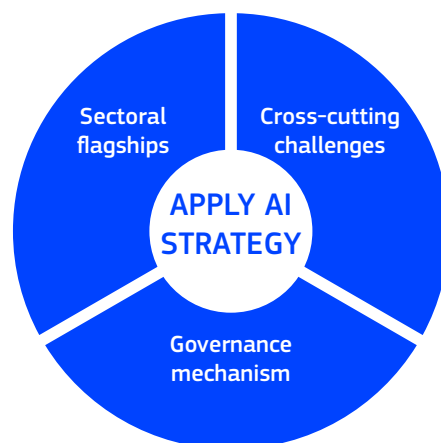


Apply AI Strategy

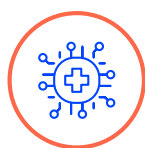
October 2025

A strategy to support adoption of AI in strategic sectors, enhancing European competitiveness and technological sovereignty.

- Harnesses the transformative potential of AI for industries and the public sector.
- Encourages companies to embrace AI while considering the risks through an AI First Policy.
- Builds on Europe's plan to become an AI continent.



Strategic sectors



**Healthcare
and pharma**



**Mobility, transport
and automotive**



Robotics



**Manufacturing,
engineering and construction**



Agrifood



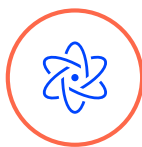
**Climate and
environment**



**Electronic
communications**



**Defence, security
and space**



Energy



Public sector



**Cultural and creative
sectors, and media**

How can Europe speed up AI from lab to market?

The strategy will foster the growth of the European AI ecosystem, by accelerating the time to market and linking infrastructure, data, and testing facilities.



Open opportunities for SMEs through AI-specialised EU Digital Innovation Hubs.



Drive advanced development in AI via a Frontier AI Initiative.



Build trust in the European market.



Equip every sector with AI-ready workforce .



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One governance mechanism, supported by

Apply AI Alliance



a Forum for policymakers, industry, academia and civil society.

AI Observatory



Tracking progress and insights.



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