



## NOTA DE PRENSA

18 de enero de 2010

### **La industria europea TIC identifica siete áreas clave para desarrollar plenamente el potencial del sector TIC tanto para ciudadanos como para empresas**

#### **Contribución Conjunta de la Industria a la Estrategia de una Europa Digital de la Presidencia Española**

*Madrid, España* – En una reunión mantenida hoy en la Secretaría de Estado de Telecomunicaciones y para la Sociedad de la Información (SETSI), las asociaciones líderes representantes de la industria europea de las Tecnologías de la Información y las Comunicaciones (TIC) –con más de 700.000 millones de euros en facturación y 6 millones de empleos- hacen un llamamiento conjunto a los líderes de la UE para tomar nuevas medidas que permitan a las empresas y a la sociedad beneficiarse plenamente de las TIC en cuanto a productividad, bienestar social y sostenibilidad se refiere.

En un acto sin precedentes, los representantes de la industria han venido trabajando, bajo la dirección del ex-Presidente del Parlamento Europeo, Enrique Barón Crespo –designado por la SETSI a tal efecto como coordinador de la iniciativa conjunta de la industria-, para ofrecer una serie de recomendaciones de colaboración tanto para la Estrategia de una Europa Digital de la Presidencia Española así como para la nueva Agenda Digital de la Comisión Europea. Las asociaciones TIC de la UE participantes han sido BSA, Cable Europe, DIGITALEUROPE, EDIMA, ECTA, ESOA, ETNO, EuroISPA y GSMA. Las siguientes asociaciones TIC españolas también han contribuido activamente en el proceso: AETIC, ASIMELEC, ASTEL y Redtel.

*“Representando ya más del 40% del crecimiento de la productividad, las TIC no sólo jugarán un papel clave en el proceso de acelerar la recuperación económica de Europa sino también en su capacidad para avanzar hacia el futuro”,* dijo Enrique Barón.

La innovación basada en la banda ancha tiene potencial para crear hasta un millón de nuevos empleos y generar actividad económica adicional por valor de 849.000 millones de euros. La aplicación y difusión de las TIC tienen potencial para reducir las emisiones de CO<sub>2</sub> en un 15%, lo que contribuye a los objetivos ambiciosos de Europa sobre el cambio climático.

El documento conjunto de la industria dado a conocer hoy identifica siete áreas clave en las que es preciso tomar medidas inmediatas para que Europa aproveche plenamente los beneficios de las TIC:

1. Productividad y Crecimiento
2. Sostenibilidad
3. Contenido Creativo en el mundo digital
4. Confianza
5. Participación para todos
6. Acceso al Comercio/Mercado
7. Reducción de cargas administrativas

*“La competitividad futura de Europa dependerá en gran medida de su capacidad para facilitar una amplia adopción de las TIC tanto en el sector público como privado. Esta iniciativa significa para la industria un reconocimiento público de la Presidencia Española a la contribución esencial del*

sector para la regeneración económica. Para que el sector pueda desempeñar su función, pedimos a la Comisión Europea y a los Estados Miembros que den prioridad a medidas que amplíen el desarrollo de los servicios, productos y redes TIC a lo largo de Europa”, declararon conjuntamente las asociaciones del sector.

“Adecuadamente desplegadas, las TIC y los servicios y redes de banda ancha pueden ayudar a reducir las emisiones de CO<sub>2</sub>, mejorar la prestación de los servicios públicos para todos, crear empleo y mejorar la capacidad de Europa para competir en el mercado mundial”, añadió Enrique Barón.



The European trade associations contributing to this joint statement are:

