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**Strategic Initiative for Harmonising Digital
Markets of the EU and EaP countries**

HDM Initiative Progress and Results

**Horizon 2020 Eastern Partnership (EaP)
Information Day**

Minsk-Tbilisi 2015



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HDM Initiative Background

7th of November, 2013, Vilnius. **“Shaping EU Digital Market”** event. Session **“Harmonizing of EU Digital market with Eastern Neighbours”** was held in Vilnius with participation of delegations from all EaP countries: Armenia, Azerbaijan, Belarus, Georgia, Moldova and Ukraine. **HDM initiative was proposed by the Belarus Association INFOPARK**





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What is Harmonisation about?

Harmonisation of the national Digital Markets is the vital process of their convergence/integration by eliminating regulatory barriers, overcoming technological obstacles and aligning the digitalization levels of European regions for creation of the pan-European Digital Single Market.

HDM initiative proceedings

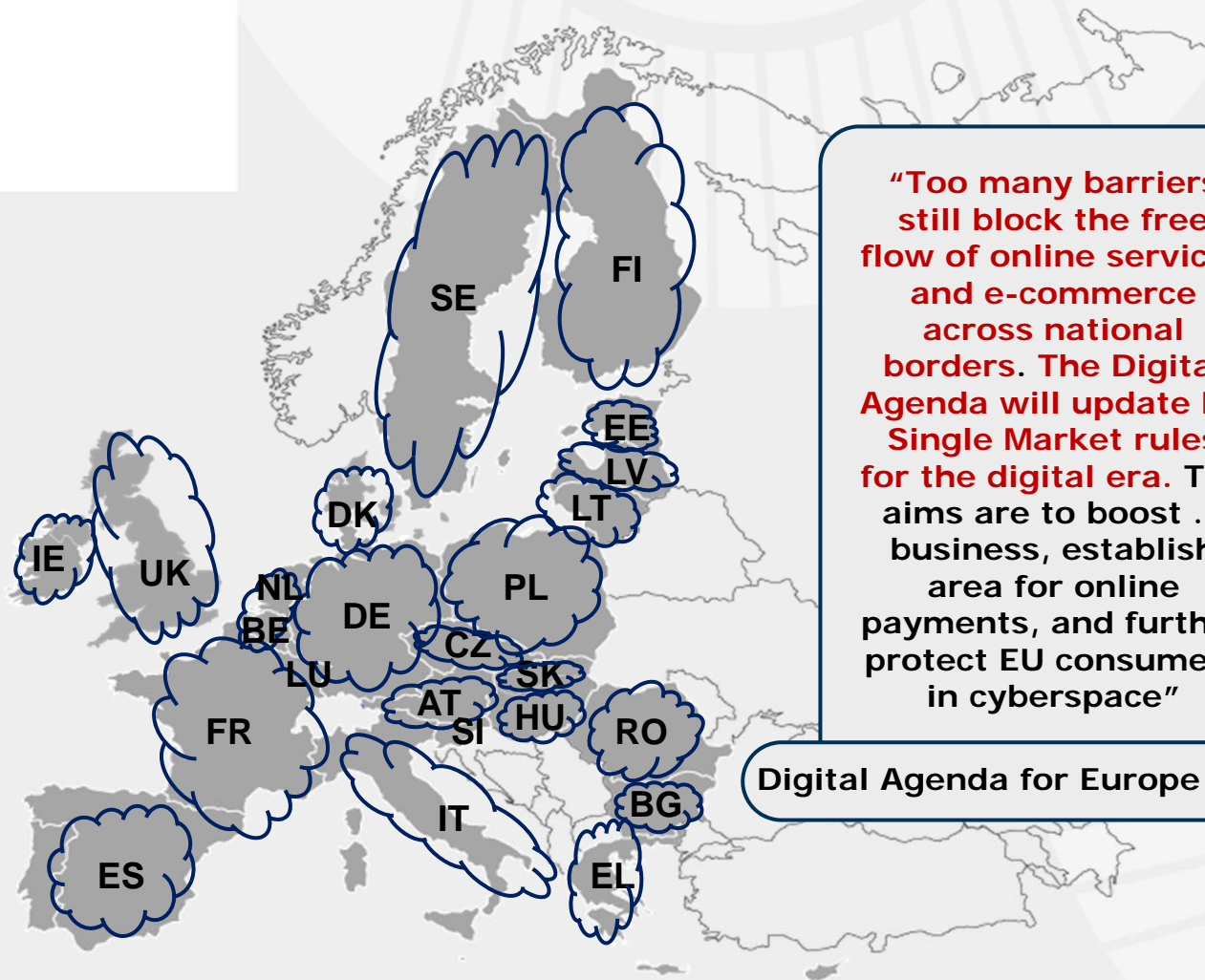
HDM initiative is the effective tool for interregional and sectorial cooperation focused on creation of the pan-European digital single market space

