



# Enabling the networked society

Ulf Pehrsson, VP government & industry relations  
ericsson

# Agenda

- Business Europe Update
- This is Ericsson
- Broadband and socio-economic benefits
- Networked society

# What is **BUSINESSEUROPE**?



- 41 members (national industrial and employers' federations) in 35 countries
- Representative of more than 20 million small, medium and large companies
- A Social Partner

## Mission

- ✓ Actively promote and represent business in Europe
- ✓ Advocate a favorable and competitive business environment to foster sustainable economic growth

## Purpose

- ✓ Influence EU policies to create a business-friendly environment

# BUSINESSEUROPE priorities for the EU Single Market

- More integrated European single market for services
- Create a true digital single market in the EU
- European framework for financial markets
- Improve goods circulation
- Increase cross-border opportunities for companies
- Complete trans-European networks
- Liberalize network industries
- Fair and open public procurement



## EU single market topics with international relevance

### Digital single market

- Key for Europe's global competitiveness
- Need to encourage investment and promote European players

### Revision of the Standardization Package

- Standards are essential for European global competitiveness
- Achieve global market access with '*one standard, one test, accepted everywhere*'
- Standards should be market-driven, voluntary and international

### EU and third countries procurement markets

- A level playing field is needed
- EU companies need fair trading conditions with their non-EU counterparts



# Trade between Australia and the EU

EU → Australia's 3<sup>rd</sup> largest trading partner

EU → Firms have invested in total 136 B AUD in Australian economy, directly creating 500 000 jobs and indirectly(1.6 Million)\*

EU → Home to consumers equaling US, Canada, Japan\*

EU → Relative improvements of APAC/AUS is not a zero-sum-game\*

Trade relations could be strengthened by:

- ✓ conclusion of an ambitious and comprehensive DOHA deal
- ✓ strategic discussion on mining and raw materials supply
- ✓ Australia to join WTO government procurement agreement
- ✓ Australia to address market access barriers identified by EU

\* Source: José Manuel Barroso, Sydney 6 September 2011



# Ericsson – a global company

- Global leader in the ICT industry
  - Presence in more than 180 countries
  - Sales 28 billion USD, of which
    - APAC 24% (US 23%, EU 22%)
  - 98,000 employees, of which:
    - 50,000 in Services
    - 22,000 in R&D
- 

# Ericsson – driving innovation

- Strong R&D commitment  
(4.2 billion USD, 15 % of sales)
- More than 1 out of 5 employees in R&D (22,000)
- Successfully driving industry standards  
(GSM, WCDMA, HSPA, LTE)



