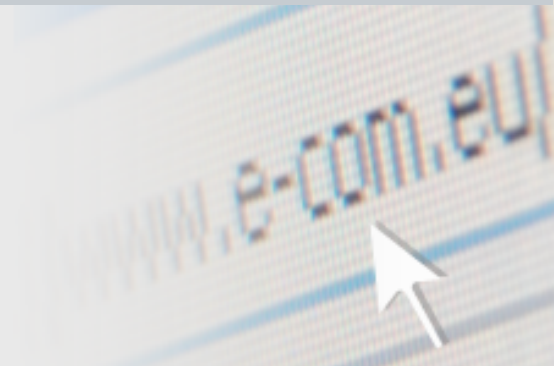




## Conclusions of IMCO Working Group on **e-Commerce**



Presentation by  
**Pablo Arias Echeverría MEP**

### CURRENT stage of e-Commerce in Europe

- Obsolete and dispersed legislation
- Lack of control agencies
- There are no incentives for business
- Perception of insecurity
- Commercial barriers
- Technical barriers
- Lack of information and education
- There is no transparency
- Lack of consumer confidence

### DESIRED stage of e-Commerce in Europe

- Regulatory clarity
- Agencies to ensure best practices
- Incentives and promotion of e-Commerce
- Securing cross border trading
- Uniformity in VAT and accounting rules
- Improve and simplify delivery services
- High quality connection
- Commercial transparency
- Security and confidence

Insufficient development  
and lack of competitiveness

RESET

Competitiveness in a market  
of 500 million users



TRUST MARK [.eu] is a brand that provides CLARITY, TRANSPARENCY and SECURITY to consumers in cross border commercial transactions



Single VAT rate

Domain [.eu] is an  
European company

Under the Consumer  
Rights Directive

Same price in all EU  
countries

Warranty and shipping  
information

Sale of products  
certified by the EU

Secure ways of  
payment

Information on the  
sellers provenance

Uses an accounting  
standard

Data Protection  
Guarantee

Detailed product  
information

Accurate information  
and legal certainty

**Action Plan**

IMCO Working Group  
on e-Commerce

e-Commerce  
in Europe

Trust Mark  
[.eu]

**Action Plan**

Conclusions  
IMCO WG

Follow-up

**Action Plan**

IMCO Working Group  
on e-Commerce

Meetings with Representatives of the European Parliament,  
Commission, Business and Consumer Associations.

**CONCLUSIONS**

IMCO Working Group on  
e-Commerce

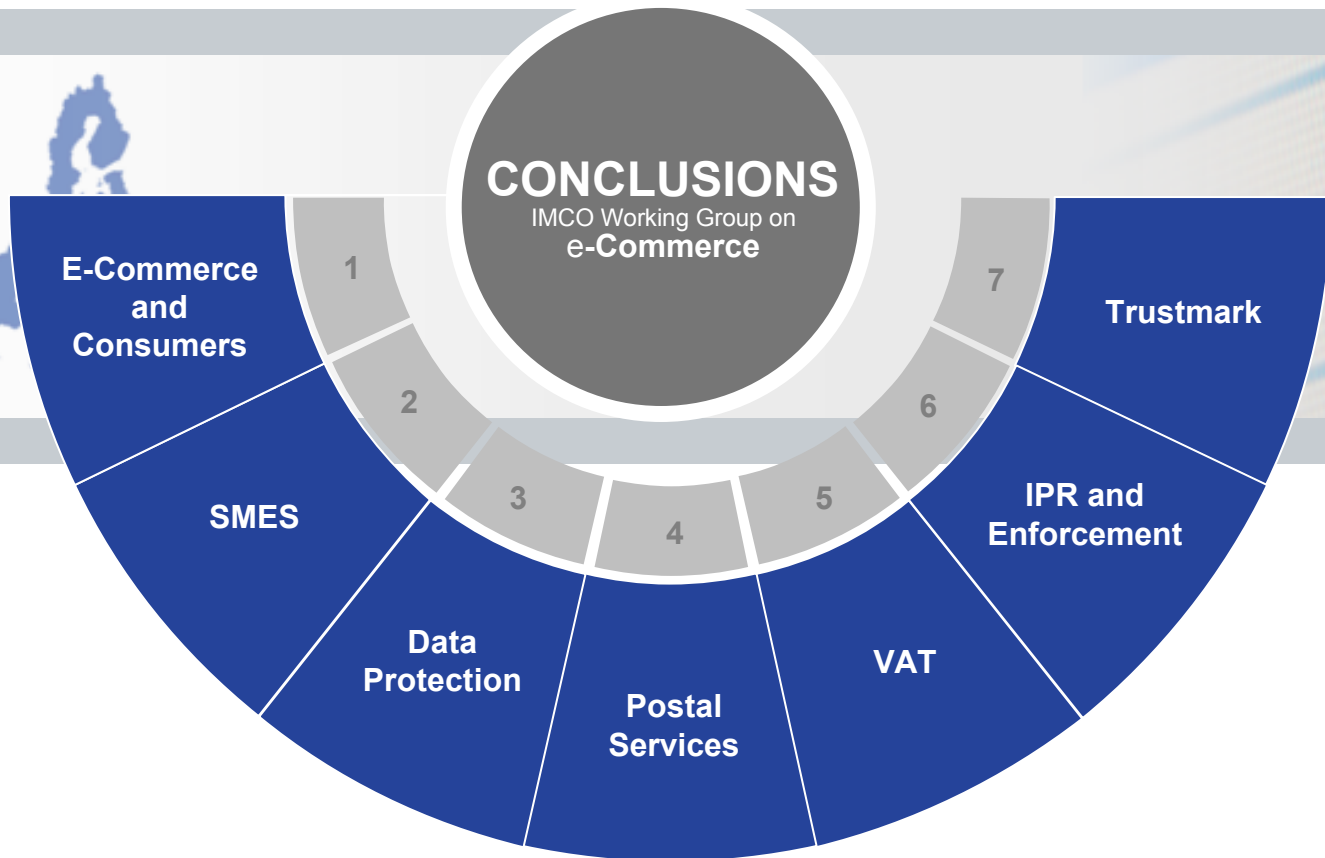
e-Commerce  
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## CONCLUSIONS

