

Press Release

ZIA welcomes target of Digital Compass 2030

Berlin, 10.03.21 – The European Commission yesterday unveiled its "Digital Compass 2030" with the goal of ensuring that at least 80 percent of adults in the European Union have basic digital skills, all households have gigabit connectivity, all key public services are available online, and 75 percent of businesses use cloud computing services, big data and artificial intelligence (AI).

ZIA supports the European Union's intention to create an innovation-friendly environment for citizens and companies operating on data and AI. "Digital skills, a powerful technical infrastructure and a modern legal and administrative environment are vital for the survival of increasingly knowledge-based economies," notes Aygül Özkan, Managing Director of ZIA.

Data, which is largely managed by non-European companies, also plays an essential role for the real estate industry. Their collection, evaluation and use is the basis of a large number of internal work processes, services offered and future business models. Data exchange between adjacent software solutions and the use of cloud storage are also decisive factors.

This applies equally to future technologies such as AI, blockchain or supercomputers: from planning and construction to project development and building management, these technologies enable innovative approaches to make work processes more efficient and the real estate industry more sustainable.

"Building-related data can not only increase the already significant economic value created by the industry, but also make a significant contribution to the realization of the European Green Deal," says Managing Director Özkan.

Just as with the Green Deal and the renovation wave, the ZIA and its members will actively contribute their expertise to the implementation of the Digital Compass 2030.

The ZIA

ZIA Zentraler Immobilien Ausschuss – German Property Federation is the leading association for the German real estate industry. Through its members, which include 28 associations, it speaks on behalf of some 37,000 companies in the sector, covering the entire value chain. The association gives the real estate industry, in all its diversity, a comprehensive and consistent representation of interests that reflects its importance to the economy. As an association of entrepreneurs and associations, it gives

the entire real estate industry a voice at national and European level – and in the Federal Association of German Industry (BDI). Dr. Andreas Mattner is President of the Association.

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