ECMI (European Consortium for Mathematics in Industry) is a vibrant consortium of academic institutions and industrial companies. In recent years, ECMI has been involved in numerous studies and forums that have been carried out at the international level demonstrating that Modelling, Simulation and Optimisation are tools for research and innovation, and are keys for achieving a competitive edge and a catalyst for innovation processes in companies. This contribution of mathematics is far from having reached its peak and it is expected that the new paradigms related to the 4th industrial revolution will continue to bring new and challenging opportunities. In this presentation we will emphasise the unique strength of mathematics as a technology transfer tool and discuss the ECMI strategy for the coming years.