

# Digital Future – Challenge for All

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# Europe and the global economy

- „Digital” is everywhere in our economy, society and everyday life
- Opinions about Europe lagging back in global competition
- The fact: in the generation of new ideas, new knowledge – Europe is leading – BUT
- Europe is slow in transferring these new ideas into business or market success
- So, we have a good basis to build on, and we have to be more committed towards high-tech markets

# Digital and Innovative Europe

- A paradigm shift beyond the narrow domain of R&D and innovation policy
- Combination of a market for innovative goods and services; focussed resources; new financial structures; and mobility: of people, money and organisations

(Esko Aho Report, 2006)

**Holistic approach**

# Research versus innovation

- There is a lot of common in research and innovation,
- But there are differences as well:
  - Research: spending (a lot of) money to obtain new knowledge
  - Innovation: making this knowledge to work in products, services; successfully compete on (new) markets, yielding in profit
- EU needs more attention to knowledge transfer
- Rewards for R&D: new knowledge, discoveries, publications, scientific community, Erasmus
- Rewards for Industry: new markets, new products and profit

Motivation, rewards

# Why digital

- Challenges today and in the future
  - Global competition
  - Running out of energy sources
  - Natural resources
  - Environmental problems
  - Health, aging problems
- Solution of these problems – need for help, assistance from new knowledge, technologies, like Digital
- Wide possibilities for Academia and Industry to work together

# Cooperation in the field of Research and Innovation

- POLICY PRIORITIES**
- Innovation friendly market for businesses – huge areas: e-Health, Energy, Environment, Transport, Security, Transport and Logistics, etc.
  - Support for excellent science, industrial R&D, including good coordination between science and industrial communities
  - Mobility of humans, finances (effective venture capital, new financial instruments, mobility of organisations and knowledge)

# EU: Digital Single Market

- The need: EU should take ambitious steps on digitization of society to remain competitive on global market.
- Rapid progress changes the production and distribution, i.e. business models
- Production becomes automated, interconnected with dematerialized supply chains, tailored to the needs of customers, distribution channels become digital;
- The traditional sectorial concept changes to more inter-sectorial cooperation

# New types of cooperation

- Production environment: more links between academia industry, start-up world – promotion of inter-sectorial cooperation
- High-tech companies are to be regarded strategic in the Digital Single Market
- Around high-tech companies business ecosystems are created (for innovative enterprises)



# Accelerating growth – based on innovation

- Harmonised regulatory environment – removal of market fragmentation
- Quick and efficient standardisation
- Governments driving demand for innovative goods, improving public services
- Cultural shift to celebrate innovation
- Closer cooperation between R&D and business communities

# Academia and Industry/Market Matching

For conclusion -

at least three reasons:

- Modern digital „age” – very fast changes
  - Our knowledge is growing in a never before seen pace
  - We have to follow this pace i.e. **to meet the challenges** of our modern age
- Better understanding each others
  - Overall aims are common, BUT
  - Different community culture, different aims
  - **Better understanding each other**
- Make the EU successful in its huge endeavor
  - In serving its citizens well-being
  - In making a better, more secure world
  - In being **competitive on the global economic arena**

# Messages to consider

## *On collaboration*

Modern science is essentially a European invention born out of a culture of collaboration.

(Professor Robbert Dijkgraaf, University of Amsterdam)

We don't want to own knowledge and keep it to ourselves. We provide it to others and try to evolve and spiral upwards together.

(Neelie Kroes, previous VP of the European Commission)

## *On knowledge transfer*

*Thank you  
For your kind attention*

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