

JOINT STATEMENT

Roundtable on scaling European e-commerce: smart regulation for a fair, resilient and sustainable Single Market

The European organisations [Classifieds Marketplaces Europe](#), [Ecommerce Europe](#) and the [European Tech Alliance](#), joined forces to organise a roundtable on Scaling European e-commerce: Smart regulation for a fair, resilient and sustainable Single Market as part of the Digital Summit organised by the Polish Presidency of the Council of the EU in Gdańsk on 17 June.

The event brought together representatives of Europe's leading digital, technology and e-commerce companies, associations, as well as European and national policymakers, to discuss the future of European e-commerce. Three key priorities were addressed during the event:

Scaling European e-commerce

Europe must be a launchpad, not a labyrinth, for digital innovation. We support the EU's commitment to simplification, but the effort must now translate into action. Far too often, valuable resources are lost in navigating inconsistent interpretations, redundant procedures, and overly burdensome regulations.

Regulatory clarity should empower all European e-commerce innovators, whether startups, SMEs, scale-ups, or established tech leaders. Europe should celebrate the success of its homegrown digital champions, not stifle them with complexity as they grow. Ambition should have no ceilings, but bureaucracy must have strict limits.

The call to action is clear: we need a European Scale-Up Strategy to increase the number of European tech success stories, and continued focus on eliminating outdated rules, resisting regulatory overreach, and implementing smarter policies that foster sustainable growth.

Smarter regulation

It is essential that European rules are designed to serve citizens' needs, align with modern trading models, ensure the transition to the sustainable Single Market, and reflect the diversity of Europe's digital economy.

This is especially crucial for the growing re-commerce sector and second-hand trade, which are often unintentionally hindered by regulations. A supportive, fit-for-purpose regulatory environment would empower individuals and businesses alike to scale circular practices and contribute meaningfully to a more sustainable and competitive European economy.

Our organisations continue to strongly advocate for better enforcement over new rules, greater harmonisation wherever possible, and the ongoing simplification of the legal landscape by addressing contradictions and overlaps

Level Playing Field

A level playing field is key to a competitive and sustainable European e-commerce ecosystem. Today's substantial distortion of competition, caused by large non-EU based e-commerce actors bypassing EU regulations and leveraging vast financial resources, overwhelmingly impacts companies operating in Europe, but also the continent's ability to become more resilient and sustainable.

Compliant businesses invest extensively in ensuring compliance with EU rules, and it is estimated that non-compliant ones can offer their products at least 40% cheaper. This apparent price difference between compliant and non-compliant companies shows the significant advantage that non-compliant businesses currently enjoy.

The European Union needs to stay the course on better enforcement and reinforce the tools available, not to close borders, but to ensure a level playing field for companies in the EU.

We are thankful to the Polish Presidency of the Council of the European Union for bringing together representatives from the e-commerce and digital sectors to exchange across a number of topics, including the potential of new technologies, ensuring compliance with EU digital legislation and simplification. Together, we stand ready to work with EU institutions and stakeholders to build a regulatory environment that can deliver on these priorities.