

Leveling the global playing field

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Bundesministerium
für Wirtschaft und
Energie

Peter Altmaier
Bundesminister für Wirtschaft und
Energie

Nationale Industriestrategie
2030

Strategische Leitlinien für eine
deutsche und europäische Industriepolitik



„ It is important to catch up with the large technology groups in terms of competition, to establish data sovereignty and fully exploit the economic potential of the new key technology." p. 8

„ The large Internet platforms now have enormous amounts of capital and data at their disposal, and are themselves becoming drivers of innovation and changing value chains worldwide." p. 11

EU Industrial policy after Siemens-Alstrom

- **Blocked rail merger**
- **Backlash against EU competition law**
- **Comp. Enforcement does not prevent the creation of European champions (2009-2019: 3000 approved, 9 blocked)**

leverage of market power - Kill Mergers

2001-2018: Google



IS THERE A PLATFORM PROBLEM? ...and therefore:

- Ex ante platform regulation ?
(Telecommunication regulation in mind)
- Substantial and persistent structural or legal barriers to market entry
- No trend towards effective competition in the longer term
- Insufficiency of competition law

The Strategy - Size Matters?

- **Not just a question of competition policy**
- **Making the WTO fit for purpose**
- **Scale - biggest challenge (investment, market value vs. Size/workforce/physical assets)**
- **More systemic presence across sectors**
- **No global leader in AI if fail to master the basic discipline big data analytics**
- **Fragmented markets along national borders**
- **Research money without ability to transfer knowledge into businesses**
- **FDI screening /Procurement Instrument**
- **Openness is a two-way street**
- **Remaining on the defensive side or shifting into offensive gear?**

Smart regulation

"leverage of market power" as a real problem

Instruments of national and EU antitrust law sufficient

Procedural acceleration of abuse of dominance control required;

Competitive pressure creates champions and not the exception
to competition law.

Take Aways:

- **Facilitate the implementation of digital business models**
- **AI?! - Think of Data!**
- **Free flow of data & Open Data Ecosystem (Data as Infrastructure)**
- **Regulation of non-personal data depending on market behaviour in the next 2-4 years (access to IoT data)**
- **the rigid interpretation of data protection law or the imposition of antitrust sanctions will not improve one's ability to innovate**
- **Focus on "harm" not "use of data" (GDPR Update - Codes of Conduct)**
- **tax fairness**

European Data Summit competition matters

October 23rd–25th, 2019

The Academy of the Konrad-Adenauer-Foundation, Berlin



competition matters

<https://www.kas.de/data-summit-2019-agenda>