> 500 patents  
filed each year

> 27,000 granted patents  
worldwide

Leading holder of  
GSM/UMTS/WCDMA/LTE  
patents

# Broadband benefits society

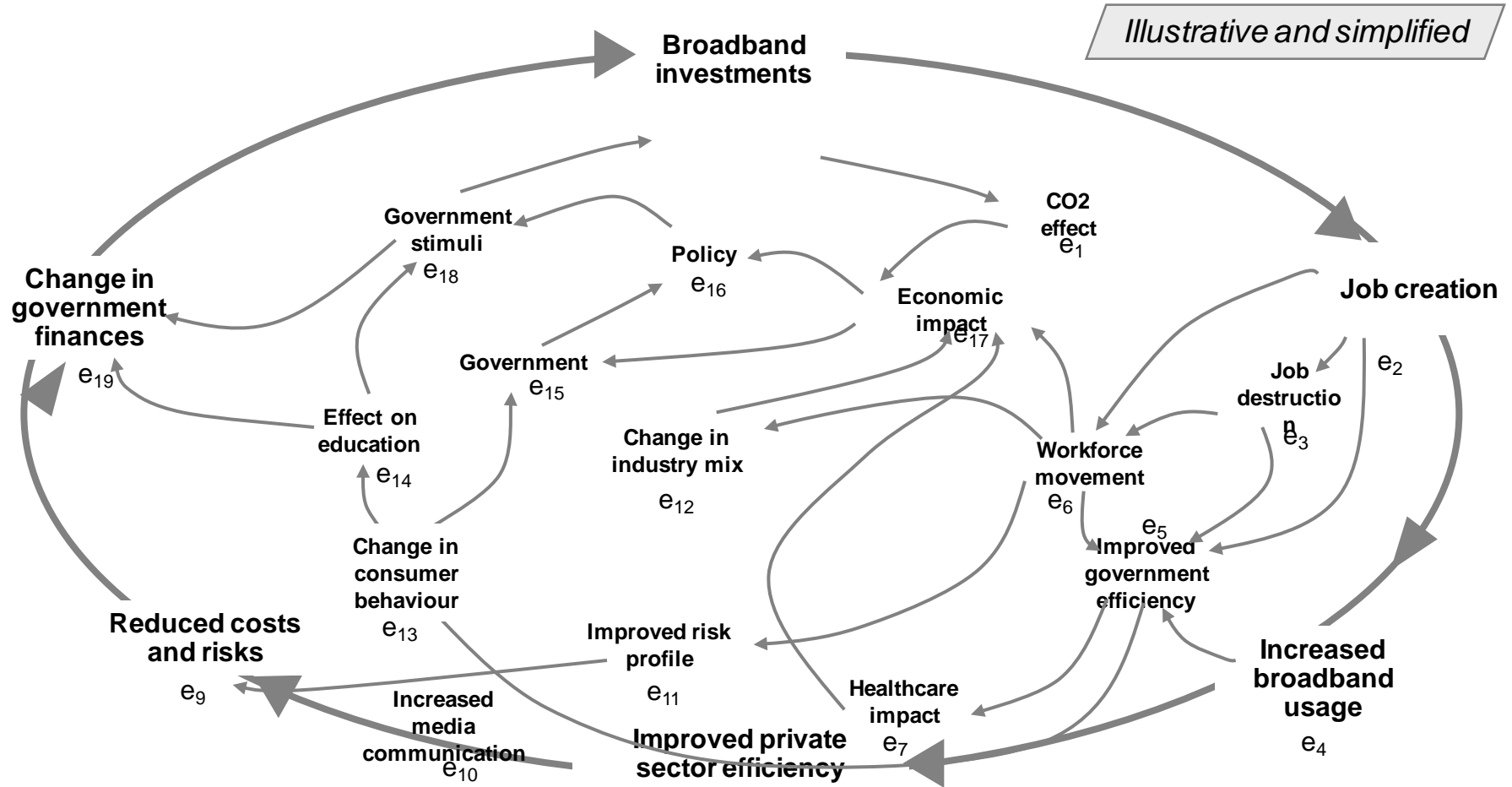
## Individuals, businesses, & governments



