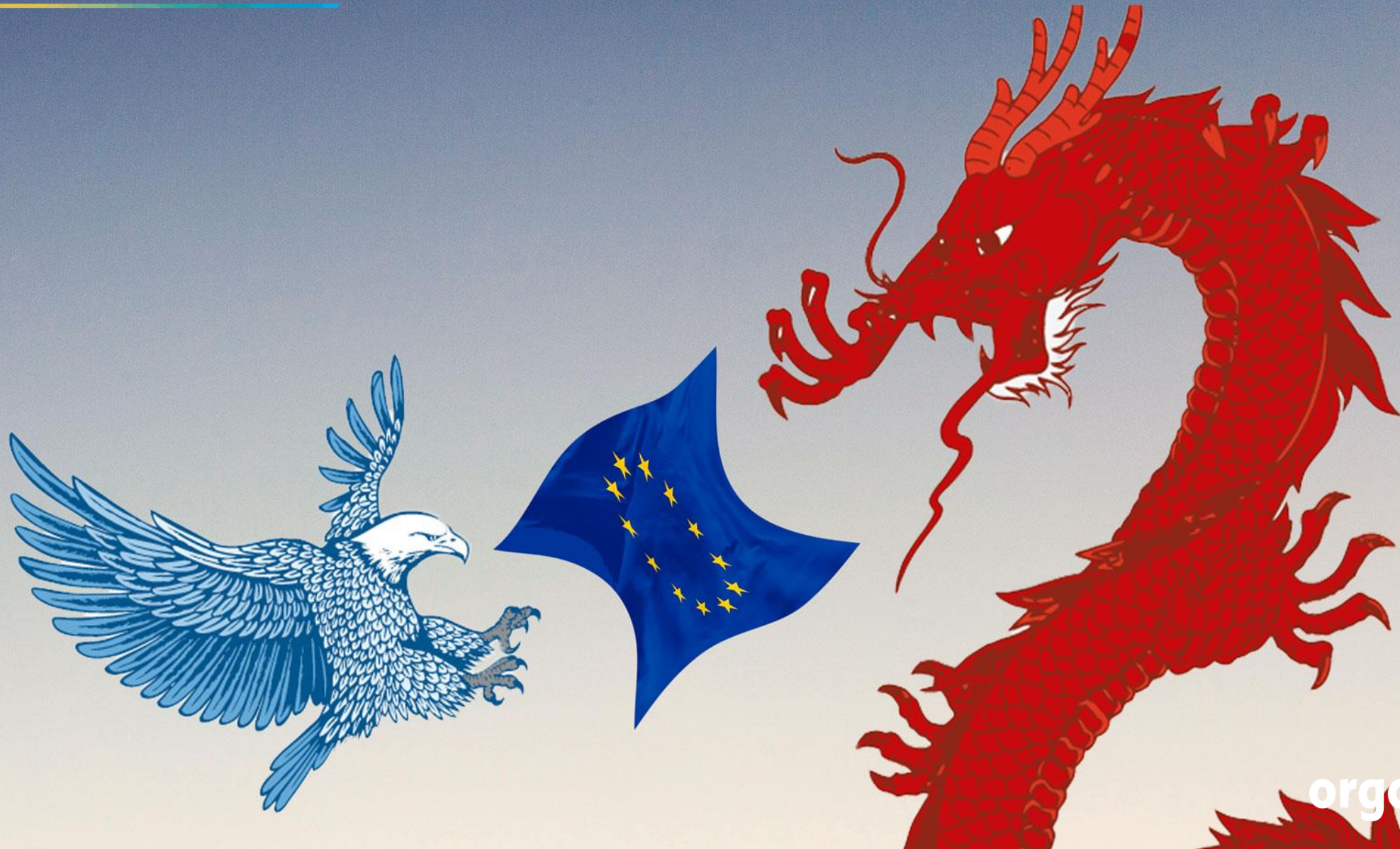




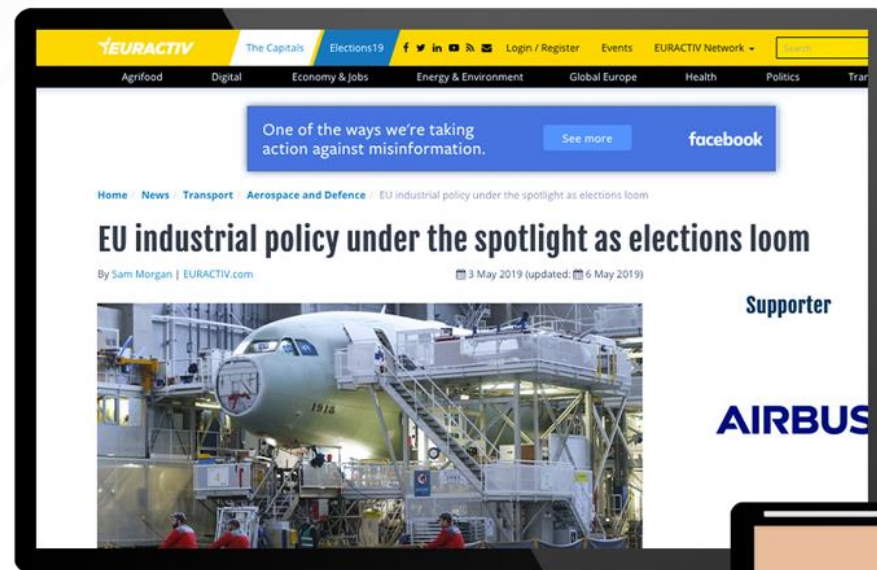
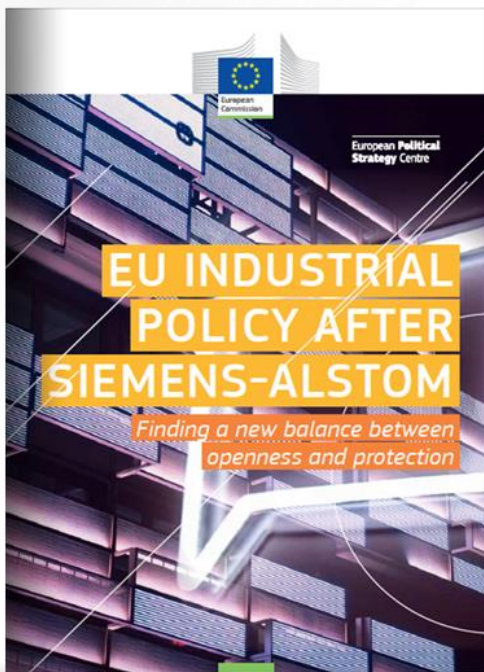
Rethinking Industrial Policy: The Cornerstone of Societal Transformation

Manufacturing Performance Days - 4 June 2019

A global battle for technology supremacy...



Industrial policy is back



Our collective voice matters

Annual turnover



2,171
billion euro

- similar to the **GDP of France**

Direct employment



11.2
million people

- around **30%** of the total in EU industry

Annual exports



567
billion euro

- that's around **1/3** of EU manufactured exports



20
30

An industry vision
for a renewed
Europe

Strategic Imperative 1

EMBRACE

Embrace the innovation-led transformation of European industry



Strategic Imperative 2

ENABLE

Enable European industry's long-term
global leadership



Strategic Imperative 3

TRANSFORM

Transform societal challenges
into future drivers of prosperity



How we can set the agenda



Every company has a role to play

Reframe “technology”

Put people at the heart

Claim our leadership



SHAPING A FUTURE THAT'S GOOD.

