



High-Level Roundtable on
‘All Day, Everywhere’
How Mobile Computing and Service-Driven
Apps Will Drive Growth and Spur Innovation

PAUL HOFHEINZ INTRODUCTORY REMARKS

Ladies and gentlemen, dear friends,

I would like to welcome you to the **High-Level Roundtable on How Mobile Computing and Service-Driven Apps Will Drive Growth and Spur Innovation**. It's a pleasure to have you here with us today. And a great occasion as well, as we will be launching a Plum Consulting study – the third in a series – on the benefits and challenges of the App economy. And we are deeply honoured to have Brian Williamson, the report's principal author, with us here today.

For those of you who don't know me, my name is **Paul Hofheinz** and I am the president and co-founder of the Lisbon Council, a Brussels-based think tank, which has the honour of serving as your host here today.

Today, apps are part and parcel of our lives. Conceived in the last decade to make complicated services available with little more than the poke of a finger on a device that

would fit right here in your pockets, they have become a ubiquitous gateway to a myriad of services – and entertainment – once unimaginable in a mobile, easy-to-use context. You can monitor your health parameters, regulate the temperature of your home, even pay your taxes from a remote device. But there is even more to it than that. Doctors can access and analyse the latest information at the push of a button, service staff can take your order in a restaurant and immediately send it to the kitchen, cutting down on wait times, and all of us can search a library larger than the one in Alexandria – some of you are probably doing it right now – while we sit in meetings and wonder what more we need to know about the person speaking or the topic on hand. This has enormous productivity boosting effects – in addition to improving the quality of our lives – and a sometimes dramatic, stimulating effect on creativity and innovation throughout the economy at large.

That's what we're here to talk about today – “all day, everywhere,” as we say in the theme to which this roundtable is dedicated. It's also the challenge as well. How is Europe faring in this global race? What should we – as consumers, as app developers – and we have several very successful ones here with us today – as service providers, as think tankers, even as policymakers – do to ensure that Europe reaps the benefits of this amazing democratic and empowering revolution, one that puts so much once unthinkable computing power right into our hands in a format so simple a child can use it. How can we ensure that Europe continues to lead in this area?

The Lisbon Council, as some of you may know, has an app, and I take the liberty of showing you where to find it here this morning – on iTunes of course. You can download all of our latest publications and learn about our events and discussions there. We hope you'll find it useful and perhaps even entertaining. There will be some announcements

about this event posted there later today, alongside the Plum study we will launch momentarily, so it's perhaps a good time to download it so you can make use it later today to follow what was said and discussed here earlier this morning.