"We have to convince young women that ICT isn't just for geeks. IT jobs can be very sexy indeed," Reding told journalists in a briefing.

Reding believes getting women recruits is the best way to make up the shortfall of 300,000 skilled ICT personnel in Europe. Women accounted for 58% of all graduates in the EU at last count, but female computer science graduates fell by 4% during the same period.

Go Woman in IT