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**FOR IMMEDIATE RELEASE**

## **PRESS STATEMENT**

### **Further digitisation of industry in Europe will drive growth and competitiveness**

**Brussels, 19 April 2016** – The American Chamber of Commerce to the European Union (AmCham EU) welcomes the European Commission’s communication on the strategy for the digitisation of industry within the Digital Single Market. It is a concrete action that will ensure coordination among Member States and avoid fragmentation.

Further digitisation of industry represents a real opportunity for Europe and will drive growth and competitiveness. Many of AmCham EU’s member companies have already invested in the digitisation of their processes and production across Europe and look to continue doing so over the next few years.

Speaking on the strategy, Susan Danger, Managing Director of AmCham EU stated that; ‘this is a significant step towards the building and strengthening of the Digital Single Market and fostering innovation in Europe’.

The strategy’s focus on promoting open standards, interoperability, open platforms and the free flow of data are crucial elements in ensuring that Europe remains open to the global market. Given the weight of the transatlantic economy, it is of utmost importance that there is more cooperation on the digitisation of industry and that there is an exchange of best practices and that standards are interoperable across the Atlantic.

AmCham EU is committed and ready to work with the European Commission as the strategy evolves.

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#### **About AmCham EU**

AmCham EU speaks for American companies committed to Europe on trade, investment and competitiveness issues. It aims to ensure a growth-orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and plays a role in creating better understanding of EU and US positions on business matters.

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