

# Press Release

## **DIGITALEUROPE appoints Head of Canon Consumer Imaging onto Executive Board**

**LONDON, 8th October 2009** - Canon Europe, world-leader in imaging solutions, announced today that Rainer Fuehres, Head of Canon Consumer Imaging (CCI) for Canon Europe, Middle East and Africa, has been appointed to the Executive Board of DIGITALEUROPE.

DIGITALEUROPE – formerly known as EICTA – is the voice of the European Digital Technology industry, bringing together over 60 companies from the digital technology sector and 40 associations from 28 European countries. Altogether, DIGITALEUROPE represents more than 10,000 enterprises in Europe with more than two million employees and revenues of over EUR 1,000 billion.

Rainer is amongst the latest appointees to the DIGITALEUROPE Executive Board and will serve a two-year term until May 2011. In addition to Canon, the Board is currently made up of representatives from the following companies: Alcatel-Lucent, Ericsson, HP, Panasonic, Philips, SAP, Siemens, Sony, and is chaired by Nokia.

Rainer's wealth of experience in the ICT sector, including over sixteen years at Canon, will contribute greatly to the board of DIGITALEUROPE, at a time of numerous challenges for the industry.

DIGITALEUROPE's contribution to the success of the industry will be particularly important in areas such as the environment (addressing climate change), the global economy (placing ICT at the heart of the recovery), and the reform of European policies in the intellectual property rights area (looking for alternatives to copyright levies).

Rainer Fuehres, Head of Canon Consumer Imaging, Canon Europe, Middle East and Africa, said, "I am thrilled to have been appointed to the Executive Board, it is a great honour. DIGITALEUROPE has become the voice of the digital technology industry across Europe and I am really pleased to be a part of it and make my contribution to the future of this exciting industry. I'm looking forward to working with my fellow members on important industry issues including the policy priorities of economic recovery, energy efficiency and copyright levies."

The Executive Board aims to promote the objectives of DIGITALEUROPE and sets the agenda for the various thematic policy groups.

Bridget Cosgrave, DIGITALEUROPE Director General, commented: “I am delighted that Rainer Fuehres has joined our DIGITALEUROPE Executive Board. In his role, Rainer will contribute his expertise and insight as a leader from the imaging sector to our policy agenda focus areas of economic recovery, environment, trade and European single market initiatives, especially the DIGITALEUROPE commitment to the copyright levies system in Europe. Rainer will join his colleagues on our Executive Board to guide advocacy representing the 10,000 companies, 2 million employees and over 1,000 billion Euros in revenues stemming from the growing and dynamic digital technology industry.”

- ENDS -

## About DIGITALEUROPE

DIGITALEUROPE, founded in 1999, is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 61 major multinational companies and 40 national associations from 28 European countries. In all, DIGITALEUROPE represents more than 10,000 companies all over Europe with more than 2 million employees and EUR 1,000 billion in revenues.

## The Membership of DIGITALEUROPE

- *Company Members:*  
Adobe, Agilent, Alcatel-Lucent, AMD, Apple, Bang & Olufsen, Bose, Brother, Canon, Cisco, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Ingram Micro, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG, Loewe, Micronas, Microsoft, Mitsubishi, Motorola, NEC, Nokia, Nokia Siemens Networks, Nortel, NXP Semiconductors, Océ, Oki, Oracle, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, STMicroelectronics, Sun Microsystems, Texas Instruments, Thales, Thomson, Toshiba, Xerox
- *National Trade Associations:*  
**Austria:** FEEL; **Belarus:** INFOPARK; **Belgium:** AGORIA; **Bulgaria:** BAIT; **Cyprus:** CITEA; **Czech Republic:** ASE, SPIS; **Denmark:** DI ITEK, IT-BRANCHEN; **Estonia:** ITL; **Finland:** FFTI; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Ireland:** ICT IRELAND; **Italy:** ANITEC, ASSINFORM; **Netherlands:** ICT OFFICE, FIAR; **Norway:** ABELIA, IKT NORGE; **Poland:** KIGEIT, PIIT; **Portugal:** AGEFE, APDC; **Romania:** APDETIC; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC, ASIMELEC; **Sweden:** ALMEGA; **Switzerland:** SWICO; **Turkey:** ECID, TESID, TÜBISAD; **Ukraine:** IT UKRAINE; **United Kingdom:** INTELLECT



### About Canon Europe

Canon Europe is the regional sales and marketing operation for Canon Inc., represented in 120 countries and employing over 11,000 people across Europe, the Middle East and Africa (EMEA).

Founded in 1937 with the specific goal of making the best quality camera available to customers, Canon's tireless passion for the Power of Image has since extended its technology into many other markets and has established it as a world leader in both consumer and business imaging solutions. Its solutions comprise products, ranging from digital compact and SLR cameras, through broadcast lenses and portable X-ray machines, to multi-function and production printers, all supported by a range of value added services.

Canon invests heavily in R&D to deliver the richest and most innovative products and services to satisfy customers' creative needs. From amateur photographers to professional print companies, Canon enables each customer to realise their own passion for image.

Canon believes that considering the interests of society and the environment is an integral part of good business practice. This is embodied in its corporate philosophy Kyosei - 'To live and work together for the common good'.

Further information about Canon Europe is available at:

[www.canon-europe.com](http://www.canon-europe.com)

**Media enquiries, please contact:**

For Canon Europe:

Lisa Boustead/ Elliot Adams

Nelson Bostock Communications

t. +44 (0)20 7229 4400

e. [lisa.boustead@nelsonbostock.com](mailto:lisa.boustead@nelsonbostock.com) / [elliott.adams@nelsonbostock.com](mailto:elliott.adams@nelsonbostock.com)

For DIGITALEUROPE:

Magali Merindol

t: +32 2 609 53 15

e. [magali.merindol@digitaleurope.org](mailto:magali.merindol@digitaleurope.org)