	<p><b>The Business Software Alliance</b> (<a href="http://www.bsa.org">www.bsa.org</a>) is the foremost organization dedicated to promoting a safe and legal digital world. BSA is the voice of the world's commercial software industry and its hardware partners before governments and in the international marketplace. Its members represent one of the fastest growing industries in the world. BSA programs foster technology innovation through education and policy initiatives that promote copyright protection, cyber security, trade and e-commerce. Contact: Francisco Mingorance, Senior Director +32 2 4016817 or <a href="mailto:Franciscom@bsa.org">Franciscom@bsa.org</a>. For press enquiries: Lisa Randles, Communications Director +44 20 73406088 or <a href="mailto:lisar@bsa.org">lisar@bsa.org</a>.</p>
	<p><b>Cable Europe</b> (<a href="http://www.cable-europe.eu">www.cable-europe.eu</a>), the European Cable Communications Association, is based in Brussels and groups all the leading European cable TV operators and their national trade associations throughout Europe. The aim of Cable Europe is to promote and defend the industry's policies and business interests at European and international level. The European cable TV industry provides digital TV, broadband Internet and telephony services to more than 73 million customers. Contact: Caroline Van Weede, Managing Director (+3225211763/<a href="mailto:caroline.vanweede@cable-europe.eu">caroline.vanweede@cable-europe.eu</a>). For press enquiries, contact: Gregg Svingen, Director of Communications (+3225562102/<a href="mailto:gregg.svingen@cable-europe.eu">gregg.svingen@cable-europe.eu</a>)</p>
	<p><b>DIGITALEUROPE</b> (<a href="http://www.digitaleurope.org">http://www.digitaleurope.org</a>) is the pre-eminent advocacy group of the European digital economy acting on behalf of the information technology, consumer electronics and telecommunications sectors. We are dedicated to improving the business environment, and to promoting industry's contribution to economic growth and social progress in the European Union. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies. DIGITALEUROPE's members include more than 58 leading corporations and 40 national trade associations from all the Member States of EU; altogether 10,000 companies with 2 million employees and €1,000 billion in revenues. Contact: Bridget Cosgrave, Director General (+32 2 609 53 20/<a href="mailto:bridget.cosgrave@digitaleurope.org">bridget.cosgrave@digitaleurope.org</a>). Press Contact: Magali Merindol; Communication Officer, <a href="mailto:magali.merindol@digitaleurope.org">magali.merindol@digitaleurope.org</a></p>
	<p><b>ECTA</b>, the European Competitive Telecommunications Association (<a href="http://www.ectaportal.com">www.ectaportal.com</a>), represents more than 100 of the leading challenger telecom operators providing broadband, mobile and advanced communications to consumers and businesses across Europe. We work for a fair regulatory environment which allows all electronic communications providers to compete on level terms in order to multiply investment and innovation throughout an effective European internal market. The association represents the telecommunications industry to key government and regulatory bodies and maintains a forum for networking and business development. Contact: Ilsa Godlovitch, Director Regulatory Affairs (+32 2 227 27 18/ <a href="mailto:igodlovitch@ectaportal.com">igodlovitch@ectaportal.com</a>). For press enquiries, please contact: Sam Rowe (+32 475 361286/<a href="mailto:cutsforthconsult@yahoo.com">cutsforthconsult@yahoo.com</a>)</p>
	<p><b>EDiMA</b>, the European Digital Media Association (<a href="http://www.europeandigitalmediaassociation.org">www.europeandigitalmediaassociation.org</a>) is an alliance of new media and Internet companies whose members include Amazon EU, Apple, eBay, Google, Microsoft, Music Choice, Nokia, RealNetworks, Yahoo! Europe, Orange and others. EDiMA's members provide new media and Internet platforms offering users a wide range of online services, including the provision of audiovisual content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking, standards development and industry cooperative activities. Contact: Jeremy Rollison, Director, (+32(0)2 626 1990/ <a href="mailto:jeremy.rollison@europeandigitalmedia.org">jeremy.rollison@europeandigitalmedia.org</a>) For press enquiries: <a href="mailto:press@europeandigitalmedia.org">press@europeandigitalmedia.org</a></p>



**ESOA** ([www.esoa.net](http://www.esoa.net)) represents the interests of 10 European satellite operators in 8 Member States of the Union with a total turnover in excess of 3 billion euros a year – growing steadily since 2002 when the organisation was formed. The combined employment of the members is close to 4000, but satellite operators are the main customers of European manufacturers and launchers who between them, employ a further 30,000 persons across Europe and generate 5,5 billion euros in turnover. Operators own satellites and lease out capacity to a variety of users – telecommunications companies, broadcasters, Internet service providers, mobile operators and so on providing communication services from broadcasting to broadband; maritime, air, emergency & security communications; telecom and data services used by businesses, government and citizens as well as in specific applications such as transport and traffic management or telemedicine. Satellite coverage is total in the Union offering a potential broadband connection to every business and every household, no matter how remote they are from main population centres. Contact: Aarti Holla-Maini, Secretary general (+3225503575/ [sg@esoa.net](mailto:sg@esoa.net)).



