

Europe has generated unprecedented wealth over the past century, but to maintain our leading position in the global economy, and to ensure prosperity for future generations, we believe in:

#Digitalisation - building new business models for value creation

#Assets - harnessing capital, market insight, and technical capabilities

#Collaboration - between tech entrepreneurs, CxOs, investors and policymakers

#Entrepreneurship—taking risks to build new sustainable businesses

#Cultural Change—beginning with business leaders in incumbent organisations

#Responsibility—shared and understood by all with a clear mission to create a better future

The time to fight back has come.

**FIGHT
BACK**