



# Communiqué

ISSUE 2

From September, our new Cognitive Machines and Artificial Intelligence (AI) work channel begins and we are inviting all EEMA members to get involved. EEMA Board Director, Stuart McRae is joined by Huma Shah, Senior Lecturer and Researcher in AI at Coventry University in bringing together stakeholders from industry and academia throughout Europe, to explore the possible future impacts of cognitive machines and AI, triggering the start of a debate regarding society's preparedness to respond.



Chair of EEMA, Jon Shamah comments: "At its base level AI is glorified automated routing and decision-making. At the opposite end of the spectrum are sentient cognitive machines with the capacity to feel, perceive, or experience subjectively, and then take decisions based on that experience. Whilst still on the horizon, this science fiction isn't as far from becoming science fact as we might expect. Cognitive machines present a plethora of ethical, legal, technological and societal challenges. This new EEMA works channel will evaluate the potential impact and opportunity." We will be publishing whitepapers, as well as hosting conferences, for work channel participants

## Join EEMA's new Cognitive Machines & AI Work Channel

Get Involved – [Contact Jon Shamah](#)

Join us in  
Brussels for  
the 19th  
annual ISSE



This year EEMA's ISSE conference will be hosted by Deloitte at its new HQ in Brussels (ideally located next to airport). Taking place on 14th and 15th November, this year ISSE focuses on The Future of Digital Security & Trust. The agenda boasts more than 50 International speakers including Jim Dray, Senior Cyber Security Advisor at US NIST; Jacoba Sieders, Global Head Identity & Access Management at ABN AMRO Bank; Andrea Servida, Head of the Unit "eGovernment and Trust" and Despina Spanou, Director Digital Society, Trust & Cyber Security both from DG Connect.

**Early Bird Offer – Book before 30<sup>th</sup> Sept**



### Membership of the European Cyber Security Organisation

For more than 30 years, EEMA has been bringing together public and private organisations, governments and academics, throughout the EU and wider Europe, to address the ever-evolving challenges relating to cyber security. Joining the European Cyber Security Organisation (ECSO) represents a new and important opportunity to further support, inform and educate our members.

### Learning how to be successful with Horizon 2020



The Horizon 2020 Summit is a free-to-attend online event that will be broadcast from 2nd – 6th October. More than 30 trainers, consultants, policy officers, communication managers, commercialisation experts, platform/tool providers etc) will present and answer questions on tools, tips and best practice in relation to Horizon 2020. The event will address ERC grants, MSCA, FET, SME instrument, RIA & IA, Dissemination and Exploitation, Communication measures, IP & exploitation strategies, tools and platforms to advance the development of a successful proposal.

## Get involved with Horizon 2020

### Welcome Arkadiy Kremer to the EEMA Board of Directors

Based in Moscow, Russia, Arkadiy has been associated with EEMA for more than 20 years. He was formerly elected the Chairman of the ITU-T Study Group 17 Chairman and we are delighted to now



welcome him to the EEMA Board of Directors. Commenting on his appointment he said: “I will be honoured to contribute to EEMA my knowledge and experience, shaped during my tenure in the ITU-T.”



Share your news with EEMA members

If you have news, initiatives and opportunities that you would like to share with other EEMA members please email Graham Thatcher: [graham.thatcher@eema.org](mailto:graham.thatcher@eema.org)