

Peter Diry

Minister Counsellor for Digital Policy, EU Delegation to the UAE



Before taking up his current post of Minister-Counsellor for Digital Policy in the Delegation of the European Union to the United Arab Emirates, Peter Diry has worked for the European Commission in the design, rollout and implementation of European cooperation programmes on Research and Innovation, such as eTEN, FP7, CIP/IST-PSP and Horizon 2020.

Peter Diry studied in Austria and the US before completing his engineering degree in computer science at the Technical University of Vienna. Starting in 1984 he worked mostly in industry, but also for the United Nations and an NGO before joining the European Commission in 1997.

The Digital Single Market Strategy of the European Union

The Digital Single Market Strategy of the European Union was adopted in May 2015 as policy response to the opportunities and challenges of the digital revolution. It can serve as useful example for the Arab Region of a digital economy strategy spanning a wide variety of countries, cultures and languages.

A Digital Single Market (DSM) is one in which the free movement of persons, services and capital is ensured and where the individuals and businesses can seamlessly access and engage in online activities under conditions of fair competition, and a high level of consumer and personal data protection, irrespective of their nationality or place of residence.

The Digital Single Market Strategy of the European Union is built on three pillars:

1. Access: better access for consumers and businesses to digital goods and services across Europe;
2. Environment: creating the right conditions and a level playing field for digital networks and innovative services to flourish;
3. Economy & Society: maximising the growth potential of the digital economy.

The Digital Economy and Society Index (DESI) tracks the progress made by the member states in terms of their digitization and is part of the digital scoreboard, which measures the performance of Europe and the Member States in a wide range of areas, from connectivity and digital skills to the digitization of businesses and public services.

Building on the Digital Single Market strategy and its achievements over the past years, the newly proposed Digital Europe Programme is planned to invest €9.2 billion from 2021-2027. The Programme aims to reinforce EU digital investment in five key areas, namely high performance computing, artificial intelligence, cybersecurity and trust, digital skills and ensuring a wide use of digital technologies across the economy and society.