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ITEA ARTEMIS-IA vision 2030 presented to Vice President of European Commission Neelie Kroes

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A delegation of representatives from ARTEMIS joint undertaking and EUREKA Cluster ITEA3 led by Heinrich Daembkes, President of ARTEMIS and Rudolf Haggenmüller, ITEA 3 Chairman officially presented the ITEA ARTEMIS-IA high-level vision 2030: opportunities for Europe report to Neelie Kroes, Vice-President of the European Commission and Commissioner for the Digital Agenda.

The report estimates the global market of Digital Technology at USD 3,300 billion, corresponding to around 50 million jobs. The key message that European industry needs a balanced approach to electronics and software innovation was well received by Ms Kroes and her team and lively discussions followed on how to concretely support software innovation.

The delegation encouraged the Commissioner to promote software innovation with the same passion as electronics innovation. As a result, a high-level working session on concrete challenges for Digital Technology was suggested to be organised and the list of challenges was identified. Read the official press release ITEA ARTEMIS-IA Vision 2030 presented to Neelie Kroes.

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