

Ecommerce Europe welcomes Council discussion on level playing field in e-commerce

Today, EU Ministers met in the context of the COMPET Council to discuss the development of a unified approach regarding the enforcement of EU standards in e-commerce. The concerns expressed by the Member States are something that we and our members share with them. Rigorous enforcement of EU standards is crucial.

“We are glad to see that an increasing number of stakeholders are looking at the issue of level playing field between EU-based and non-EU based e-commerce players. Today, it was the turn of the COMPET Council, which felt the urgency to discuss and reflect on a unified approach regarding enforcement of EU standards in e-commerce. A feeling of urgency that is strongly shared by Ecommerce Europe and its members. Together, we have been [advocating for a level playing field and effective enforcement of EU law](#) towards all e-commerce players active in the EU Single Market, no matter where they are based”, declared Luca Cassetti, Secretary General of Ecommerce Europe.

EU-based companies face significant regulatory burdens, with high compliance costs driven by complex and often inconsistent rules across the bloc. As a result, they struggle to compete on an equal basis when some non-EU-based competitors target European consumers with a questionable level of compliance with EU and national rules, particularly regarding consumer protection, product safety, data protection and so on. The issue lies also in the poor enforcement of already existing legislation by competent authorities in the Union, which often lack resources and coordination at EU level.

The existing regulatory framework already provides tools for authorities to act and impose adequate measures now so that to combat potential harm to consumers. Therefore, we ask decision-makers at national and EU level to boost enforcement, facilitate deeper cooperation of competent authorities across the Union and ensure all necessary means to control the activities of non-EU based actors with the same thoroughness as applied in the scrutiny of companies already established and operating in the EU.

For more information, please read our [Open Letter](#) on this matter.

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