

Digital Single Market Strategy mid-term review: no big wins for traders so far

EUROCHAMBRES is struck by the Commission's focus on a "triple win" for consumers in today's mid-term review of the Digital Single Market Strategy (DSM), while references to trader benefits – including millions of small businesses and startups - are minimal. The Chamber association underlines that, for consumers to get a better and more diversified offer, entrepreneurs need be incentivised as well.

EUROCHAMBRES' CEO Secretary General, Arnaldo Abruzzini, said: "While the Commission congratulates itself on "triple wins" for consumers, we are still trying to identify significant benefits from the DSM for the business community. Despite some positive initiatives, little progress has been made to make legislation and administrative processes fit for the digital era."

The Geoblocking Regulation, a prominent element of the DSM, seems in fact set to bring only limited advantages to consumers. At the same time, it also preserves rather than addressing existing legal uncertainty and imposes additional obligations for businesses, SMEs in particular. As such, EUROCHAMBRES fears that the regulation will deter, rather than boost online cross-border trade.

Both consumers and sellers should benefit from the harmonisation of national contract laws for online sales that are currently under discussion as part of the DSM package. EUROCHAMBRES therefore calls for balanced consumer protection rules, such as in the Sales of Consumer Goods Directive. A failure to achieve such a balance in the new proposals will reduce the mutual benefits of harmonisation for both parties will be reduced.

Mr Abruzzini added: *"The Commission and co-decision makers need to work towards solutions that are fit for both consumers and for entrepreneurs; this is not a political option, it's an economic need. Otherwise, buzz phrases like 'digital and cross-border by default' will not get any further than the commissioners' speeches."*

Further information: Mr Erwan Bertrand, Tel. +32 2 282 08 67, bertrand@eurochambres.eu

Press contact: Mr Ben Butters, Tel. +32 2 282 0871, butters@eurochambres.eu

All EUROCHAMBRES' press releases can be found [here](#)