IMCO Working Group on  
e-Commerce

E-  
Commerce  
and  
Consumers

1

2

3

4

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### Situation

- Lack of consumers confidence in E-commerce while shopping cross-border online.
- Lack of knowledge and information about rights that provides legal uncertainty.
- Legal fragmentation on consumer rights as a barrier for consumers and businesses.
- Consumer unawareness of the offers and competitive prices from cross border retailers.

### Proposals

1. Transposition of the Consumer Rights Directive
2. Create an efficient EU cross border Alternative Dispute Resolution System online.
3. Launch the EU Code of Rights Online, announced in the Digital Agenda for Europe.
4. Promote and give more resources to European Consumer Centers.
5. Launch and encourage the creation of pan-European multilingual price comparison sites.
6. Increase and promote information and educational campaigns for consumers.

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## CONCLUSION S

IMCO Working Group on  
e-Commerce

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SMES

### Situation

- Need of awareness in cross-border online trading as potential core of their business.
- Need for improvement with regards to ICT and industrial innovation in Europe.

### Proposals

1. Launch and promote initiatives to integrate SMEs into the Digital Supply Chain, such as:
  - The E-Business Support Network (ESBN)
  - The E-Skills Agenda
  - The ICT standardization
2. Raise the awareness of the advantages of trading online.
3. Develop tools such as the e-invoicing, e-procurement, e-signature and the e-authorization.

## CONCLUSION S

IMCO Working Group on  
e-Commerce

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**Data  
Protection**

### Situation

- Concern on Privacy and data safety

### Proposals

1. Harmonize rules in this area to create a more predictable legal environment.
2. Correct or delete data and report breaches, in order to achieve the transparency on data.
3. Reduce administrative burdens and simplify notification requirements to enhance trust.
4. Adapt legislation on data protection to the new challenges and innovations on data protection.



## CONCLUSION S

IMCO Working Group on  
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**Postal  
Services**

### Situation

- Physical delivery of goods is still perceived as a barrier by suppliers and buyers.
- Parcel delivery between countries could imply higher tariffs than domestic delivery.

### Proposals

1. Unify and simplify rules which affect postal services in cross border E-commerce (VAT).
2. Rules on warehouse servicing need to be clarified (which and whose law applies as well as whose VAT)
3. Unify ecological taxes and road charges.
4. Clarify shipment rights and improve regarding shipments.

## Proposals

1. Simplify and unify the current rules on VAT distance sales.
2. Reduce the administrative burden particularly for SMES.
3. Set up a One Stop Shop (2004 proposal).
4. Clarify whose jurisdiction applies for VAT issues related to cross border E-commerce.
5. Explore possibilities for reducing or exempting VAT in cross-border online transactions.

## CONCLUSION S

IMCO Working Group on  
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VAT

### Situation

- Vat constitutes one of the biggest obstacles at a pan-European level.

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## Proposals

1. Review the IP enforcement directive, due to 2012, in order to adapt it to the digital era
2. Revamp the legal framework in which IPR operate.
3. Propose and implement effective legislation to simplify collective management in Europe.
4. Debate on opportunities and challenges of online distribution of audiovisual works.

## CONCLUSION S

IMCO Working Group on  
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**IPR and  
Enforcement**

### Situation

- Intellectual Property Rights are in jeopardy
- Fight against counterfeiting and piracy are major challenges.

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## Proposals

1. Create a platform of experts to develop an European Trustmark Scheme.
2. Create a Code of Conduct for issuing a Trustmark for online commerce.
3. Develop an investing plan to make truly effective the European Trustmark proposal



## Situation

- Lack of guarantees in cross-border E-Commerce

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The current fragmentation in the Single Market, the differences in VAT and the lack of trust of consumers and traders need to be fixed.

**3 barriers to  
be broken...**

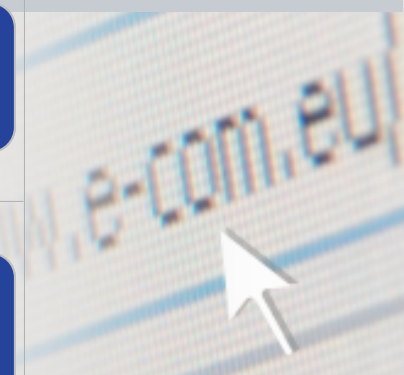
A Single E-Commerce Act should be developed alongside the new Single Market Act.

**Single E-  
Commerce  
Act...**

The Working Group aims to continue building upon the work already carried out in these 4 meetings, as a strategic chapeau for E-Commerce.

**Working  
Group  
aims...**

Desired stage  
**E-Commerce**



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**DESIRED** stage of e-Commerce in Europe

- Regulatory clarity
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