



DIGITAL SINGLE MARKET BULLETIN JUN 2018

- **Minister Breen Hosts Successful D9+ Ministerial Meeting on Artificial Intelligence**
- **Ireland Now Ranked Sixth in European Digitisation Index**

Further Reading: More in depth updates and commentary on the Digital Single Market agenda is available at:

https://ec.europa.eu/commission/priorities/digital-single-market_en

This Bulletin is issued by the Minister of State for Trade, Employment, Business, EU Digital Single Market and Data Protection. The Department of Business, Enterprise & Innovation’s Digital Single Market and Digital Economy Unit supports the Minister of State on DSM issues with the cooperation of the members of the Digital Single Market Interdepartmental Committee.

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MINISTER BREEN HOSTS SUCCESSFUL D9+ MINISTERIAL MEETING ON ARTIFICIAL INTELLIGENCE

Mr Pat Breen, T.D., Minister for Trade, Employment, Business, EU Digital Single Market and Data hosted a very successful Ministerial level meeting of D9+ EU countries at the Digital Hub on 15 May, under the theme of Artificial Intelligence (AI). All D9 countries (Sweden, Finland, Denmark, UK, Ireland, Belgium, the Netherlands, Luxemburg and Estonia) participated alongside the D9+ countries, Poland and Czech Republic). All countries present, including Ireland, recently signed a European Commission Declaration on Artificial Intelligence.



Minister Breen with D9+ group delegates at the Digital Hub

The focus of the D9+ group is on delivering strategic oversight on the optimal application of digital policy and acting as a forum for exchange of best practice. The event served to provide updates on the latest developments at OECD, EU and individual Member State level on artificial intelligence, as well as to showcase Irish companies operating in this sphere. The meeting was therefore useful as a means of re-enforcing Ireland’s position as a digital frontrunner as measured on the Digital Economy and Society Index (DESI) – see separate article.

The highlights of the meeting included:

- An OECD perspective on AI, by Dirk Pilat, a Deputy Director in the OECD,
- An overview of the current European Artificial Intelligence context, from Prof. Barry O’Sullivan, who is the current Deputy President of the European Association for AI ,

- A presentation on the EU Commission’s guidance on Artificial Intelligence, from Khalil Rouhana, Deputy Director General of DG CNECT, and
- A presentation on the Finnish National Artificial Intelligence Strategy.

These presentations were followed by a Ministerial roundtable discussion which, in general, supported the three-pillared European approach to AI (AI uptake, socio-economic positioning and development of an ethical and legal framework).



Minister Breen with fellow Ministerial colleagues from (l-r) Poland, the Netherlands, Sweden, Finland and the Czech Republic at the D9+ meeting

Dr. Orlaigh Quinn, Secretary General of the Department of Business, Enterprise and Innovation, introduced an overview Irish Artificial Intelligence Ecosystem, which featured presentations by three of the Department’s enterprise agencies (Enterprise Ireland, IDA and SFI), as well as from the University of Limerick in relation to the new M.Sc in Artificial Intelligence, which is commencing in September 2018.

The meeting also provided an opportunity to showcase the work four Enterprise Ireland client companies – Artomatix, Aylien, Boxever and Nuritas – are doing in the Artificial Intelligence sector.

[Artimatix](#) bring AI to digital art creation. The company uses Texture Synthesis and Deep Learning algorithms at the cutting edge of R&D to create a new generation of products for artists that automate previously manual tasks and maximise creativity. Automates many art creation tasks for the video game & movie industries.

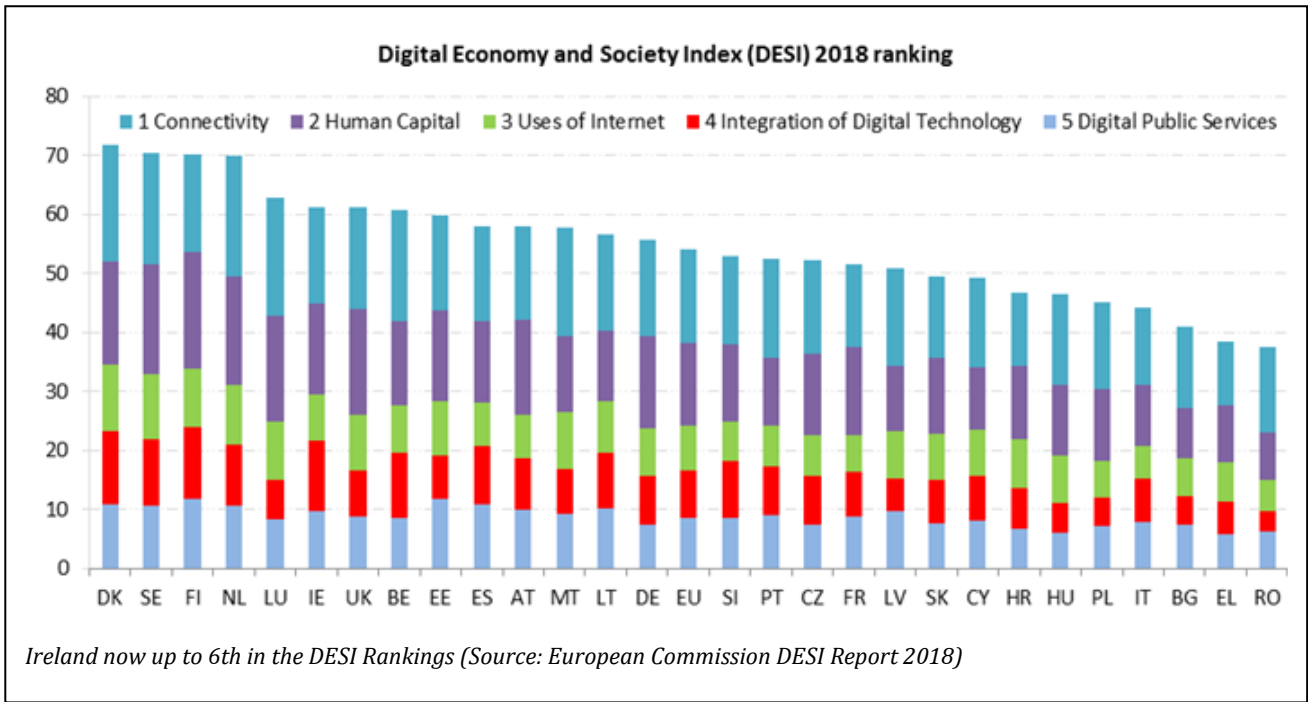
[Aylien](#) provide AI-driven content analysis solutions that bring the power of NLP to the masses. They help developers, data scientists, and marketers understand human-generated textual content at scale... offering API and platform based solutions.