DigitalEurope press release, 17 June 2015



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EU MS Digital Markets in 2010



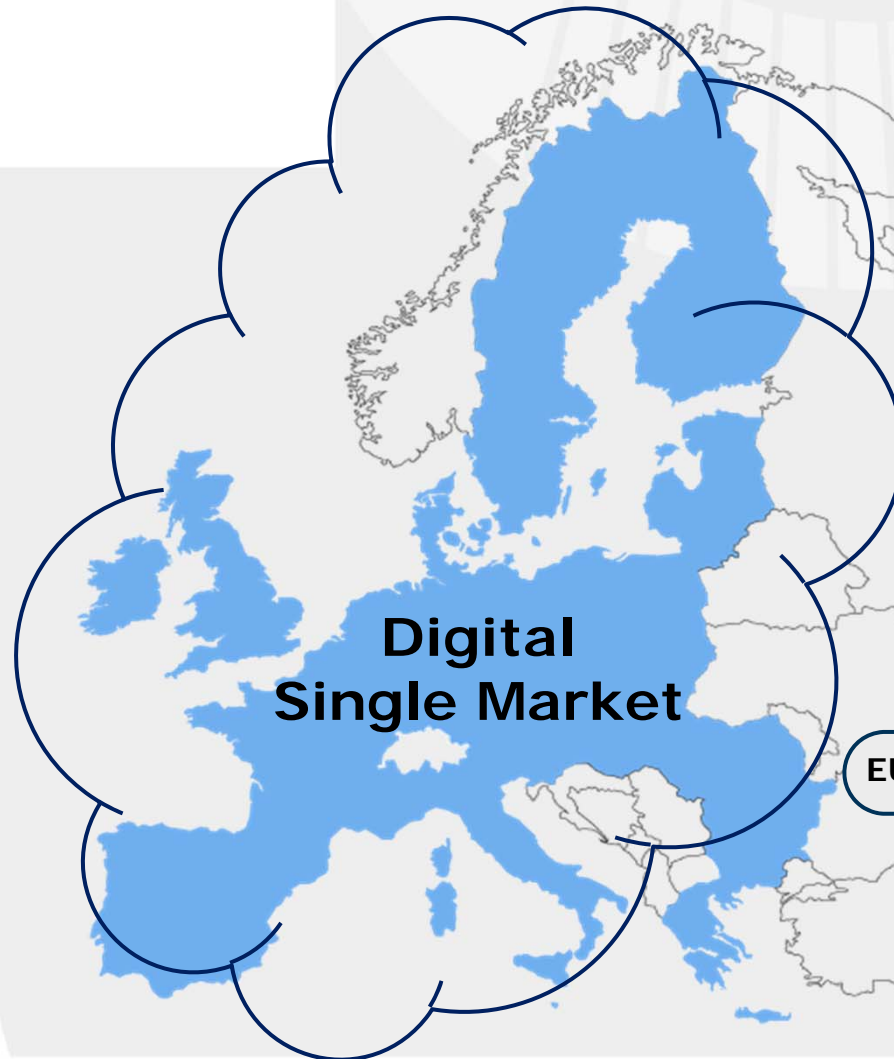
“Too many barriers still block the free flow of online services and e-commerce across national borders. The Digital Agenda will update EU Single Market rules for the digital era. The aims are to boost ... business, establish area for online payments, and further protect EU consumers in cyberspace”

