



Brussels, 14 March 2024

Press Release by the European AI Forum on the:
Plenary Vote on the AI Act in the European Parliament

The European AI Forum, the EU's largest AI umbrella organisation representing over 2000 members including SMEs, corporates, organisations and experts, welcomes today's plenary vote on the AI Act by the European Parliament as a decisive step towards regulating AI in the European Union.

Following years of intense and complex negotiations, this specific milestone assures a reduction of uncertainties for the European AI ecosystem. Our members can now finally prepare for their compliance regarding the new regulatory framework.

The Board of the European AI Forum on today's vote:

"Having focused almost exclusively on regulating this key technology in recent years, we believe the EU now must focus equally comprehensively on how it can facilitate the implementation of the AI Act and invest in promoting Europe's AI ecosystem and 'AI made in Europe'. Otherwise, the EU's stated goal of boosting European AI innovation through the AI Act will be a devastating missed opportunity for Europe."

Now that the legislative process is complete, we are moving on to the implementation phase. It is clear to us that uniform implementation standards must be established throughout Europe. With this goal in mind, we are currently turning our attention to the European standardisation bodies and awaiting their response to the request for harmonised standards made by the European Commission in relation to the AI Act.

Fragmented standards and levels of implementation would be critical for the European AI Ecosystem and would create an unfair competition environment for the European AI ecosystem, due to economic obstacles and bureaucratic difficulties. Thus, the joint implementation of the AI Act at the European and national levels will determine whether this regulation will be a success or an economic and bureaucratic obstacle. We therefore call on the future European and national authorities to work with the best interests of European companies in mind.

**For more information**

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About the European AI Forum

The European AI Forum (EAIF) is the umbrella organisation of national European AI associations and clusters. Combined, we represent over 2.000 members, making us the largest European AI organisation. We represent members such as SMEs, corporates, organisations and individual experts in AI.