**ETNO** (the European Telecommunications Network Operators' Association - [www.etno.eu](http://www.etno.eu)) is the voice of the European telecommunications network operators with over a decade of experience in shaping EU telecoms policy. The association represents 41 companies located in 35 European countries. They account for an aggregate annual turnover of more than 250 billion Euros and employ over one million people across Europe. Contact: Michael Bartholomew, Director ([bartholomew@etno.be](mailto:bartholomew@etno.be)), Fiona Taylor, Senior Adviser, Public Affairs (+ 3222193242/ [taylor@etno.be](mailto:taylor@etno.be)). For press enquiries, contact [dieu@etno.be](mailto:dieu@etno.be).



**EuroISPA** is the world's largest association of Internet Services Providers (ISPs) representing the interests of more than 1700 ISPs across the EU and the EFTA countries. EuroISPA is a major voice of the Internet industry on information society subjects such as cybercrime, data protection, e-commerce regulation, EU telecommunications law and safe use of the Internet ([www.euroispa.org](http://www.euroispa.org)). Contact: Andrea D'Incecco, Public Affairs Manager (+32 2 503.22.65/ [andrea@euroispa.org](mailto:andrea@euroispa.org)). For press enquiries, contact EuroISPA Secretariat at [secretariat@euroispa.org](mailto:secretariat@euroispa.org).



The **GSMA** represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry. For more information on GSMA, please visit: Mobile World Live, the new online portal for the mobile communications industry, at [www.mobileworldlive.com](http://www.mobileworldlive.com), GSMA corporate website at [www.gsmworld.com](http://www.gsmworld.com), GSMA Europe [www.gsmeurope.org](http://www.gsmeurope.org). Contact: Martin Whitehead, Director, GSMA Europe (+32 2 792 05 50/ [MWhitehead@gsm.org](mailto:MWhitehead@gsm.org)). For press enquiries: Claire Cranton, Director, Media Relations (+44 7885 839427/ [ccranton@gsm.org](mailto:ccranton@gsm.org))

## Spanish Contributors:

	<p><b>AETIC</b> (<a href="http://www.aetic.es">www.aetic.es</a>) is the Spanish association of electronics, information technology and telecommunications companies and one of the most important and representative business organisations in Spain. It is composed of 300 individual companies and other associations. In all, AETIC represents more than 3,000 companies with more than 357,000 employees and over EUR 102 billion in revenues. AETIC's aim is to defend the common interests of its members, and promote the development of the Spanish electronics, information technologies and telecommunications sector through the generation of added value, fostering industrial activity and providing services. Contact: Jesús Banegas, President, <a href="mailto:dsumillera@aetic.es">dsumillera@aetic.es</a>, <a href="mailto:jgarcia@aetic.es">jgarcia@aetic.es</a>.</p>
	<p><b>ASIMELEC</b> (<a href="http://www.asimelec.es">www.asimelec.es</a>), the Spanish Association for the Electronics and ICT sectors, was founded in 1984 as an association of importers of electronic products. It has evolved to encompass the electronics and communications market, becoming the only association in the electronics sector comprising manufacturers, marketers, distributors and, in the case of the Telecommunications sector, installers. ASIMELEC represents over 3.000 companies that directly employ 300.000 people. Its revenues account for almost 4,5% of Spain's GDP. Its main goal is to promote and support the development of electronics and communications companies in Spain by defending the rights of its members as well as the sector's evolution. Contact: Martín Pérez, President <a href="mailto:jperez@asimelec.es">jperez@asimelec.es</a></p>
	<p><b>ASTEL</b>, the Association of Telecommunication Operators and Service Providers (<a href="http://www.astel.es">www.astel.es</a>), is composed by the premiere alternative electronic communication service operators that began operating in Spain when the telecommunication monopoly ended. Established in 1996 with the primary objective to promote the liberalization of the Spanish telecommunications market; and since has been the leading spokesperson for the new alternative operators entering the market. Contact: Antonio García, President, <a href="mailto:carmen.gonzalez@astel.es">carmen.gonzalez@astel.es</a>.</p>
	<p><b>REDTEL</b> (<a href="http://www.redtel.es">www.redtel.es</a>) is the Spanish Network Telecom Operators Association aimed to promote private investment in telecommunication networks. REDTEL member companies account for more 90% of total telecom network investment in the Spanish market. REDTEL channel telecom network operators statements to all relevant stakeholders for the best telecommunication infrastructure continue to sustain Information Society services. Contact: Miguel Canalejo, CEO, <a href="mailto:nati.rubio@redtel.es">nati.rubio@redtel.es</a>.</p>