Digital Agenda for Europe



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EU Digital Single Market in 2020



“Completing the Digital Single Market is a key factor in making the EU the most competitive and dynamic knowledge-based economy in the world. Ecommerce and online services ... are crucial to the aims of the 2020 strategy for the internet market, benefiting citizens and businesses through intelligent, sustainable and inclusive growth”

EU Parliament Resolution



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European Commission Support Synergy and Complementarity

DG CONNECT and DG NEAR actions

- ✓ Unit International of DG CONNECT and its International Relations Officer – Mr Vassilis KOPANAS organised three HDM seminars in 2014-2015, initiated HDM Study project and the EaP Ministerial meeting on Digital Economy
- ✓ DG NEAR has provided financing and organizational support for HDM seminars and study

HDM and ENI Regional East Strategy 2014-2020

- ✓ Progressive economic integration, enhanced sector cooperation
- ✓ Regional, sub-regional cooperation, cross-border cooperation

HDM and ENI Regional East MIP 2014-2017

- ✓ Sustainable economic development, integration and sector cooperation
- ✓ SME development, creation of a climate conducive to trade with particular focus on promoting sustainable business models



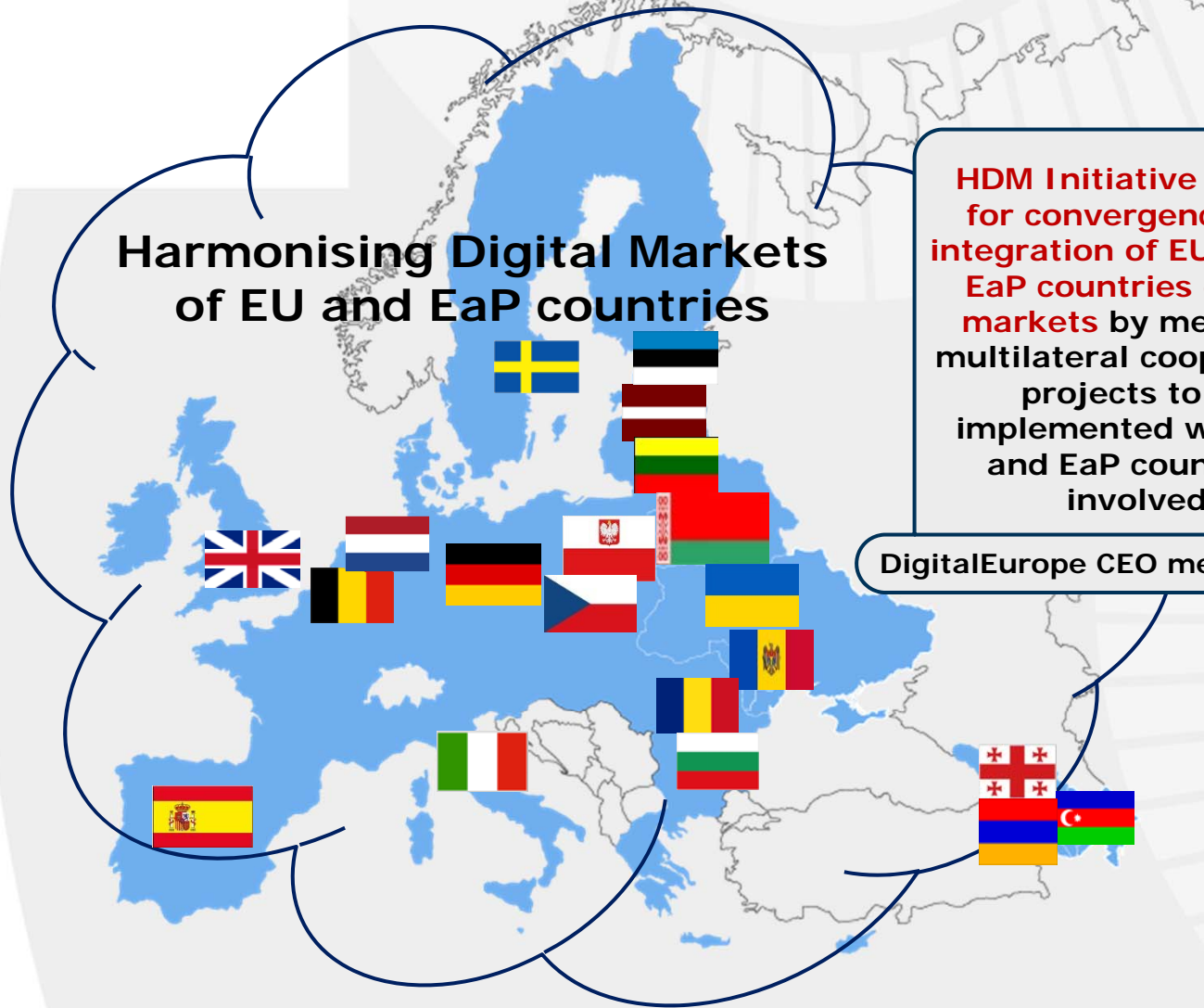
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HDM Initiative countries involved

