



ETNO becomes Connect Europe, prepares for the tech policy of the future

The association representing leading connectivity providers in Europe reveals its new brand and Director General to reflect evolving membership, purpose, mission, and vision

Brussels, September 9, 2024 – Europe’s leading providers of connectivity networks and services are proud to announce that, effective today, their European trade association ETNO has a new purpose and brand: Connect Europe.

The change – the first time this has happened in the Association’s 32-year history – reflects the fast and dynamic developments in telecom innovation and across connectivity markets, as well as growth in membership.

The Connect Europe brand emphasizes the Association’s role as the main representative of Europe’s connectivity ecosystem, as leaders in empowering the Continent’s competitiveness. Connect Europe’s members connect over 270 million Europeans with cutting-edge mobile and fixed networks, such as fibre and 5G. They also deliver advanced services, ranging from first-class IT, AI and cybersecurity solutions, to entertainment and content.

With members representing the main investors in the industry, Connect Europe drives the digital transformation of the Continent, accounting for more than 70% of the total telecom sector investment in Europe.

Empowering the Digital Future: Connect Europe's new purpose, mission, and vision

Along with the new name and logo, Connect Europe today [unveils](#) its new purpose, vision, and mission. The new organisation statements reflect our commitment to empower the digital future by connecting people, businesses and communities across Europe.

Connectivity is the foundation of a prosperous, inclusive and sustainable society, and the Association strives to be the trusted partner and voice of the sector in Europe. Our members should be able to operate at scale and to invest in the most innovative forms of connectivity. By shaping the policies and regulations that enable world-class networks, Connect Europe will support its members in delivering cutting-edge services that meet the needs of European citizens and businesses.

A New Director General

The Executive Board has agreed to propose [Alessandro Gropelli](#) as the new Director General. The proposal is submitted for approval by the Association’s General Assembly, taking place on 7-8 November in Lisbon and hosted by Altice Portugal.

Strengthening the representativeness of the connectivity ecosystem

Building on recent new membership [announcements](#), which included welcoming Liberty Global, we expect to further reinforce our representativeness of the European connectivity sector. We strive for a stronger voice of the industry in the European debate. More news will follow during the upcoming General Assembly.

Connect Europe



Connect Europe is not only growing in membership, but also strengthening its position as a thought-leader in the European connectivity sector and today we also welcome [CTAM Europe](#) as part of our Association^[1].

Steven Tas, Executive Board Chairman, Connect Europe, comments: "*Today marks a historic moment for the European connectivity sector. Our focus is on creating more innovation, investment and competitiveness for European citizens. We are not only changing our brand, but also our role and vision for the future. Building on our 32 years history, we are preparing the Association to work with the new European political leadership and build a long-term partnership for the coming decades.*"

About Connect Europe:

Connect Europe is the voice of the leading connectivity providers in Europe. Our members are at the forefront of innovation in the telecom and technology ecosystem, offering cutting-edge digital networks and advanced services that connect over 270 millions Europeans, as well as first-class IT, AI and cybersecurity solutions, and entertainment content. As the main investor in the industry, we drive the digital transformation of the Continent with more than 70% of the total telecom sector investment. Formerly known as ETNO, we have been acting in favour of a more positive policy and regulatory environment that enables citizens and businesses to benefit from digital connectivity and services since 1992.

Note to Editors: Please use the name **Connect Europe** in all future references.

^[1] CTAM Europe is the leading non-profit professional organisation that offers executive education, knowledge sharing and networking opportunities for the European connectivity, content and telecommunications industries.