There is little doubt that Europe is at a crossroads in terms of shaping the world’s future, a future that will be defined by technological progress, as it has been throughout time.

In one direction is a future shaped by the scientific minds, multinational corporations and progressive governments of the Americas, Asia and the Pacific Rim. It will be a future of prosperity, employment, diversity and exciting social, economic and political change driven by innovative technology.

In the other direction is a future in which, although we share in many of the benefits of that innovation, we share little of the economic and social prosperity that it brings with it; a future in which we follow the pack, rather than lead it.

Thankfully, Europe is blessed with some of the finest minds in the world, minds that are now being guaranteed a role in defining both a European and a world future, through forward-thinking political and economic will and a European Union that believes that collaboration will reap its own rewards.

By using these minds, funding their ambitious projects and implementing the technology that stems from their research and development, Europe is choosing to lead rather than to follow.

Of course, there is still a long way to go. Indeed, as history has taught us, such is the nature of technological advancement, this is a never-ending road so our investment in the future will have to hold firm and our strategies remain focussed on delivering what our society needs and, perhaps more importantly in an age of consumerism and choice, what our society wants.

But the rewards are already there for us all to see. In this edition of eStrategies Europe, we have highlighted the tremendous work being carried out by European companies, working together on projects that are helping to shape our health, our entertainment, the products we buy and the way we learn.

All have taken great strides forward with FP6 funding and, thanks to an ambitious FP7 agenda from the EU, many now stand on the cusp of even greater progress.

eStrategies is proud to have been able to work with these innovators and will continue to follow their fortunes throughout the next stages of their development.

And we shall stay focussed not only on disseminating the progress being made but we shall also use our influence and contacts with leading decision makers in both the public and private sectors throughout Europe and the rest of the world to ensure that these finest of minds are given the opportunities they need to shape our future for the better.

William Davis, Managing Editor
wdavis@bpl.uk.com