

**[Social and economic purpose of Intelligent systems and services]**

Ladies and gentlemen,

My name is Renee Bergkamp and I am the Director-general of Enterprise and Innovation at the Ministry of Economic Affairs. I am speaking on behalf of the Minister, who has to attend a session of Parliament and cannot be here today. She sends her regrets and wishes you good luck today.

So instead, allow me to pique your interest with a seemingly simple question: what defines our age? Is it the integration of global financial markets? Or how the internet is transforming the way we work and play? Or is it the quest for sustainable sources of energy and other ways to combat climate change?

Perhaps we can agree that the age of man is the age of technology. Aren't we defined by our unique ability to turn ideas and dreams into machines that contribute to a better world? Medical equipment that enables early detection of disease. Chips that power mobile phones and traffic lights. From the first flint axe to the latest gaming gadget, we have shaped – and been shaped by – technology.

At the heart of today's technology are intelligent systems and services, the perfect marriage between hardware and software. Today, as we speak about two key European programmes in this area, I invite you to keep in mind that our work serves a purpose. Intelligent systems and services allow us to create social and economic solutions in areas like healthcare, energy, logistics and security. And they influence the ability of Europe to grow its economy and compete with other regions. Our work touches upon the lives of 500 million people.

**[Embedded systems in the Netherlands]**

The Netherlands has firsthand experience of the social and economic value of intelligent systems and services. IT in general is a pillar of Dutch society. It generates significant economic activity and employment, but also drives more than 40% of innovation in other industries in which we compete successfully. Intelligent systems and services in particular contribute significantly to innovation in areas like high-tech materials, health care, the automotive industry and consumer products.

Consider three examples. Some 60% of all chips worldwide are produced on equipment made by ASML. The equipment in itself is a sophisticated embedded system able to achieve nano-scale precisions required for modern chips. And these chips, in turn, power software-intensive systems and services.

Another example is TomTom, a producer of personal navigation systems. Powering the little devices we see in so many cars today is an algorithm that was developed in the 1950s at the CWI, our national

centre for mathematics and computer science. TomTom is a commercial success, and a social saviour too, for those who have experienced the misery of being utterly lost in an unknown city!

The third example is right here in my hands: it's an e-reader developed by a Dutch company. It uses e-paper that was developed through an ITEA project. I am not sure what Gutenberg would have said, but its products such as these that make a difference in our lives.

The Netherlands has succeeded in creating one of Europe's finest intelligent systems and services industries. This is the result of decades worth of investments in ecosystems of innovation and valorisation. Our vision is one of public-private partnerships in which the government, private sector and research institutes work together on joint goals from a common vision, often with partners from across Europe.

Point One - our nation's innovation programme for nano electronics, embedded systems, and mechatronics - embodies this holistic approach. Set up in 2006 with the combined effort of 150 partners, Point One focuses on innovation, R&D, involving SMEs and investments in human capital. More than a set of projects, Point One is a vibrant ecosystem in which government, business and academic partners work together.

Point One also ties in seamlessly with the work of European partners, for example through its support of ITEA's Cantata project. This project aims to tap the commercial potential of 'content aware systems', or the intelligent use and interpretation of multimedia content. Partners from seven countries participate, including Philips Medical, a leading producer of medical imaging equipment, who is using the intelligence to help doctors detect disease. Another partner is VDG-securities, an SME whose security cameras can recognise crimes in progress and read licence plates. This projects shows how ecosystems can work in practice to tackle social issues in areas like security and health.

Bolstered by such tangible results, we have decided to push forward with the second phase of Point One's strategy. This calls for an addition €153 million investment in five specific business areas: healthcare; energy and power; IT; lifestyle and leisure and transport logistics and security. These areas are commercially interesting and socially relevant.

#### **[Dutch vision on ITEA and ARTEMIS]**

This investment also signals our ongoing commitment to ITEA2 and ARTEMIS. For us, investing in intelligent systems and services means investing in the future of the Netherlands and the future of Europe. If Europe is to improve its global competitiveness, stimulate innovation and create market opportunities, we must bundle our forces.

That is why the Dutch have always supported both programmes, financially and otherwise. Our commitment to the ITEA and ITEA2 programmes has so far amount to €120 million, putting us second

behind France, ITEA's headquarters are located in the Netherlands and the Dutch played a pioneering role in the establishment of the organisation. Philips is one of the driving forces behind ITEA.

### **[ITEA2 within the context of EUREKA]**

ITEA and ITEA2 have set a standard for bundling forces and combining national efforts in specific sectors. This way, EUREKA has made an important contribution to the ERA, specifically by fostering large strategic projects of high value that foster R&D cooperation between large companies, SMEs and research institutes. The industry-driven EUREKA clusters are – and should remain - very important pillars in the EUREKA network.

We also wholeheartedly support ARTEMIS. ARTEMIS complements the work of ITEA and creates a sea of opportunities for a broader range of EU member states to participate. By casting a wider net, we believe Europe as whole can capture a large slice of the worldwide pie in embedded systems. ARTEMIS also means we are better able to attract talent from within Europe and abroad.

Now, some believe that ARTEMIS could double the efforts of ITEA2, that having two programmes spreads our efforts too thin. That is why the Dutch have pushed for clear and transparent decision-making at the heart of the ARTEMIS programme. This clarity will allow us to choose the best-possible projects and ensure that we complement rather than obstruct the work done through ITEA.

The British say: the proof of the pudding is in the eating. Tomorrow will show us whether ARTEMIS is indeed able to decide transparently, when the first historic meeting takes place to select the first batch of projects from a shortlist. I wish ARTEMIS the wisdom to opt for the best projects with the clearest social and economic benefits.

### **[Concluding remarks]**

Ladies and gentlemen,

I am confident about the future of ITEA and ARTEMIS. I am confident about their ability to produce the best that Europe has to offer, so that Europe as a whole can remain prosperous and strong. That is why, in principle, the Dutch remain committed to both programmes. I call on all other participating countries to follow our lead and to strengthen their commitment in turn.

Having said that, it is wise to continue evaluating the merits of both programmes. Money, projects and partners alone do not guarantee results. In order to translate our vision into results, governments, businesses and R&D partners need to work closely together. We need to align our interests and pool our resources. Your involvement in events like today's conference is a step in the right direction.

Together, there is much that we can still achieve in our life time. We are all contributing to our present and to our future. To better health care for our growing elderly population. To better mobility to

streamline the flow of goods across the planet. To consumer products that make our life easier and safer. A wiser, more efficient use of energy. Intelligent systems and services could do for society what miniature transistors did to IT industry in its early stages. Perhaps the age of technology has only just begun.

Thank you.