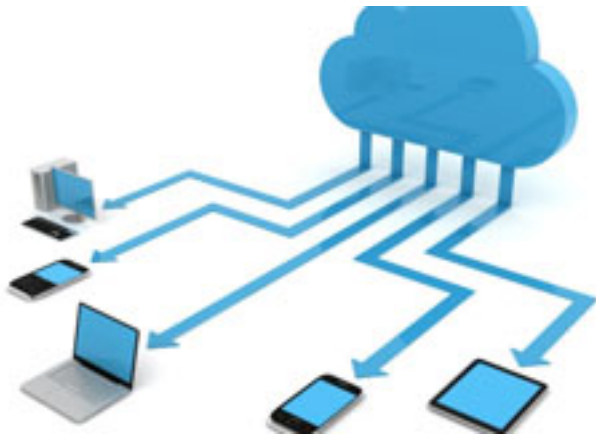**EC Wants to Unleash Cloud Potential**

Written by Marco Attard
12 October 2012

The European Commission (EC) prepares a new cloud computing strategy-- one with hopes to widen cloud services adoption in order to add nearly €600 billion into EU GDP in the 2015-2020 period.

The chief aim of the strategy is to cut across what EC technology chief Neelie Kroes describes as the "jungle of standards" currently in place across the region.

It also addresses the concerns many businesses show regarding data security and the moving of data between different cloud providers.

The strategy has 4 chief aims:

- Ensuring the movement of data from one cloud to another-- and the withdrawal of data.
- EU-wide trustworthy cloud provider certification.
- Model cloud computing contracts.
- A "European Cloud Partnership" between the public and private sectors in order to strengthen the European industry against foreign (chiefly US) competition.

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The EC also believes the need for further action or legislation in support of cloud computing will be clear by end 2013.

Go [Unleashing the Potential of Cloud Computing in Europe](#)

Go [Cloud Computing in Europe: Demand and Barriers to Up Take](#)