

International developments & policy issues: a US industry perspective

The Future of Cloud Computing
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Overview

- AmCham EU's activities
- International policy developments
- Policy considerations
- Concluding remarks

AmCham EU & cloud computing

- AmCham EU speaks for American companies committed to Europe on trade, investment & competitiveness issues.
- Digital Economy Committee's work on cloud computing



International policy developments

- US
- OECD
- ITU & ISO
- WEF
- IGF

Policy considerations: General (1)

Too early to design specific policies.
Avoid premature or disproportionate
legislation.

BUT

Enlightened policies can be key
enablers for technology innovation.

→ Lessons from the RFID “paradigm” ?



Policy considerations: General (2)

Need harmonised & global approaches to facilitate cloud operations by international businesses.

Transatlantic cooperation on standards & regulations will be key in a world of global data flows.

Policy considerations: Specific (1)

1. High-quality, affordable and wide broadband access capacity
2. Incentives & regulatory environment for innovation. The cloud as an engine of economic growth.
3. Openness, interoperability and data portability

Policy considerations: Specific (2)

4. Data protection/privacy: need clear applicable framework & global standards
 - Balance rights to data protection & privacy with technological innovation
5. Security: critical BUT are concerns justified?

Concluding remarks

- The cloud hype: is it justified? Is it sustainable?
- Policy decisions: Must be **timed** with technological developments & business reality; must be **pragmatic**; must be **global**.

Thank you!

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