

**Developing a Vision Statement
for the industry:**

The LT Innovation Agenda

LT-Innovate Workshop
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The Vision Statement



***“The European LT industry
will build a language-neutral
Digital Single Market
before the end of the decade”***

The Vision's KPI

Structure and operations of Europe's LT industry

1. Ecosystem of demand driven co-operation clusters
2. Continuously rolling out innovative services
3. Delivering over an industry-wide infrastructure
4. Listened by policymakers
5. Attractive for investors, skilled labour and allies
6. Co-ordinated and aligned with research institutions

The Vision's KPI (2)



Europe's LT industry Market performance

1. Sustained growth of industry sales and profits:

- from the creation of new markets
- from gains in market-share in existing demand segments.

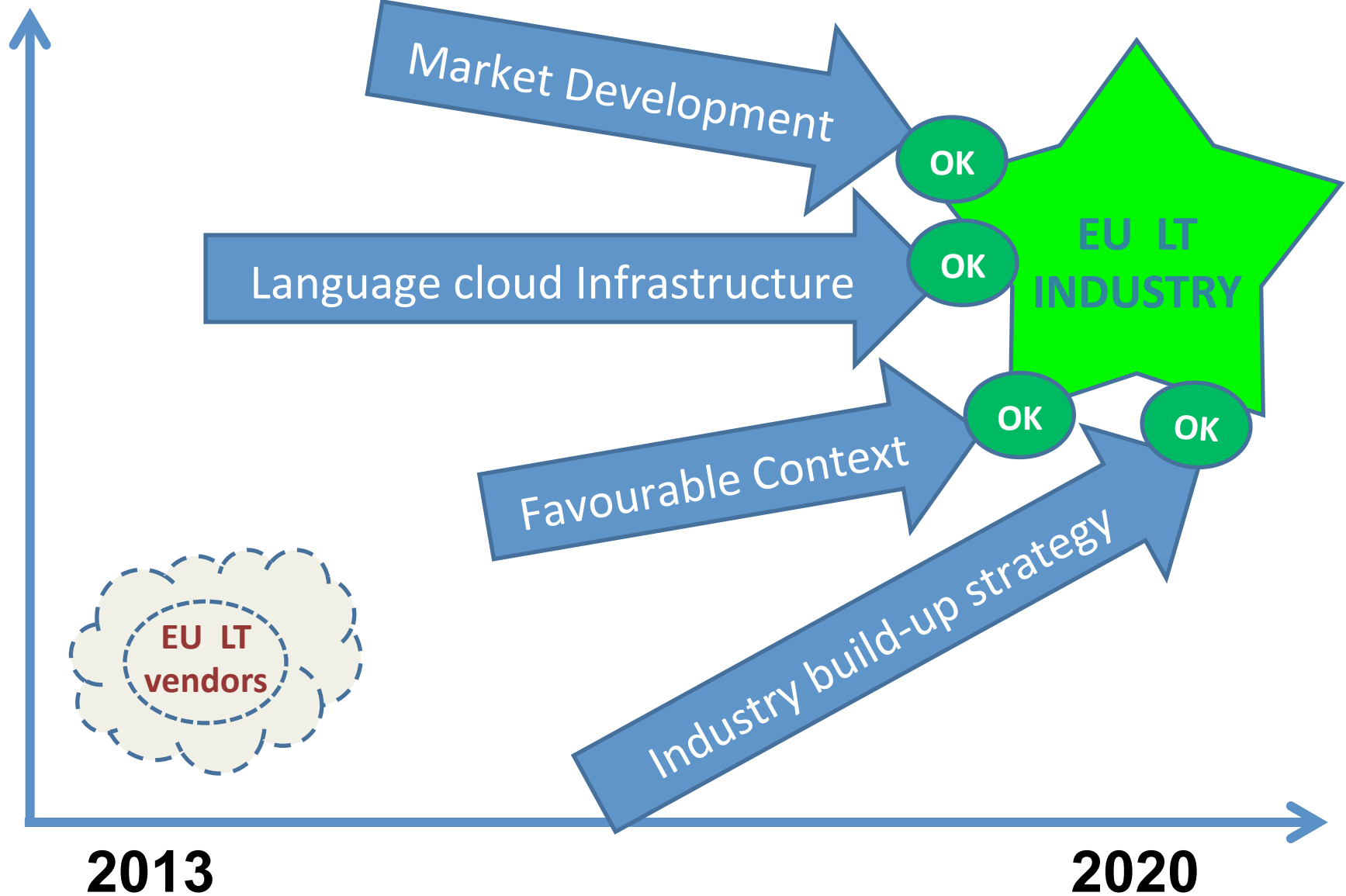
2. Established as leading LT suppliers for:

- key European demand sectors
- solutions for languages spoken only in the EU
- solutions based on world languages native to Europe
- cross-language solutions using European languages and major non-European languages

3. Brand image: Globally significant sector

Enabling The Vision

Market Position



Enabling The Vision



Securing a Favourable context

Collaboration with related policymakers, by providing inputs and co-guiding initiatives aimed at:

Establishing legal frameworks and policies

- lowering barriers
- creating economies of scale
- fostering skills

Securing Industry leadership in innovation-driven R&D initiatives and projects

Enabling The Vision



LT Industry build-up strategy

- Promoting the industry as a whole
- Developing alliances within the industry
- Sharing and leveraging usage of key industry assets
- Monitoring progress of the LT industry
- Collaboration with stakeholders beyond the LT industry