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## The Coalition for Industry 4.0

The Coalition for Industry 4.0 is an informal national advocacy structure promoting concrete measures in support of the accelerated digitalization of Romanian industry. The Coalition is a platform for dialogue and coordination between industry leaders, academia, and innovation producers, modeled on similar initiatives in EU member states.

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The Coalition provides a coordinating platform for establishing common goals and priorities, enabling industry leaders to determine common objectives and support measures that are beneficial for the digital ecosystem in Romania, and the European Digital agenda as a whole.

The Coalition promotes digital transformation initiatives, projects, policy guidelines and funding opportunities and mechanisms in line with the Digital Single Market (DSM) to target industries in Romania, ensuring that local developments are in line with European strategy and integration efforts.

The Coalition advocates with the European Commission and the Romanian Government for accelerating Romanian industry's transition to Industry 4.0, highlighting industry needs and offering consistent feedback and potential solutions to industrial digitalization. The initiative covers a wide range of industries and topics with cross-industry applicability: AI, big data, machine learning, HPC, robotics, M2M, IoT.

The Coalition produces and disseminates white papers, reports, studies, and non-papers in support of digitalization and the digital agenda, based on sound understanding and research on market needs and obstacles, European trends, policies and projects, and shared industry objectives.

The Coalition initiates and supports multi-stakeholder projects in support of digitalization, innovation, and ecosystem building, involving industry leaders, national and local authorities, academia and research institutions, and the entrepreneurial environment.

The Coalition acts as a liaison between innovation producers (startups, universities, research centers) and consumers (industry and government), facilitating the growth of the Romanian startup ecosystem.

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As an industry-neutral platform, Smart Everything Everywhere provides the Secretariat of the Coalition, acting as a facilitator and enabler for common goal-setting. Coalition membership (institutional) is open to ICT industry leaders from Romanian and multinational companies; industry leaders in key industries with high potential for digitalization (cybersecurity, automotive, manufacturing, health, energy, agriculture, defense, banking); established startups; established clusters and digital hubs; and the academic and research environment. Government institutions, local authorities, and foreign missions are invited guests to Coalition meetings, based on the subjects addressed.