



Headline:

**European Commission and Big Data Value Association Announce € 1.068 Million Investment in Joint Research and Innovation Projects**

Brussels, October 13th, 2014 - Today Neelie Kroes, European Commissioner for the Digital Agenda, and Jan Sundelin, President of the Big Data Value Association, signed a contractual Public Private Partnership with a joint public and private investment of € 1 068 million in collaborative research and innovation within the Horizon 2020 research programme.

The objective of the initiative is to explore and seize the new technological and technology-driven opportunities that come with Big Data, enabling social and economic progress. Digitalisation is expected to be one of the main business drivers during the next decade and a huge opportunity especially for Europe's strong industrial sector, where large amounts of data are being created every day. Based on Europe's advanced infrastructure, using the existing domain knowledge and new technologies like Cloud or In-Memory Computing, Big Data is expected to contribute to Europe's competitiveness.

*"Data is not scary, or intrusive. With the right legal protection and anonymisation tools data is the fuel which lays the foundation of a new economy. Giving every kind of organisation the building blocks to boost productivity and performance, from farm to factory, from the lab to the shop floor, that's what Europe needs."*, said Neelie Kroes Vice President European Commission highlighting the relevance/significance/importance of mastering Big Data for the European Economy and Society.

The Big Data Value Public Private Partnership will be implemented starting 2015 and will run until 2020. Technology topics being addressed include data Integration, real-time data processing; advanced analytics, data protection and privacy technologies. Main elements of the programme will include lighthouse projects in potential areas like personalised medicine, manufacturing, and logistics.

*"Today, big data is already everywhere. And the quantity of data generated will continue to grow worldwide."* said Jan Sundelin. *"Turning big data into value will greatly impact all industries and everyone's daily life in the (near) future."*

The Big Data Value Association partnering with the European Commission is a non-for-profit industry-lead organisation comprising large and small European industry and research organisations supported by Platte Consult. Industry members together with research organisations cover the Big Data Value (BDV) chain from data generation and acquisition, through data processing, analysis, and curation, to usage and service provisioning.

Big Data Value Association's founding members are:

Answare, ATC, Atos, CINI, Engineering, Fraunhofer, DFKI, IBM, INDRA, ITI, Intel, IT Innovation Center, Nokia, NUI Galway, Orange, SAP, Siemens, Software, SINTEF, THALES, TIE Kinetix, UPM, Paluno, VTT, supported by Platte Consult.



Organisation's legal name:

1. AnswareTech s.l.
2. Athens Technology Center S.A. (ATC)
3. Atos SE
4. Consorzio Interuniversitario Nazionale per l'Infomatica (CINI)
5. Engineering Ingegneria Informatica SpA
6. Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e. V. German
7. German Research Center for Artificial Intelligence (DFKI GmbH)
8. IBM Israel – Science and technology Ltd
9. INDRA Sistemas S.A
10. Instituto Tecnológico de Informática (ITI)
11. Intel Research and Innovation Ireland Ltd
12. IT Innovation Center
13. National University of Ireland Galway
14. Nokia Solutions and Networks Oy
15. Orange SA
16. SAP SE
17. Siemens AG
18. Software AG
19. Stiftelsen SINTEF
20. THALES Communications and Security S.A.S
21. TIE Kinetix N.V
22. Universidad Politécnica de Madrid
23. Universität Duisburg Essen (Paluno)
24. VTT Technical Research Centre of Finland

**Big Data Value AISBL (a non-for profit organisation after Belgium Law, under incorporation)**