

Towards stronger representation of the business ICT demand side

EuroCIO and INTUG join forces to ensure better representation of the interests and needs of ICT business users towards international and European institutions and ICT service providers, to improve the balance between the representation of business users and of ICT service providers.

In discussions about electronic communications and digital transformation, the needs and perspectives of business users are all too often neglected, with greater focus being placed on protecting private consumers. At the same time, we observe that in regulatory discussions, ICT service providers are very well represented.

Yet, meeting the digital technology and legislation needs of business users has been shown to be a key element in accelerating domestic and international economic growth.

To ensure that the voice of the business user is clearly heard, the European CIO Association (EuroCIO) and INTUG have agreed to work closely together to actively promote professional users' interests at the international and European levels.

EuroCIO is the European Association of CIOs of major global European companies, and is associated with the national bodies of CIOs representing local companies. EuroCIO now represents more than 1000 CIOs and companies.

INTUG is the international association of business users of telecommunications, working on the issues of "the connected company", with members across Europe and beyond establishing a global presence.

Both organizations are mandated to represent their members' needs to formulate positions about regulatory issues. By working together, INTUG and EuroCIO will endorse each other's viewpoints, creating more impact while increasing the efficiency of both organizations.

The two have already begun to collaborate in areas such as a [Proposal for a Software Publishers' Code of Conduct](#). The ultimate goal of this document is to provide legal certainty and to create unambiguous software licensing contracts that offer a clear definition of rules and responsibilities for both software publishers and customers.

Other shared topics for collaboration include roaming, the European general data protection regulation (GDPR), Privacy Shield implementations and impact, and EU actions on cloud standards and certifications.

"In addition to strengthening our representation on the issues both associations already address, this cooperation will allow us to work decisively on new domains, to enhance the scope of the services we provide to our members," says Freddy Van den Wyngaert, Chairman of the Board of the European CIO Association.

"This cooperation will bring value to both INTUG's and EuroCIO's members," comments Danielle Jacobs, Chairman of INTUG. "INTUG's mission is to bring down all the barriers companies face when developing their ICT strategies. I am convinced the collaboration with EuroCIO will reinforce our efforts."

Contact

Freddy Van den Wyngaert, Chairman of the Board of The European CIO Association

fvandenwyngaert@eurocio.org

Jérôme Fourmont, Network Director The European CIO Association jfourmont@eurocio.org

Danielle Jacobs, Chairman of the Board INTUG – Tel +32 495 10 88 51

Danielle.jacobs@intug.org

Freddy Van den Wyngaert	Danielle Jacobs
	