Investing in people and infrastructure

- ▶ **More workers with digital skills** will fill the 1 million vacancies that constrain business growth;
- ▶ EU and national funding to kick-start **advanced connectivity** and **secure European data clouds**.

5 Supporting SMEs to use Artificial Intelligence

- ▶ **Develop a new SME Strategy** to strengthen innovative and fast-growing start-ups and SMEs;
- ▶ **Set up specialised Digital Innovation Hubs** on Artificial Intelligence;
- ▶ **Improve access to finance**.



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