**MAKING SENSE OF GOOD FORTUNE**

Ai GROUP NATIONAL FORUM 2011

# The effect of infrastructure investments is a complex web of interdependent variables



Source: Arthur D. Little analysis

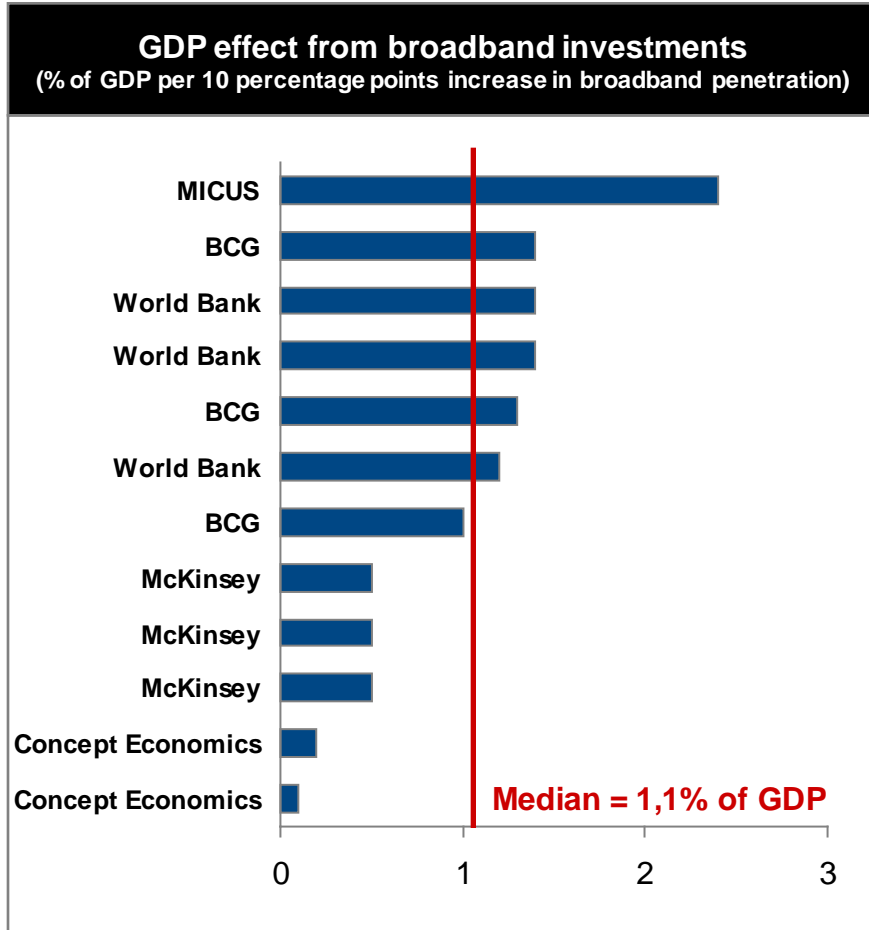
**MAKING SENSE OF GOOD FORTUNE**

Ai GROUP NATIONAL FORUM 2011

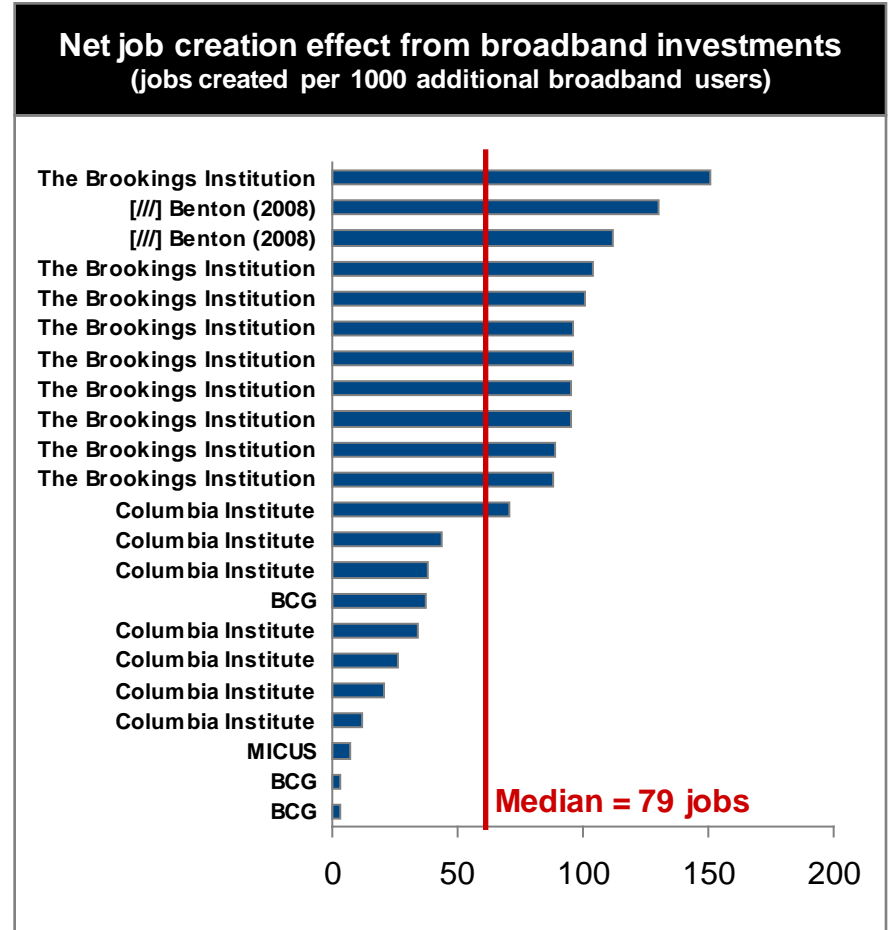
$e_8$

# Economic effects summary

Study results vary due to differences between countries and research methods.



