

INNOVATION AND DIGITALISATION

establish “Made in Europe” as a brand

- **Digitalisation** opens up numerous opportunities for companies and employees alike. We can shape the digital transformation in Europe actively and **for the benefit of all**
- New ideas find it difficult to thrive in old boxes: they need **space** and, where necessary, the **right support**; in concrete terms, this means that companies primarily need **flexible and innovation-friendly framework conditions**
- It is **important** to create a comprehensive and efficient digital infrastructure across Europe; put in place better conditions for company start-ups; deploy more EU investments in cutting-edge digital research; ensure a proportionate risk-burden balance in new AI Act; facilitate innovation instead of stifling obligations
- We want to secure a **sustainable transformation**: the **Green Deal** should become a growth strategy which not only guarantees international competitiveness but also creates jobs and prosperity