[Boxever](#) is the leader in data science and omni-channel personalization solutions for airlines and travel companies. Boxever’s Customer Intelligence Cloud enables travel marketers to build a 360 degree view of every customer and apply predictive analytics and machine learning to automatically create personalized, one-to-one marketing experiences that lead to higher conversion rates, increased revenue and truly differentiated customer experiences.

[Nuritas](#) combines artificial intelligence and genomics to discover and unlock natural Bioactive Peptides with extraordinary health benefits. Their proprietary platform targets, predicts and unlocks novel bioactive peptides from everyday food sources.

IRELAND NOW RANKED SIXTH IN EUROPEAN DIGITISATION INDEX

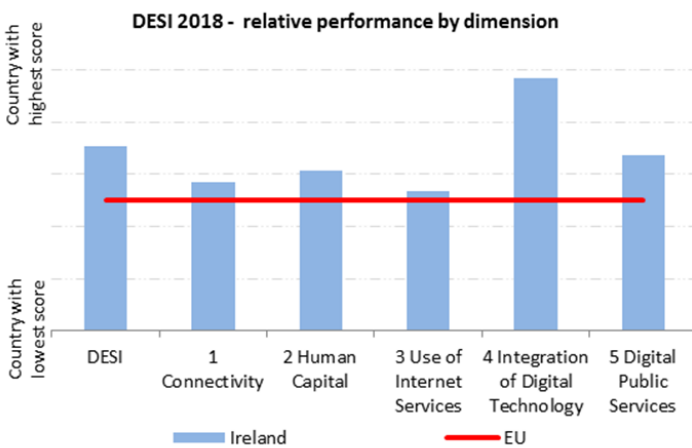
On 18 May 2018, Mr Pat Breen, T.D., Minister for Trade, Employment, Business, EU Digital Single Market and Data Protection welcomed the announcement from the European Commission that Ireland has moved up three places – to 6th from 9th – in the EU Digital Economy and Society Index (DESI) Report for 2018 compared to 2017.



The DESI is a composite index that summarises five relevant indicators (Connectivity, Human Capital / Digital skills, Use of Internet by Citizens, Integration of Digital Technology by Businesses, Digital Public Services) on Europe’s digital performance and tracks the evolution of EU member states in digital competitiveness. The 2018 DESI Report shows that Ireland is now ranked as the 6th most advanced digital economy in the EU – the top five countries are; Denmark, Sweden, Finland, Netherlands and Luxembourg.

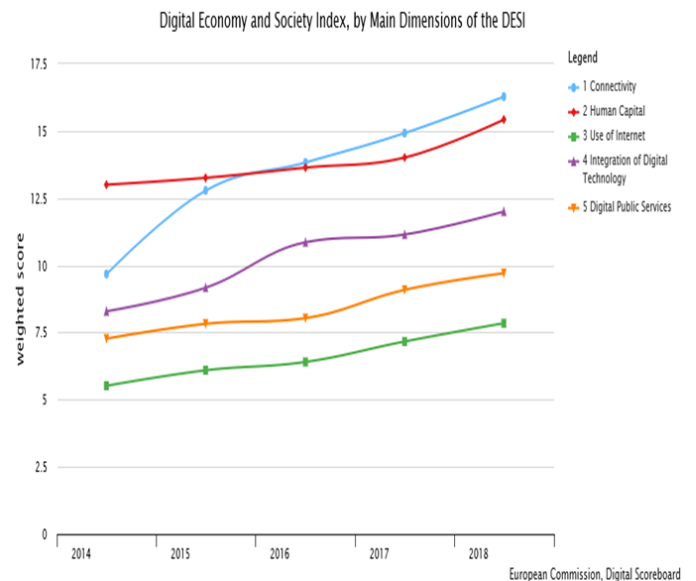
SMEs embraced e-commerce. Internet users increasingly take advantage of high-speed infrastructures and also make good use of online public services.

Ireland improved in the DESI Index rankings since 2014, having moved from 11th to 6th, and is regarded as a digital frontrunner because of its prominent placing. Ireland is top of the rankings for Science, Technology, Engineering and Maths (STEM) graduates, Small and medium Enterprises (SMEs) Selling Online, eCommerce Turnover, SMEs Selling Online Cross-border and Open Data.



Ireland ranks highly (3rd in EU) in terms of integration of digital technology

The Report for 2018 shows that Ireland improved our performance in 22 of the 30 comparable indicators within the Index. Ireland ranks very highly when it comes to the integration of digital technologies by businesses, mostly because many



Irish progress across 5 main DESI indicators: 2014-2018