

Mrs Victoria de Posson
Secretary General of the European Tech Alliance
Square de Meeûs 35
1000 Brussels
Belgium

Dear Mrs. Ursula von der Leyen
President of the European Commission

Dear Mrs. Teresa Ribera
Executive Vice President for Clean, Just and Competitive Transition

Dear Mrs. Henna Virkkunen
Executive Vice President for Tech Sovereignty, Security and Democracy

Dear Mr. Stéphane Séjourné
Executive Vice President for Prosperity and Industrial Strategy

Brussels, 27 January 2025

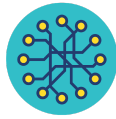
Subject: DMA | Ensuring Fair Competition in Digital Markets

Dear President von der Leyen,
Dear Executive Vice Presidents,

On behalf of the European Tech Alliance ([EUTA](#)), representing European-founded and headquartered companies, I write to reaffirm the importance of safeguarding fair competition in digital markets, a cornerstone of the European Union's vision for a dynamic and competitive economy. The Digital Markets Act (DMA) was born out of this ambition, and the progress achieved over the past five years must not be undermined.

European tech companies strongly believe that enabling fair competition, innovation and consumer choice must remain paramount. EU rules apply equally to all companies operating within the European Single Market, and all players should respect these principles. Those who fail to adhere to the EU rulebook not only distort competition but threaten the health of Europe's digital ecosystem.

As such, we urge the European Commission to enforce the DMA effectively and ensure compliance with its provisions. In particular, the Commission should conclude its ongoing investigations into Apple, Google, and Meta, without delay. In cases of clear breaches of the DMA, the Commission should promptly consider initiating new proceedings. Companies that



disregard the DMA obligations must be held accountable, including through fines where necessary. Upholding the rule of law is essential; it is a core principle that should be respected irrespective of the geopolitical context.

Finally, Europe's competitiveness relies on a level playing field where companies can innovate and thrive in a safe and fair environment, ensuring everyone is complying with applicable rules. By empowering European businesses and by fostering fairness and contestability in EU markets, the Commission can strengthen the EU's position as a global leader in digital markets. Maintaining fair competition will foster innovation, attract investment, and ensure that European consumers and businesses benefit from a vibrant and diverse digital marketplace.

We count on your leadership to ensure that the Digital Markets Act delivers on its promises, is enforced without undue delays, and that the European Single Market remains a place of fairness and opportunity for European businesses and citizens.

Yours sincerely,

Victoria de Posson

Secretary General of the European Tech Alliance