

Big Data Value Association

Elevator Pitch

The Big Data Value Association (BDVA) is a private, industry-led and non-profit association with the mission of **boosting European BIG DATA VALUE research, development and innovation and fostering a positive perception of BIG DATA VALUE**. The aim is to maximize the economic and societal benefit to Europe, its businesses and its citizens, and enabling **Europe to take the lead in the global data-driven digital economy**.

BDVA membership is composed of large industries, SMEs and research organizations to **support the development and deployment of the EU Big Data Value Public-Private Partnership with the European Commission representing the private side**. BDVA organizes its work in Task Forces, where its members engage and influence with the aim for BDVA to be the European Big Data reference point.

BDVA is **open to new members** to further enrich the data value ecosystem and play an active role. These include Data Users, Data Providers, Data Technology Providers and Researchers. Membership of the Association gives the following benefits:

- Part of the **European Big Data industry initiative** which will have high impact on the deployment of Big Data technologies and thus business competitiveness and economic growth
- Influencing the **Big Data challenges and needs** in the following years by contributing to the Strategic Research and Innovation Agenda (SRIA)
- **Direct access to discussions with EU Commission and Member States** thus gaining access to and influencing strategic direction
- **Networking and partnering** with industrial and research partners in the European Data Value Chain, for setting-up collaborative research and innovation activities