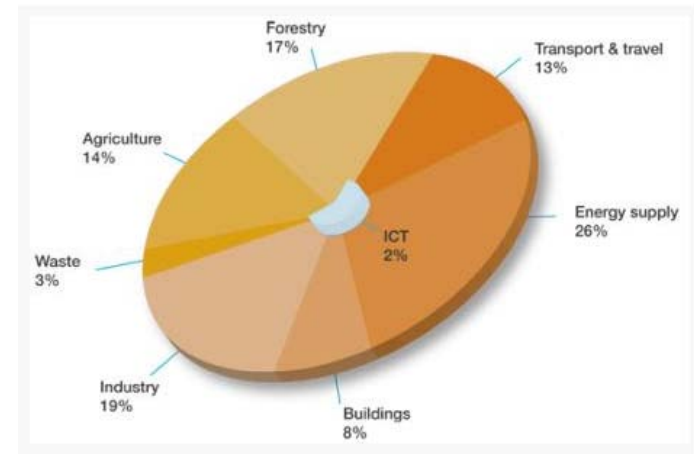
Source: Arthur D. Little analysis



# Addressing The climate challenge – key role for ICT

- ICT = 2% of global CO<sub>2</sub>

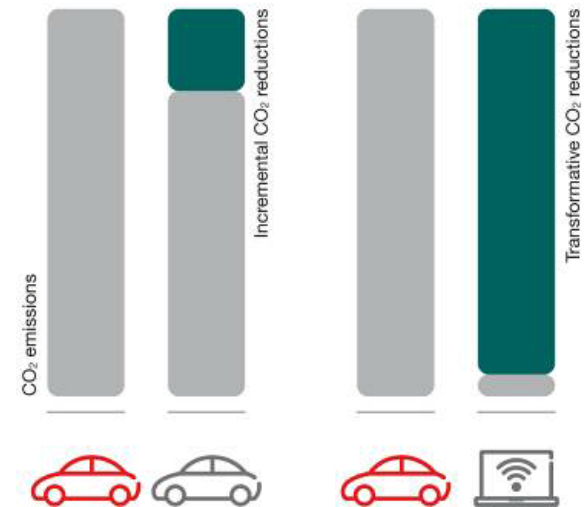
*Our focus to reduce our own footprint*



INCREMENTAL AND TRANSFORMATIVE CHANGE

- ICT key to reduce 98%

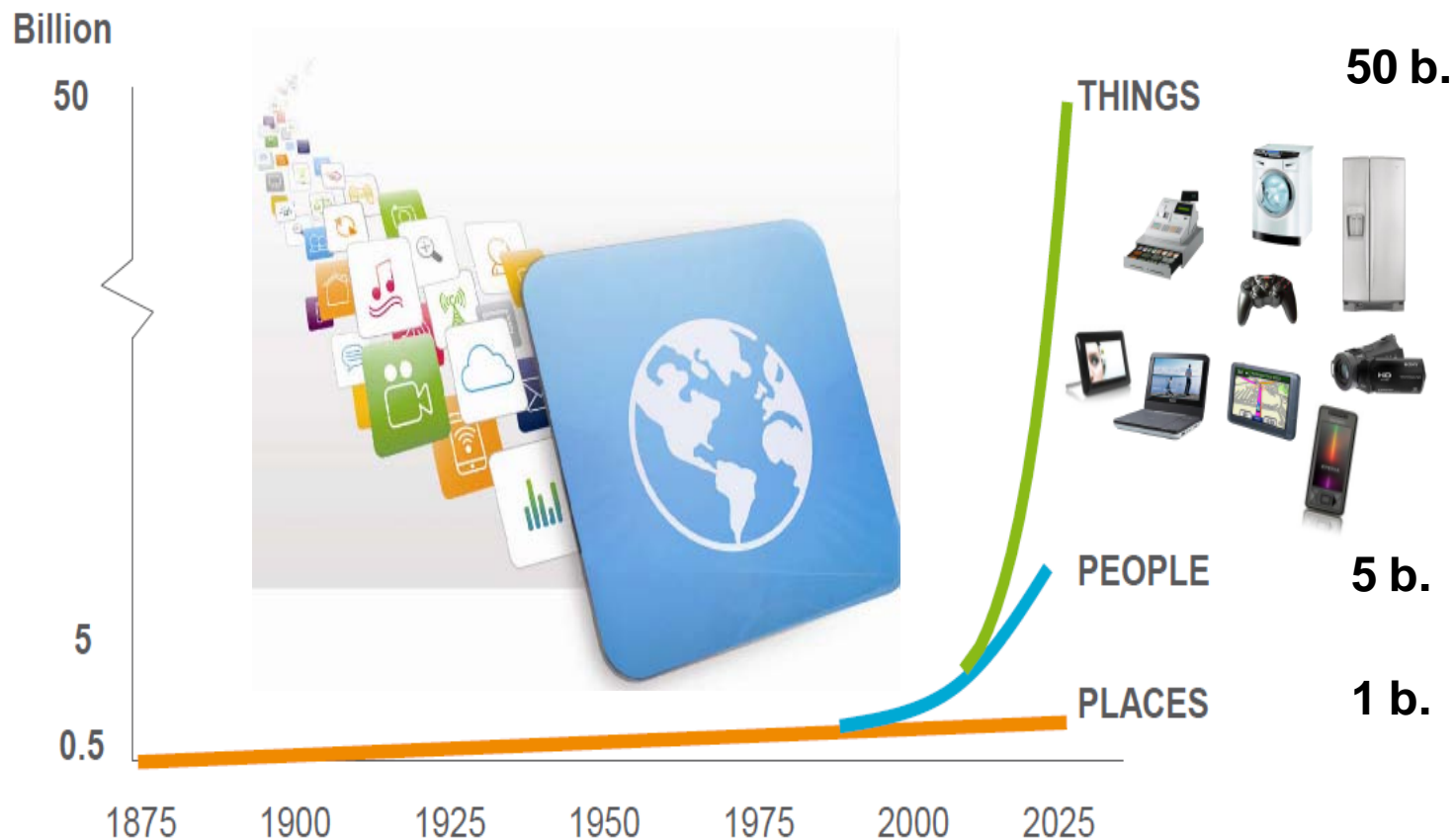
*Our focus on enabling solutions*



# Vision

In the networked society  
people, knowledge, devices,  
and information are  
networked for the growth of  
society, life and business.

# Towards the networked society



Source: Ericsson

**MAKING SENSE OF GOOD FORTUNE**

Ai GROUP NATIONAL FORUM 2011

 AUSTRALIAN INDUSTRY GROUP

# THINGS WE THINK

By 2020, everything  
that benefits from a  
network connection  
will be connected.

