ONLINE INNOVATION MISSION
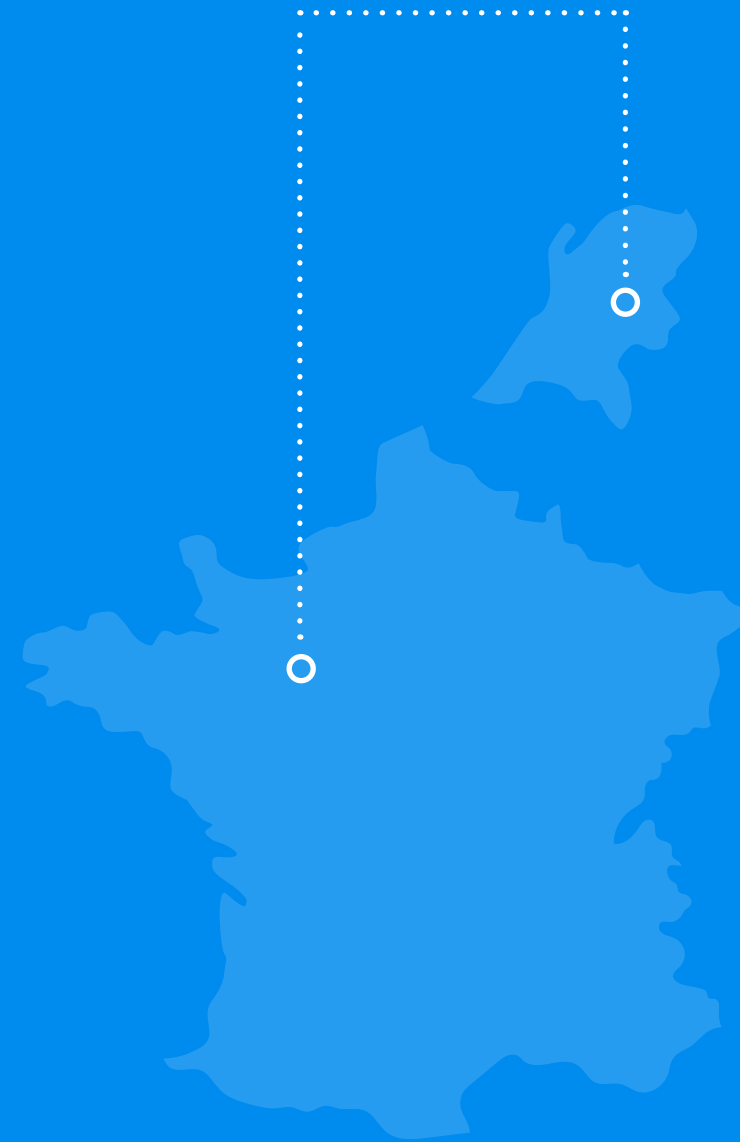
Artificial Intelligence (AI)

Collaboration between

The Netherlands & France

25 - 27 JANUARY 2021

NL Netherlands NL AI Coalitie

Artificial Intelligence (AI) will have an *impact* on our *economic* and *personal well-being.* It will affect all business sectors, our private lives and society as a whole.

AI is not an end goal; it is a powerful tool that can solve economic and social issues.

NETHERLANDS – FRANCE

Innovation Mission

The innovation mission takes place from 25 till 27 January 2021 and is led by State Secretary for Economic Affairs and Climate Policy Mona Keijzer together with Focco Vijselaar, Director General for Enterprise and Innovation at the Ministry of Economic Affairs and Climate policy.

OBJECTIVES
- Exploring the Dutch and French developments in the field of AI.
- Connecting innovative Dutch and French companies and knowledge institutions and explore opportunities for collaboration.
- Building a relevant network to scale up AI solutions and promote trade.

WHOM IS THE AI INNOVATION MISSION FRANCE-THE NETHERLANDS 2021 INTENDED FOR?
For Dutch & French knowledge institutions, universities, clusters, companies, SME, start-ups, policy makers and relevant networks who are interested to know more about the Dutch & French AI-ecosystem and/or want to set up a collaboration.

NATIONAL AI COALITION (NL AIC)?

This mission is coordinated by the National Dutch AI Coalition. This coalition has been set up (NL AIC) to stimulate AI activities in The Netherlands and abroad. NL AIC is a public-private partnership of governments, industries, educational and research institutes and civil society organisations. Its aim is to speed up AI developments and to give the Netherlands a leading position in the knowledge of AI applications.

NL AIC works as the main booster for AI applications in the Netherlands. (for more information about the NL AIC, see at the end of this brochure)

Intensification of collaboration between the Netherlands and France

France and the Netherlands wish to intensify the collaboration in the area on innovation and digitalisation, both bilaterally as on a European level. The Netherlands and France collaborate increasingly more often in this respect. Both countries, for instance, complement each other in the area of AI in relation to mobility, health, agro & food, but also regarding technology itself, as well as in knowledge-intensive sectors.

