

Artificial Intelligence

Apply AI Strategy

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The European Tech Alliance (EUTA) strongly supports the European Commission's ambition to make Europe a global leader in trustworthy AI and welcomes the vision set out in the AI Continent Action Plan. To succeed, the EU must now move from ambition to action by delivering a clear, risk-based regulatory framework, legal certainty for businesses, and tangible support for innovation, infrastructure, and talent.

The success of this strategy will depend on swift implementation, smarter simplification for all European innovators, and close collaboration with industry. Europe has the talent, values, and companies to lead, but must ensure that regulation enables, rather than hinders, responsible AI development and global competitiveness.

The AI Continent Action Plan sets out a compelling vision, but now is the time to move from theory to practice by providing European tech companies with a clear, predictable, and risk-based framework.

This framework will only drive competitiveness and make AI a true engine of economic growth if the EU acts swiftly and effectively, starting with its stated commitment to simplification.

A risk-based approach means ensuring the AI Act strikes the right balance between enabling innovation and protecting fundamental rights. The AI Act imposes significant obligations on GPAI providers, downstream actors, and deployers of high-risk and General Purpose AI systems. These requirements risk slowing innovation and delaying go-to-market strategies for European players.

It is therefore crucial that the EU does not overreach when defining "high-risk" and "General Purpose AI" in the forthcoming implementing guidelines. Only AI systems that present material risks to fundamental rights should fall within these definitions. We strongly urge the AI Office to engage closely with the industry on these matters.

EUTA also supports the following key priorities:

1. Simplification

The EU must create the conditions for a harmonised and well-functioning internal market, with stronger coordination among Member States. European tech companies should be able to focus their efforts on innovation and global competitiveness.

Simplification should benefit not only SMEs and mid-caps, as proposed under the recent Omnibus IV Package, but also scale-ups, European innovators and larger European tech companies where there is clear evidence of regulatory overlap, overregulation or disproportionate compliance costs.

2. Strengthening EU tech leadership

The Apply AI Strategy must support the development of European AI infrastructure, including accessible training and inference resources for all European innovators, public institutions, and academia. However, this should not lead to protectionist approaches that restrict the availability of best-in-class technologies in the EU market.

Improving access to critical enablers like chips and data is essential. The EU should also actively support open-source ecosystems and AI benchmarking tools. Open tooling drives faster, more collaborative innovation while reducing dependency on proprietary systems.

3. Talent and skills

To become a global leader in AI, Europe must attract and retain top talent while expanding its domestic pool. The Apply AI Strategy should bridge the gap between academia and industry.

This could involve funding long-term partnerships that translate fundamental AI research into real-world applications. Structured post-PhD pathways (e.g. fellowships, startup grants, or applied research roles in industry) would also help retain top talent within the EU ecosystem.

4. Reducing regulatory burden

Legal clarity and certainty are prerequisites for scaling AI adoption across Europe. The Apply AI Strategy should be supported by a practical suite of tools, such as clear implementation guidelines, model documentation templates, and shared auditing mechanisms, to help public and private organisations comply with the AI Act and related legislation such as the GDPR. This is particularly critical for SMEs and scale-ups lacking in-house legal teams, as well as mid- to large-sized companies that do not have access to the same compliance resources as the largest global players. Harmonised guidance would also reduce the burden of cross-border operations within the EU.

More broadly, risk assessments, documentation, and reporting obligations, including transparency and incident reporting, should be aligned across the AI Act and other digital regulations to avoid duplication and ensure consistency. Many EUTA members act as providers of AI tools, while third parties (e.g. clients or partners) serve as deployers. The extent of information-sharing required, particularly regarding training data, model details, and system capabilities, remains unclear. This creates challenges, especially for smaller players who may not have the capacity to meet overlapping obligations.

Providing tailored guidance and training is an important step, but further clarity on proportionate compliance requirements and streamlined documentation would go a long way toward enabling responsible and feasible AI development across the ecosystem.

As the Executive Vice-President Virkkunen rightly stated, “AI is no longer ‘just’ a competitive advantage; it’s a necessity to be competitive and to close the innovation gap.”

Europe has the talent, values, and companies to lead on trustworthy AI, but it needs the right policy environment to do so.



About the European Tech Alliance

EUTA represents leading European tech companies that provide innovative products and services to more than 1 billion users¹. Our 33 EUTA member companies from 16 European countries are popular and have earned the trust of consumers. As companies born and bred in Europe, for whom the EU is a crucial market, we have a deep commitment to European citizens and values.

With the right conditions, our companies can strengthen Europe's resilience and technological autonomy, protect and empower users online, and promote Europe's values of transparency, rule of law and innovation to the rest of the world.

The EUTA calls for boosting Europe's tech competitiveness by having an ambitious EU tech strategy to overcome growth obstacles, making a political commitment to clear, targeted and risk-based rules, and enforcing rules consistently to match the globalised market we are in.

Our members



Contact

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¹ It reflects users, consumers and business customers from EUTA member companies, per year. It includes overlaps but illustrates the reach and impact of our services.

