

Mobilise Europe!

The European Mobile and Mobility Industries Alliance will officially kick-off at a Launch Event in Brussels on Thursday, 8 March 2012

9:30 – 16:00, Bavarian Representation to the EU, Rue Wiertz, 77, Brussels



This new Alliance follows the innovation policy frame set by the European Commission's Innovation Union flagship and is a strategic initiative bringing together policy makers and industry representatives as announced in [An Integrated Industrial Policy for the Globalisation Era](#) flagship. Galileo and EGNOS, Europe's own Global Navigation Satellite Systems, which are currently Europe's biggest joint technology projects - one is planned to be operable in 2014 and the other is already operable and certified - will help to support the accuracy, the reliability and variety of location-based services offered worldwide, services that are at the centre of the European Mobile and Mobility Industries Alliance.

The **European Mobile and Mobility Industries Alliance (EMMIA)** brings together regional and national policy makers and practitioners at European level with the aim of developing more sustainable solutions in the field of mobility supported by mobile services, through better use of current and planned initiatives and enhancing transnational cooperation in this field. The Alliance comprises a Policy Learning Platform and five pilot actions in the areas of large-scale demonstrators in support of sustainable tourism in rural areas and access to finance as well as an action to improve the interoperability of mobile services. It is expected to mobilise additional public and private funding of € 30 Mio in support of mobile and mobility industries. Altogether, 31 organisations from 14 European countries and 4 European organisations form the core actors of this initiative.

Help to mobilise Europe, make the transformative power of mobile services a reality in your region, learn how to profit from the experience and expertise gathered under the European Mobile and Mobility Industries Alliance by taking part in the Launch Event at the ["Bavarian Castle"](#) in Brussels on March 8, 2012.

For a link to the [Draft Agenda](#) and [free registration](#) at our partner's Oresund Cluster 55° web tool, click above.

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Alliance web portal www.mobilise-europe.eu



This publication has been produced as part of the European Mobile & Mobility Industries Alliance. The views expressed in this report, as well as the information included in it, do not necessarily reflect the opinion or position of the European Commission and in no way commit the institution.



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