

FOR RELEASE:
SEPTEMBER 15, 2015

CONTACT:
MS. AURELIE CARON
EVENT AND PR OFFICER
A.CARON@KICEUROPE.EU

KOREA RESEARCH AND
INNOVATION CENTER –
EUROPE
14 RUE DE LA SCIENCE
1040 BRUSSELS
TEL: +32 2 8803 900

KIC-Europe's president at the Importance of the Digital Single Market for App Developers hosted by SME Europe of the EPP

Brussels | SME Europe of the EPP (Small and Medium Entrepreneurs of the European Peoples Party) hosted a working breakfast on the Important of the Digital Single Market for App Developers. Dr. Gi Won On, Korea Research and Innovation Centre–Europe's president held a statement during that event at the European Parliament on September 15 by underlining the significance of the app business.

The event brought together European Union's officials, EU stakeholders and various App Development representatives to discuss the main problems app developer have to face when it comes to regulatives in the Digital Single Market.

The event discussed the importance of the digital single market for app developers. App development has a growing importance to the economy and SME Europe hope through the Digital Single Market more app developers will grow faster and be more competitive on an international level.

Many interesting speakers brought their thoughts and knowledge on the subject such as the Vice-President of SME Europe, Mr. Bendt Bentsen (Member of committee on Industry, Research and Energy); Mr. Heinz Becker (Member of Committee on Civil Liberties, Justice and Home Affairs, Member of Committee on Petitions); Mr. Pablo Zalba Bidegain (Vice-Chair of Committee on Economic and Monetary Affairs, Chairman of the SME WG Digital Agenda) and the Director of EU Policy and Government Relations, Ms. Catriona Meehan (Application Developers Alliance).

A warm thank you to SME Europe of the EPP for inviting KIC-Europe's president to partake in this very interesting event by giving a statement.

SME Europe : www.smeeurope.eu , twitter : [@SMEEurope](https://twitter.com/SMEEurope)
EPP : www.epp.eu , twitter : [@EPP](https://twitter.com/EPP)

