



How can the private sector get more added value from ENISA?

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Recognizing the facts is the beginning of all wisdom
(President J.K.Paasikivi , 1944)

EU's industry position in ICT food chain has changed

- EU's corporates have been sliding down in ICT value chain
- not providing operating systems
- not major chipset manufacturing
- nor facilitating ecosystems
- will compete, from now, against new players



Even with succes stories, it is good to understand



- Not owning the ecosystem
 - Not owning the SW developing tools
 - Not owning the distribution
 - Not owning the pricing
-
- Not owning consumer data, security nor privacy decision

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Major game changers



With Cyber Security: European economy needs competence to understand the facts

- Understand the threat landscape
- Understand tools/platforms used
- Identify the doers

With Cyber Security: European economy needs protection

- EU still have lot of IPR's to protect
- EU is also having financial intitutions to protect
- EU is having economical and political interest to protect

With Cyber Security: Credible offensive capability ???

- To whom EU should target?
- From where and how to get cyber offensive artillery?
- Already owning offense tools can be political challenge

But fight from EU approach proceeds

- Previous high level meeting in Brussel 27th November 2012
- Request from non-european goverment to ENISA to act to prohibit usage of telecom components and devices from other non-european country

European citizen data protection legislation

- Study from regulation related to EU citizens data
- Non European regulation
- Balance between citizen's basic rights



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EU's Economical aspect ?



Who helps citizens?

- **Where is the EU enforcement?**
- **Where to find help / support / tools?**
- **No trouble with high skilled people or people with good financial background**



What can ENISA do for corporates and private sector?



Solve issues where private sector is not having resources / competences / financing/ access

- **Work to understand and straighten non-coherent policies, laws and practices**
- **Work to straighten conflicting national interests**
- **Work to ensure that perceived privacy vs. business interests will be understood**
- **Ensure that complicated technical issues are not regulated based on headline-level expectations**

Provide expertise in areas where private sector do not have it

- Training material
- Reports
- Implementation guides
- Recommendations
- Technical studies



Increase real added value by

- Piloting
- Workshops
- Forums
- Networking
- Inventories



What private sector can offer to ENISA

- Connection to European private sector
- Understanding of competition lanscape
- View for global trade
- Understanding for European private sector competitive assets

What private sector would need?

- **Guarantees from ENISA continuity**
- **ENISA should facilitate such global networking which is prerequisite to understand cyber security challenge**
- **ENISA needs independent content to gain acceptance and bargain power in international arenas**

Thank you!

***Questions:
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