# Technologies for The networked society



**Mobility**



+



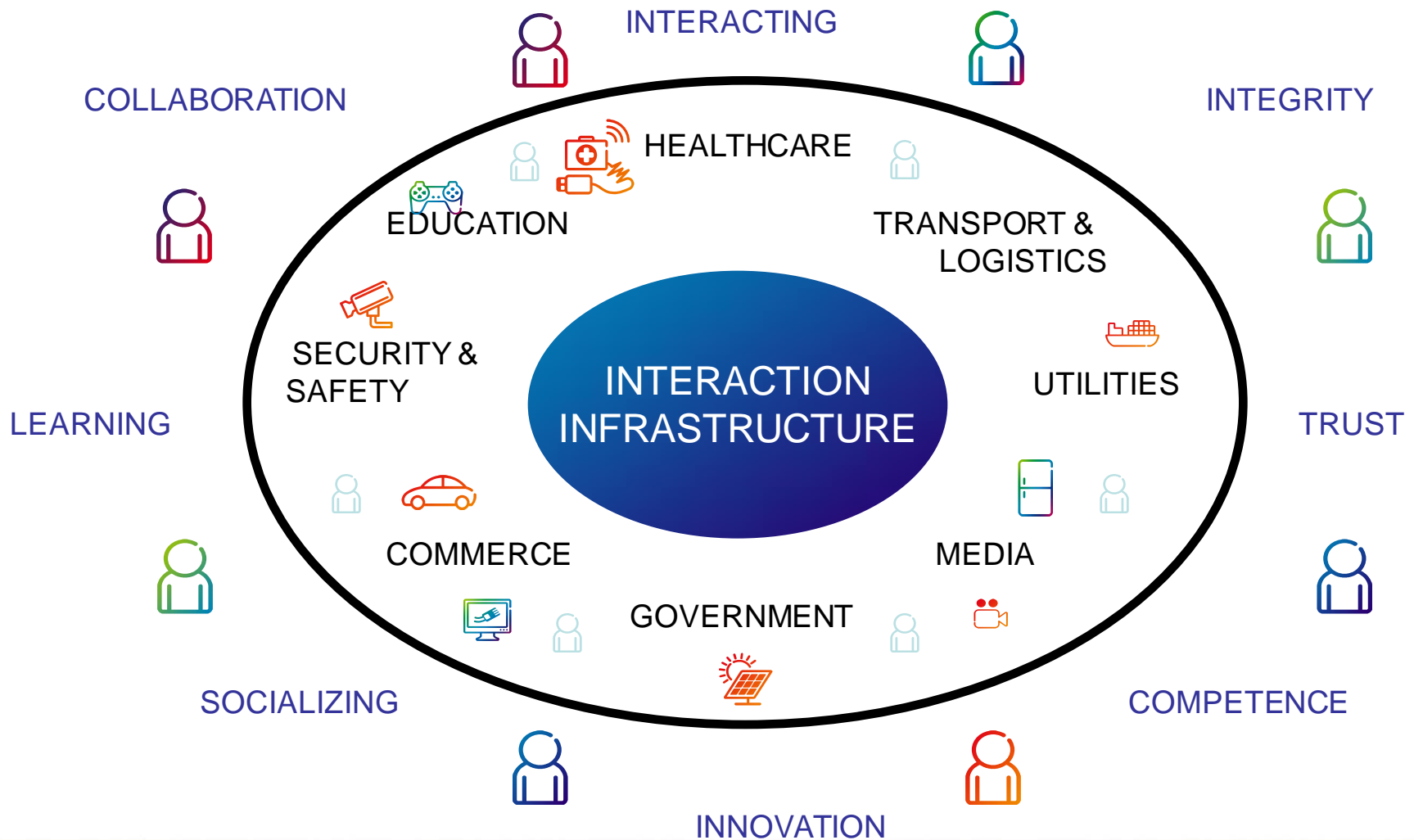
**Smart PIPE  
Broadband**

+



**Cloud**

# The Networked Society



**MAKING SENSE OF GOOD FORTUNE**

Ai GROUP NATIONAL FORUM 2011



# ERICSSON

**MAKING SENSE OF GOOD FORTUNE**  
Ai GROUP NATIONAL FORUM 2011

 AUSTRALIAN INDUSTRY GROUP