

Digital Single Market: interesting new components, but weak on existing barriers

EUROCHAMBRES has mixed views on the new Digital Single Market (DSM) strategy, published today by the European Commission. While the package contains some important new elements, it fails to adequately focus on ensuring that already established legislation and processes are fit for the digital era.

EUROCHAMBRES' Secretary General, Arnaldo Abruzzini, said: *"The DSM addresses a number of key issues such as VAT simplification, digital skills and simplification of contract rules. But legislative and administrative barriers in place for many years still restrict smaller businesses' ability to capitalise on the benefits of technological advances. The DSM should have gone further in addressing these barriers."*

For example, the Services Directive, now well over a decade old, has failed to break down numerous obstacles encountered by cross-border service providers who increasingly trade online. This should have been tackled in the strategy.

Despite these omissions, the DSM can have a positive impact, but only if Member States take ownership of the strategy. The attitude of national governments will be crucial to whether Europe can launch a European Cloud policy, capitalise on the new sharing economy and ensure trust and security in the Digital Single Market.

EUROCHAMBRES' priorities for the Digital Single Market are available [here](#).

A thorough presentation of the DSM will be provided during a EUROCHAMBRES Business Breakfast on 7 May in Brussels. More details [here](#).

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