

9 strategic actions

to boost Europe's competitiveness and empower European tech and digital companies



WHAT IS NEEDED TO EMPOWER EUROPEAN TECH WITH GENUINE COMPETITIVENESS?



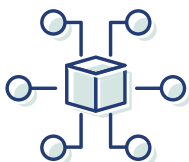
1. Complete and harmonise the Single Market

Ensure consistent interpretation of EU law through enhanced co-operation among authorities, enabling European companies to scale seamlessly, addressing overlapping and conflicting rules, and eliminating competition distortions and anti competitive practices within the Single Market.



2. Empower European tech companies to lead globally

Develop a European tech strategy to support homegrown companies of all sizes, from startups, SMEs, scale-ups to established European champions, to become global digital leaders. Implement a “competitiveness check” to evaluate if new rules contribute to EU tech growth, including in emerging fields such as AI development. If they don't, weigh carefully the costs and benefits. Ensure EU tech has a seat at the policy-making table.



3. Develop a strong and responsible data economy

Promote data use to support business operations alongside ensuring the protection of personal data and consumer rights including users' freedom of choice. European tech companies need enhanced access to quality data sets to foster a thriving data economy.



4. Enhance talent attraction and retention

Adopt an EU visa approach inspired by best practices, digitise processes to streamline procedures and reduce costs, and guarantee true freedom of movement for workers across the EU. Among other initiatives, define and implement incentive programmes to prevent ‘brain drain’ and upskill or reskill Europe's workforce. Strengthen cooperation between industry, academia, and research centres across disciplines and borders to trigger innovation and attract talent.



5. Boost the funding of Europe's ambitions

Strengthen the Capital Markets Union (CMU) and the Banking Union (BU) to enhance the competitiveness of European companies, stimulate innovation, drive economic growth and improve market liquidity across Europe. Streamline the administrative processes and timing of public funding to align with the pace of innovation, thereby supporting innovative solutions made in Europe.



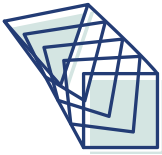
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WHAT IS NEEDED TO CREATE SMART RULES?



6. Make business easier and faster in Europe

Simplify and combine laws to remove overlaps and contradictions, and reduce administrative burdens by cutting down on unnecessary paperwork and reporting. The 'once only' principle should be applied to reduce the over-transposition of EU law at the national level.



7. Take a problem-based and tailored approach

Adopt new rules to fill specific gaps and not compensate for the lack of enforcement of existing rules. Upcoming measures must be problem-solving and tailored to different business models (no one-size-fits-all). Avoid creating sector wide rules in response to one company's behaviour. Each institution must thoroughly assess the impact and weigh the cost-benefit of any changes.



8. Boost productivity with digital tech uptake and diffusion

Create innovation units in all enforcement authorities to understand emerging technologies, products, and business models. These units will balance risks and opportunities, oversee regulatory sandboxes for safe innovation testing, and collaborate with associations or experts to bridge the gap between markets and regulators. When developing European standards, European tech companies should actively participate.

WHAT IS NEEDED TO ENSURE ENFORCEMENT?



9. Effective enforcement of existing rules to level the playing field and foster innovation

The EU should prioritise enforcing existing digital rules, including to level the playing field for the European tech industry to fairly compete with global peers and innovate to the benefit of European consumers. Empower and equip enforcement authorities at both European and national levels to effectively enforce rules. This will ensure consistent application of EU regulations across all companies operating in the EU and targeting European consumers.



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TRADE ASSOCIATIONS



Digital Technology
Employers' Association





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COMPANIES

Adevinta

allegro

AirHelp

bol.

cdiscOUNT

CRITEO

DAILYMOTION

 deliveroo


Delivery Hero

dreamstime

FREENOW

GET YOUR GUIDE

Glovo

here

 JUST EAT
Takeaway.com

 milestone


MIRAKL

otto group

 OVHcloud

 Spotify

the
stepstone
group


TOO GOOD TO GO

 Trustpilot

Vinted

 Wolt

 zalando