**Harmonising Digital Markets
of EU and EaP countries**

HDM Initiative stands for convergence and integration of EU MS and EaP countries digital markets by means of multilateral cooperation projects to be implemented with MS and EaP countries involved

DigitalEurope CEO meeting





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HDM Initiative Progress

- **The HDM Study project** has been implemented with the gap analysis and HDM road maps for all EaP countries
- **The HDM Working Group has been formed** and led by INFOPARK (Belarus) with the national HDM coordinators acting in all Eastern Partner countries
- **Cooperation links were established with EECA ICT Cluster** and joint event organised in April 2015
- **HDM Initiative and Panel got the official support in the Declaration of the EaP Summit** held in Riga, May 2015
- **EaP Ministerial Declaration on the Digital Economy was approved** on 11th June in Luxemburg with the list of the priority infrastructure and services areas
- **The portfolio of HDM pilot projects** has been proposed to EC Directorates for consideration



HDM Project Areas (as of EaP Ministerial Declaration)

| | |
|----|--|
| | KEY ENABLERS |
| 1 | Electronic identification and trust services |
| 2 | Network and information security, cybersecurity and cybercrime |
| 3 | ICT-based infrastructures for eTrade |
| 4 | ICT-based infrastructures for research and education |
| 5 | Digital skills |
| | ELECTRONIC/DIGITAL SERVICES |
| 6 | eGovernment |
| 7 | Open Data |
| 8 | eHealth |
| 9 | eCustoms |
| 10 | eCommerce for SMEs |
| 11 | eLogistics & Digital Transport Corridors |
| 12 | Telecom Rules |



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Main HDM Results in Belarus

- **9 HDM project concepts** have been developed in accordance with the priority topics and recommendations of the HDM Study.
- **For 5 of them the project consortiums were founded** with the participation of Lithuanian and Latvian partners as the result of B2B matchmaking events held in Vilnius (2014) and Riga(2015).
- **The Digital Smart Specialization approach** has been developed for the initiative participants and the projects coordination model was proposed to Eastern Partner countries with the **formation of CEE Digital Business Alliance.**



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CEE Digital Business Alliance

- Digital Business Alliance (DBA) has been created with the knowledge of European Commission and is to play the role of **HDM projects coordinator** in Central Eastern European (CEE) region and EaP countries
- DBA was founded in the form of **Public Membership Institution and business union of the digital market experts, HDM partner associations, companies and service providers** to consolidate consulting, marketing, project management and knowledge transfer expertise for the development of digital market infrastructures and services in CEE.
- DBA is to unite the professionals and accumulate resources for **implementation of inter-regional projects and programmes** aiming at the development of harmonized digital market space in CEE countries.



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Your questions are welcomed ...



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