State secretary Mona Keijzer and her French peer State secretary Cedric O have been discussing this collaboration in the area of digitisation and innovation for some time. Last October, for instance, in a joint interview in the Financial Times, they indicated that they want to collaborate when it comes to digitalisation and AI: France is one of the Netherlands' priority countries, as included in the Strategic Action Plan AI of the Dutch Cabinet, for both bilateral and European collaboration.

France and the Netherlands wish to intensify the collaboration bilaterally, around EU research programmes like Horizon Europe. After all, the figures show that collaboration with the Netherlands takes place for a third of the H2020-projecten, which proves a fruitful relationship!
ICT is one of the main topics concerning these projects. By means of this online innovation mission, we wish to further expand this collaboration between the Netherlands and France, in the area of digitisation and innovation.

Some striking facts
- The Netherlands are the number 1 on the Automotive Disruption Radar (Roland Berger).
- The Netherlands are among the forerunners in terms of data-driven health.
- The Dutch AgroFood sector is a world leader in the field of digitisation.

The Dutch-French AI-innovation mission 2021 is a unique moment for French key players because France and the Netherlands are complementary when it comes to AI and have things to offer, both ways. Both countries are ambitious. In 2018 already, France presented its impressive national AI-strategy, which the Netherlands did in 2019.

For both countries, the level of research is quite high. In France, research is conducted by organisations like the INRIA and VEDECOM where mobility is concerned, INSERM and the Health Data Hub are involved in health and INRAe concern themselves with agro-food, but also universities and 'Grandes Ecoles', like in the Plateau de Saclay, perform excellent research. The mission aims for more cross-fertilisation to take place between these (and other French) organisations and Dutch detailed expert knowledge institutes, in the area of AI like, for instance, TNO, the CWI, TU Eindhoven, Erasmus Medical Centre (health), Wageningen University Research (WUR) or the ICAI in Amsterdam. Collaboration will improve the knowledge in Europe. In a bilateral or European context.

But the mission's objective is also the collaboration with and by private key players. Just like France, the Netherlands have major players in the area of AI, like NXP, TomTom, Unilever, Heineken and Philips healthcare. But also a huge number of SMEs and start-ups concern themselves more and more actively with AI.

France Hub IA on the French side and the Dutch AI Coalition plan to actively support the mission.

IN SHORT, THE AI-INNOVATION MISSION THE NETHERLANDS-FRANCE 2021 OFFERS

- Opportunities to familiarise with the Dutch AI-eco system,
- Presentations by Dutch AI-key players,
- Opportunities for French parties to present themselves to Dutch counterparts, and
- Plenty of networking opportunities.

During the mission, the focus will be on the following sectors:

- Mobility, Transport and Logistics
- Health and Care
- Agri & Food
- Energy

In addition, the plenary session will pay a lot of attention to the data sharing theme.

MOBILITY, TRANSPORT AND LOGISTICS

Mobility, Transport and Logistics are prime drivers of the Dutch economy. The need to strengthen the Dutch competitive position and to provide solutions to social issues such as employment, traffic safety, sustainability, congestion, comfort and air quality, stimulate innovation in mobility developments.

Artificial Intelligence (AI) plays an increasing role within these developments, and it is only possible to tackle these societal challenges with a cooperative approach. The social damage caused exclusively by traffic jams amounts to some 3 billion euros annually while the damage caused by traffic accidents amounts to some 15 billion euros, not counting the damage to health and the costs caused by emissions. The costs of mobility for citizens and businesses, revolve around 136 billion euros annually. AI can actively contribute to a mobility transition towards improved accessibility, sustainability and accident reduction. AI provides a solid way of securing the international economic prospects of the Dutch mobility sector.

The complexity of these developments, the amount of data available, and computing power are increasing rapidly and require a unified and integrated approach, and AI can provide solutions. During this mission we will focus on the most critical opportunities and challenges in this sector:

CHALLENGE 1

AI & Automated driving: certify AI Algorithms for Automated Vehicles. Other topics: Sensor data, digital maps, digital twins.

CHALLENGE 2

AI & Traffic Management: mobility mix, modellisation, city logistics, city simulation. For example urban strategy simulation tools to help planning and managing a city.

CHALLENGE 3

AI & Smart Charging, bi-directional charging, smart grids and the role of AI. It's about monitoring the grid, but also predict and plan the charging of vehicles.

HEALTHCARE

Artificial Intelligence is changing the health care worker's tasks worldwide and the way in which we deal with the health of our citizens and patients. The pace of this change is accelerating.

The Netherlands and France are facing opportunities as well as challenges where AI in health care is concerned. Valuable and reliable AI for people's care demands collaboration to be able to solve issues. We cannot do this alone: AI is multidisciplinary and requires close cooperation between policy makers, care professionals, scientists and entrepreneurs. In order to make transition possible, access to good data, as well as data quality are of major importance. The efficient attainment, management, storage and protection of data are preconditions to have good data available for reliable AI.

