

Brussels, 8 October 2025

Statement by the European AI Forum on the EU Commission's Apply AI Strategy

The Apply AI Strategy presented today by the European Commission sets out a strategy for the use of AI in business and administration. While the strategy correctly identifies existing hurdles, the European AI Forum misses clear measures, an overarching vision, and coordination with other EU policy measures in the field of AI and digital policy.

Daniel Abbou, President of the European AI Forum: *"The EU has identified the existing problems for the AI ecosystem and recognized that a focus on regulation alone will not create a European AI continent and digital sovereignty. The intention is therefore right and important. However, there is no shortage of strategy papers. The EU must therefore derive effective measures from these numerous papers – but this is precisely what we are largely missing."*

With the Frontier AI Initiative and the planned AI Factories, the EU Commission recognizes that its own models and computing capacities are the basis of digital sovereignty. This is an important signal. However, the Apply AI Strategy remains too vague in important areas.

Daniel Abbou: *"With the AI Observatory, the Commission presented an instrument that is intended to make progress in AI integration measurable. What is missing, however, are binding targets. Only with clear figures can the EU move from mere observation to innovative control."*

Furthermore, with the AI Toolbox and the AI First Policy, the Commission has presented important approaches for the public sector. However, if administrations are to truly benefit from European AI solutions, tenders must become faster, more agile, and more innovation-friendly. Public procurement must not be an obstacle, but must become a lever for European sovereignty.

About the European AI Forum EAIF:

The European AI Forum (EAIF) is the umbrella organisation of 13 national European AI associations and clusters. Combined, we represent over 3000 members, making us the largest European AI organisation. We represent members such as SMEs, corporates, organisations and individual experts in AI.