



INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT

Business-oriented innovation that strengthens economy and benefits society

State-of-the-Union address
ITEA 2 Symposium 2009, Rudolf Haggenmüller - Chairman ITEA 2



European leadership in Software-intensive Systems and Services. The Future of Embedded and Distributed Software.

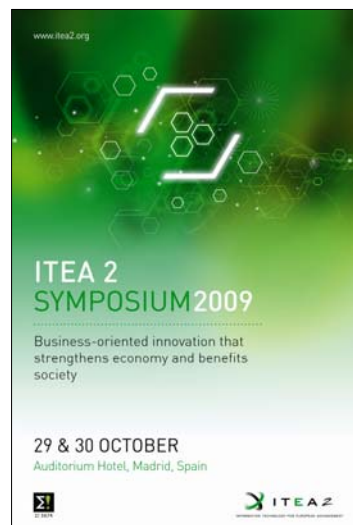


ITEA 2 Symposium 2009

State-of-the-Union address

Welcome & introduction

- Welcome
 - Excellencies
 - Partners
 - Friends and family
- Family topics
- The symposium elements
 - 1st day: Community day
 - 2nd day: Co-summit
 - Exhibition
 - The theme



ITEA 2 - 2

Content

- The growth of our community
- Some highlights of this year
- The need for ITEA 3
- ITEA in the time of recovery

ITEA 2's initiators



- Members of the ITEA 2 Authorities Committee (ITAC)
- The ITEA 2 Founding Companies (IFCs) are:
Airbus, Alcatel-Lucent, Barco, Bosch, Bull, Daimler, European Federation of High Tech SMEs, Italtel, Nokia, Philips, Siemens, Telefonica, Telvent, Thales and Thomson.



ITEA 2 Ambition



ITEA 2 Symposium 2009

State-of-the-Union address

- Contribute research excellence to Europe's competitive software-intensive systems and services
- Combine research excellence with innovation
- Deliver tangible results
- Address societal needs
- Anticipate technological trends and paradigm changes
- Contribute to European competitiveness and well-being through ICT-based innovation



Σ13674

ITEA 2 - 5

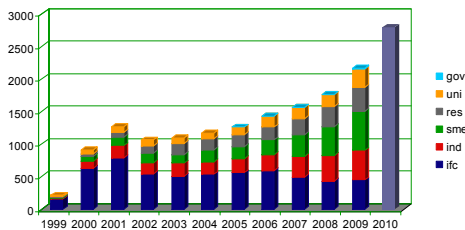
The growth of our community



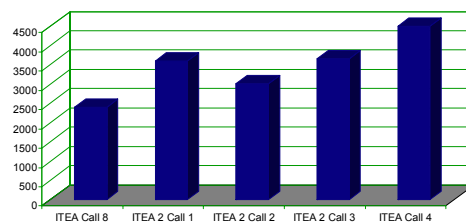
ITEA 2 Symposium 2009

State-of-the-Union address

ITEA & ITEA 2 FPP Effort per partner type



ITEA & ITEA 2 PYs of submitted FPPs



Σ13674

ITEA 2 - 6

ITEA 2 PO days 2009 – Istanbul



Some highlights Projects



- EPAS Single European payment area



- SmartTouch The value of global standards, the business driven expansion of EUREKA



- SODA The Web of Objects



- Modelisar Functional simulation



- CANTATA Multimedia content analysis and automated action generation

Some highlights

The need for ITEA 3

- ITEA has produced many success stories, and many new challenges are appearing continuously ahead of us
- Speed of change in the business environment keeps increasing
- ITEA is ready to address these new challenges and to strengthen its economic impact

- ITEA has proven to be a very efficient instrument to cope with these evolving challenges
- The ITEA Board members as industry representatives regard the ITEA instrument as indispensable:

European industry needs ITEA 3

ITEA in the time of recovery

- Regardless of the global economic crisis there are some stable societal and economic trends.
- Shift from continuous growth to a sustainable development that makes better use of our natural resources –
“ **the recovery will be green**”.
- ICT plays a dual role in this: as an enabling tool for better harmonising the demand and supply of energy and as a sector on its own.
- ICT plays also a vital role in **sustainable water management** by supporting better solutions for water production, purification, recycling, distribution, and monitoring.

Stable trends in economy and society

- The need to strengthen the so-called real economy and notably innovative manufacturing and knowledge-based service sectors, is recognised as a main policy priority to **preserve jobs** and **sustain growth**.
- The **impact of ICT** on productivity growth across the economy is undisputable and a wide range of opportunities for new ICT-based business developments is ahead.
- The **underlying societal challenges** such as the ageing population, the need for a more sustainable health and social care systems, more inclusion and higher security will remain important concerns for society.

New challenges and perspectives (I)

- The recent financial crisis has shown the **vulnerability** of our economies when we exaggerate our reliance on speculative financial trading and raised questions of adequate (ICT-)tools to ensure transparency and compliance in the future.
- The crisis has shown that more complete, comprehensive and efficient economic, financial and business **modelling tools** are needed to understand economic behaviours and design appropriate policies. This applies at the level of enterprises, banks, stock markets or governments and at a global level.

New challenges and perspectives (II)

- It is essential that Europe seizes the opportunities in Web-based services immediately: **this is the 'crown jewel'**.
- There is a wide range of opportunities in **business services**. The Web-based services markets are still open for established and new players.
- The focus of ITEA should be on **extremely fast exploitation of technology** and on **business models** stimulating professional usage of the services.

New technological trends

- **Cloud Computing, Software as a Service**, and their expansion to federated/aggregated on-demand service provision is a trend that might transform not only the software industry but also the service industry in general. As a consequence of the crisis and the need of businesses to save money, it will come now even faster.
- But the expansion of the Clouds business will depend to a large extent on technology progress mainly in the areas of **security and privacy**. ITEA therefore will pay increased attention to these aspects

Now is the time!

.....

Minister Schavan at the Launch Conference of the German EUREKA Chairmanship, Dresden, 6 July 2009:

“In these times of economic crisis, now is the moment for researchers and innovators in Europe to exploit the international co-operation promoted by EUREKA and strengthen cross-border ties.”

“Both the stability of the EU seventh Framework Programme and the flexibility of EUREKA should be better utilised to mobilise Europe’s innovative potential.”



INFORMATION TECHNOLOGY FOR EUROPEAN ADVANCEMENT

Thank you **for your attention**

