

**From:** EICHHORN Nele (CAB-MALMSTROM)  
**Sent:** jeudi 3 septembre 2015 17:41  
**To:** ASENIUS Maria (CAB-MALMSTROM); BILLAUX Cecile (CAB-MALMSTROM); BURGSMUELLER Christian (CAB-MALMSTROM); LARSSON Joakim (CAB-MALMSTROM); ██████████ (CAB-MALMSTROM); NORRGARD Catrine (CAB-MALMSTROM); NYMAN Jon (CAB-MALMSTROM); CEBALLOS BARON Miguel (CAB-MALMSTROM)  
**Cc:** ██████████ (CAB-MALMSTROM); ██████████ (CAB-MALMSTROM)  
**Subject:** Report from a meeting with Microsoft, 3 September 2015

*For registration.*

*P.S note a prospective meeting request for the Commissioner for Davos '16.*

I met today at her request with the ██████████ Microsoft, ██████████. Microsoft wished to present their position on the Digital Single Market (DSM) from trade policy perspective.

█████████ started from presenting how Microsoft has changed from a software company to a data driven one (cloud, platforms etc). The Internet of Things and data analytics are the two core areas of work presently. From policy and regulatory perspective, important to consider both sides of the coin when discussing technology and data: security, privacy, human rights on the one and the economic growth potential on the other.

The DSM is "more than welcome" and is considered to offer an incredible opportunity for Europe's growth and competitiveness. That said, not all is going in the right direction according to Microsoft, such as the data protection regulation, which is too advanced by now to meaningfully take the evolution in the area of data into account. Secondly, the free flow of data initiative under the DSM is promising, but there are question marks in relation to data ownership and platforms, where important to bear in mind that business models are very diverse. Microsoft looks forward to a public consultation on platforms and underlines the need to study and grasp the economic fundamentals of it.

Finally, ██████████ informed of their intention to request a meeting between the ██████████ ██████████ of Microsoft with Commissioner Malmström in Davos in January 2016.

Kind regards, Nele