



Mr Günther H. Oettinger

Commissioner for Digital Economy & Society
European Commission
Rue de la Loi 200,
B-1049 Brussels
BELGIUM

Brussels, 13 October 2015

Dear Commissioner Oettinger,

I am writing you on behalf of PIN-SME, the European association of IT Small and Medium sized Enterprises (SMEs), in order to request your availability for a meeting to present our new strategy for exploiting the potential of SMEs in the creation of the Digital Single Market (DSM).

Our association represents about 20.000 digital SMEs across Europe. We welcome very much the initiative of the European Commission to create the Digital Single Market. Our IT SME members altogether serve millions of SME customers throughout Europe, so they are the best multiplier to bring digitalisation to all SMEs.

PIN-SME has been working constructively with the European Commission in different areas for some years. We think it is now high time for Europe to scope on the strengths of its digital SMEs, rather than only on larger enterprises, in order to deliver real European answers to the digital revolution of the Silicon Valley & Co.

I myself am also President of our German association Bundesverband IT-Mittelstand e.V. (BITMi), and founder of a German digital SME, GRÜN Software AG, which nowadays employs more than 100 people. In my capacity as BITMi representative, I am member of the Advisory Board for the Digital Economy under the Minister of Economics, Mr Sigmar Gabriel. Also, I am a member of the CDU commission "Zukunft der Arbeit - Arbeit der Zukunft" of Mr Strobl.

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In partnership with:



UNION EUROPEENNE DE L'ARTISANAT ET DES PETITES ET MOYENNES ENTREPRISES
EUROPÄISCHE UNION DES HANDWERKS UND DER KLEIN- UND MITTELBETRIEBE
EUROPEAN ASSOCIATION OF CRAFT, SMALL AND MEDIUM-SIZED ENTERPRISES
UNIONE EUROPEA DELL' ARTIGIANATO E DELLE PICCOLE E MEDIE IMPRESE



Indeed, I am keen to raise our German activities for the digital economy from a national to the European level. In this sense, I look forward to a meeting with you in the near future.

With my best regards,



Oliver Grün

- PIN-SME President -

- Präsident & Vorstandsvorsitzender Bundesverband IT-Mittelstand e.V. (BITMi) -

About PIN-SME

PIN-SME is an association formed in 2007 to express *the voice of ICT SMEs in Europe*. Currently twelve national associations are members, representing several thousands ICT SME companies across Europe. PIN-SME aims to ensure that ICT SMEs get *talked to* rather than just *talked about*. It provides a voice for ICT SMEs in the policy and business arenas and is already represented in several EU expert groups and taskforces.

PIN-SME members

BASSCOM - Bulgarian Association of Software Companies (**BULGARIA**), CNA -Comunicazione e Terziario Avanzato, Confederazione Nazionale dell'Artigianato e della Piccola e Media impresa (**ITALY**), UKITA, United Kingdom IT Association (**GREAT BRITAIN**), CONETIC – Confederación Española de Empresas de Tecnologías de la Información, Comunicaciones y Electrónica (**SPAIN**), BITMi – Bundesverband IT-Mittelstand (**GERMANY**), GPNI - Groupement Professionnel National de l'Informatique (**FRANCE**), it-forum midtjylland (**DENMARK**), Belgrade Chamber of Commerce, IT Association (**SERBIA**), Vojvodina ICT Cluster (**SERBIA**), STIKK - Kosovo Association of Information and Communication Technology (**KOSOVO**)



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