At the same time also transnational collaboration between the involved stakeholders is necessary. Therefore, the Netherlands and France are already collaborating in the area of ICT and health. The Netherlands are among the frontrunners in terms of data-driven health, whereas France invests particularly in a strong data infrastructure.

The digitalisation in health care and the developments in the area of AI offer good opportunities for collaboration – even in a broader European context.

Thus, for this mission, the emphasis will be on collaboration in the area of common ambitions and the exchange of knowledge and experience, in terms of opportunities as well as lessons learned: both the Netherlands and France are innovative in the area of eHealth and the respective LSH-sectors will therefore be able to benefit from each other's expertise.

BESIDES OTHER TOPICS, THE PROGRAMME WILL FOCUS ON THE FOLLOWING:

- AI & Policy: digital transformation in health and care by AI. Trend shift from reactive to proactive.
- AI & Health Data: access to health data of patients.
- AI & Health Innovation: access to health data for purposes of research and innovation.
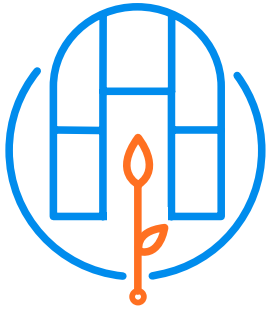
AGROFOOD

Artificial Intelligence (AI) has an impact on the Agri & Food sector in how agriculture is executed as well as on the consumption of food. Digitisation of the production, trade and consumption of food offers opportunities to use AI for more efficient and sustainable food systems.

The Dutch AgroFood sector not only has an international focus but is also a world leader in the field of digitisation. The production, trade and logistics of agricultural products such as flowers, vegetables and seeds are of the highest level, partly due to digitisation. Digitisation is already a crucial part of the infrastructure that enables innovation in the Agri & Food sector.

In the greenhouse horticulture sector, more and more actions done by humans are being replaced by robots, which AI is making smarter and smarter. In time, greenhouses are expected to produce food and ornamental horticulture autonomously. In arable and animal farming, AI is becoming increasingly important in providing decision support: how do I optimally use crop protection? With good animal care, can I administer less preventive medication to livestock? These questions are increasingly being answered with AI technology.
AI is a promising technique for the production and consumption of food, which can be used to prevent food allergies or eating disorders (obesity), for example. With AI, the dietary pattern is better tuned to the individual characteristics of the consumer and healthcare costs can be, as a result, reduced.

These opportunities to apply AI also bring social challenges. Think of the protection of consumers' privacy and the shift in employment caused by AI. Digitisation is already a crucial part of the infrastructure that enables innovation in the Dutch Agri & Food sector. Globally, we see that considerable investments are being made in AI. Participants of the trade mission will work to identify opportunities and challenges and develop concrete plans for the application of AI.

THE FOLLOWING THEMES HAVE BEEN DEFINED TO WORK ON DURING THE INNOVATION MISSION:

- Data sharing
- Autonomous Greenhouses
- Food Processing
- Robotics
  — Smart Farming
  — Smart Breeding
  — Personalized Nutrition

National AI Coalition (NL AIC)

The Dutch National AI Coalition has been set up (NL AIC) in order to stimulate Dutch AI activities. NL AIC is a public-private partnership of governments, industries, educational and research institutes and civil society organisations. Its aim is to speed up AI developments and connect AI initiatives in the Netherlands. And to give the Netherlands a leading position in the knowledge of AI applications. All applications will follow Dutch and European standards and values. NL AIC works as the main booster for AI applications in the Netherlands. Another goal is to realise impactful AI innovations in at least 10 economic and social sectors within 3 years.

AI is a generic technology that, in the end, is suitable for use in all sectors. It is important to focus on specific industries that are relevant to the Netherlands and that help facing societal challenges. Industries where we can scale up knowledge and experience for AI's application in other sectors. The NL AIC has specific working groups for the following application areas Energy and Sustainability, Safety, Peace and Law, Technical Industry, Education, Agriculture and Food, Defence, Health and Care, Public and Financial Services, and Mobility, Transportation and Logistics. Working group leaders and participants will look for the best AI opportunities and challenges in their fields. They will also connect partners and develop a programme.

NL AIC also works together on the knowledge, expertise and results of 5 themes. They are essential for an innovative impact in economic and social application areas.
The 5 themes are:

HUMAN CAPITAL: the availability of enough talent, including training courses and follow-up training courses;

RESEARCH AND INNOVATION: developing new AI knowledge through scientific and applied research. Making it accessible to stakeholders;

DATA SHARING: making data available and sharing data;

SOCIAL ACCEPTANCE, FRAMEWORKS, INCLUSION: involving end-users in research, innovation and application. Developing ethical, legal and social frameworks in co-creation;

START-UPS AND SCALEUPS: tapping into and leveraging resources, data and partners (match-making) for their business developments.

READ MORE ABOUT NL AIC
nlaic.com/en/