

**Question for written answer E-013844/2015
to the Commission**
Rule 130
Olga Sehnalová (S&D)

Subject: Fraudulent directory companies and the revision of Directive 2006/114/EC

The issue of misleading directory companies is, according to a Commission Communication of November 2012 concerning misleading and comparative advertising, one of the misleading marketing practices that cause European companies the greatest number of problems. In the past, Parliament repeatedly made this point in a number of resolutions, and a large number of Member States have warned of the serious impact of the unfair practices used by directory companies. The Commission has identified the self-employed, and specifically doctors, among those often affected.

Although some Member States have almost succeeded at eliminating fraudulent systems at national level, cross-border practices remain problematic, as do effective cross-border prosecutions.

Since publication of the communication 'Protecting businesses against misleading marketing practices and ensuring effective enforcement', what steps has the Commission taken in respect of fraudulent directory companies? Does the Commission have additional information or findings regarding complaints made against fraudulent directory companies since publication of the aforementioned communication?

In the aforementioned communication, the Commission announced that it intended to strengthen the protection of companies against misleading cross-border marketing practices. In appendix 3 to the Communication on the Work Programme 2015 of December 2014, the Commission also referred to the revision – i.e. simplification – of Directive 2006/114/EC concerning misleading and comparative advertising.

When will the Commission present the proposal for a revision that it announced, and will the revision focus specifically on the problem posed by fraudulent directory companies?