



Smart regulation for more consumer choice

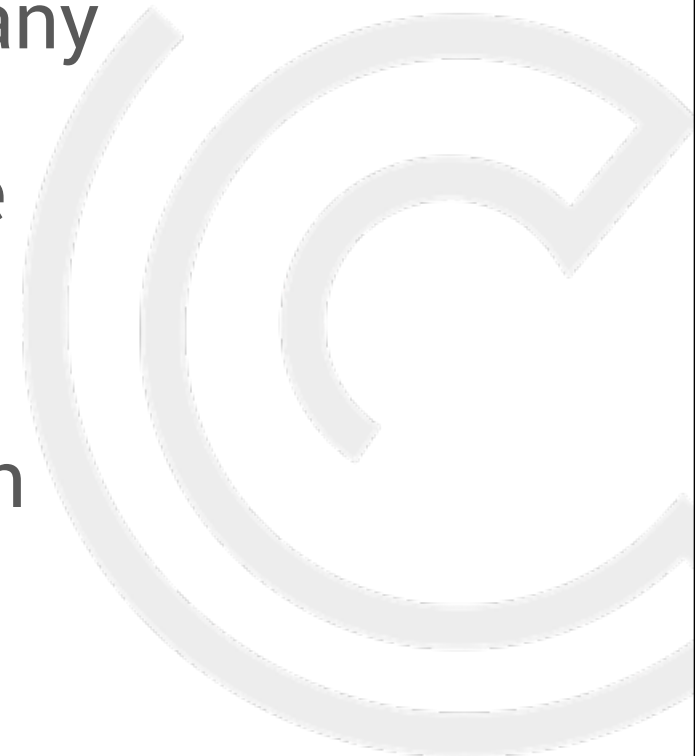
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Consumers problem

- Consumers face problems when accessing services in domestically regulated professional service sectors: often no or little choice and with more expensive services. E.G. In Germany chronically ill patients were not allowed to procure discounted medicine from an online pharmacy in the Netherlands.
- Internal market criteria are often not implemented or not enforced. We can see an infringement of the Four Freedom.





Millennials' problem

- Millennials' problem with regulated sectors: no job, high youth unemployment rate (e.g. In Italy, where youth unemployment rate is almost 40% young students can't work as tourist guides as there is a huge entry barriers).
- Market access barriers are often too high due to corporatist regulated style of professional services.
- Corporatist way of regulating professional services keeps entry barriers for younger members of the workforce high and projects the jobs of those who are already cemented in the system.



Allow to reduce entry barriers by harmonizing and liberalizing professional services within the internal market. This allow more mobility within the market and helps to reduce regional mismatches of supply and demand of professional services.



Social Mobility

- Social mobility: sharing economy technologies such as Uber and Airbnb allow an entirely new sector of small entrepreneurs to arise.
- This is especially valuable for young adults who are migrants or have a migrant background and struggle with being proficient in the official language of their country of residence. Acquiring and servicing costumers as an Uber entrepreneur doesn't require too many local language skills.
- This is an important way our of the social trap for many young European with migration background.



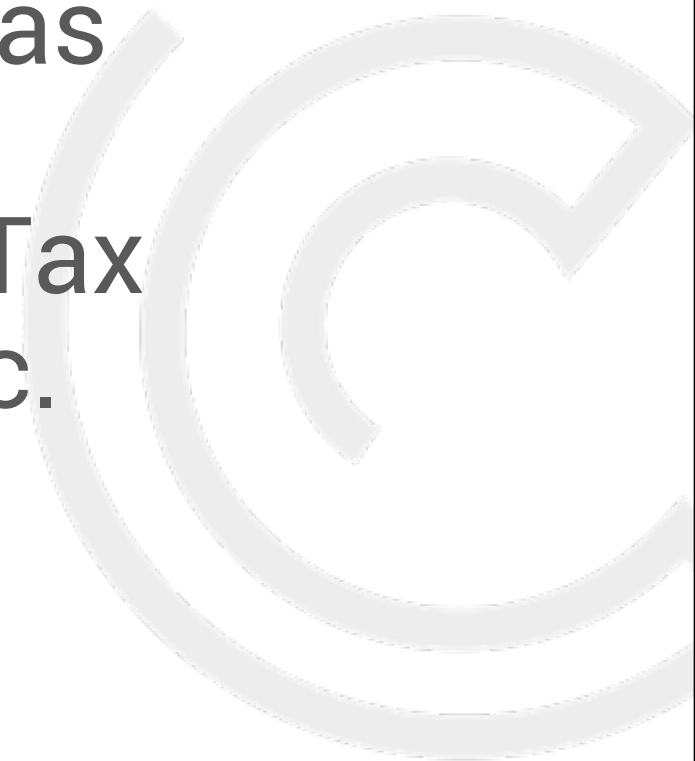
Quality



More competition means more quality services. An example could be the taxis in Berlin being forced by Uber and other sharing economy apps to accept credit cards.



We acknowledge that some professions should remain regulated and they actually are as there is a language/ different legislations state by state E.G. Tax accountants, Family lawyers etc.





Economics growth

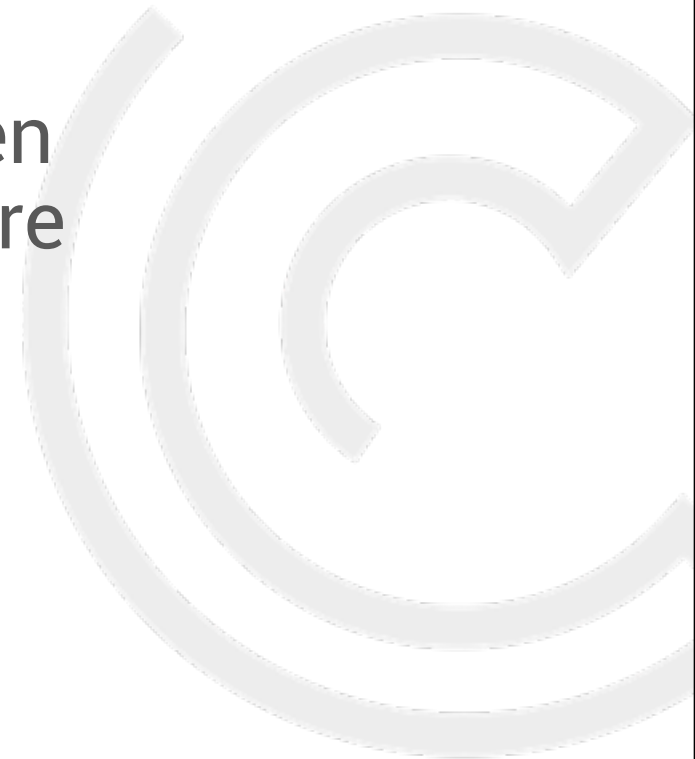


More competition and smart regulations of the market means economics growth. (E.G. Mississippi liberalizations and Italian Bersani de-regulations)



Conclusion

- Grown up consumers are not children they know what is good for them and we live in an age where information is available to everyone.
- Asymmetric information distribution between Business and Consumer is not given anymore due to third party price and transparency providers such as Yelp, TripAdvisor etc.
- Consumers must have the right to have a choice between different services.





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