

Demands for a better DSM



EMOTA

The European eCommerce
& Omni-Channel Trade
Association

The European eCommerce industry is estimated at €400 bln., close to 10% of total retail. However, there is a huge untapped potential to it. There are still many barriers to cross-border trade.

Issues

 **Digital Single Market**

 **Geoblocking**

 **Taxation**

 **Contract Law**

 **International Competition**



Digital Single Market

EMOTA



Consumer

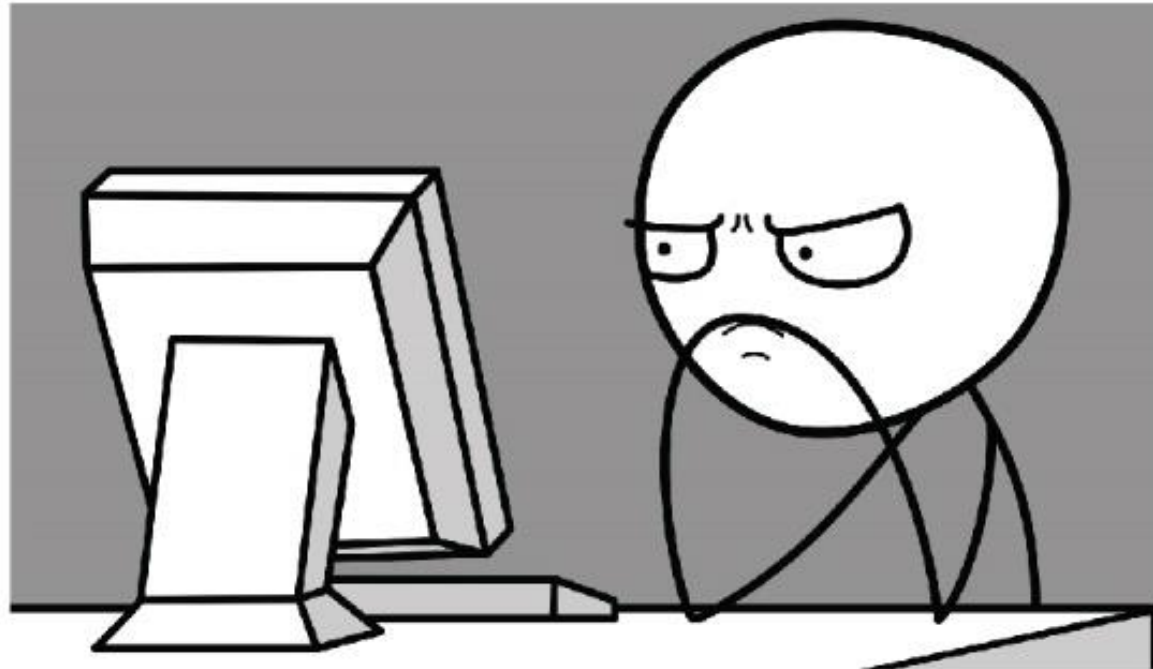
Political Leadership
Digital
Choice
Integrated
Competitive
Simplification
Borderless
Long-Term
Market Development



Businessman

Geoblocking

IP Address: 23.236.62.147





VAT Rules

1

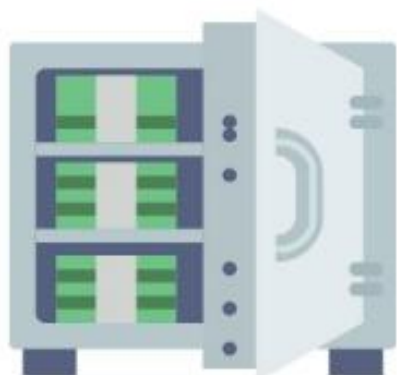


€5,000

Small Businesses that wish to engage in cross-border sales can face at least €5,000 VAT costs for each member state that they intent to supply



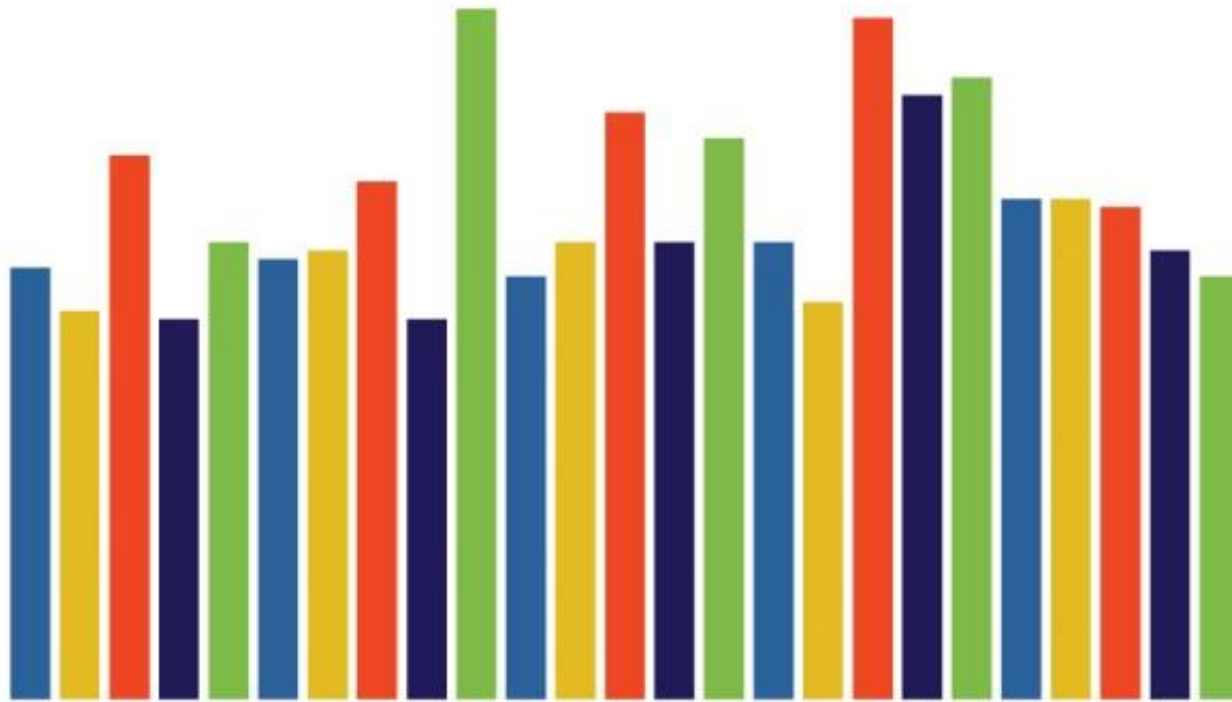
Payments



€130 billion

Sellers face very high costs because of the extreme market fragmentation in payments. For example, debit cards are generally very difficult to use in cross-border sales. The upcoming technical standards in Payments should be developed with competition and innovation in mind.

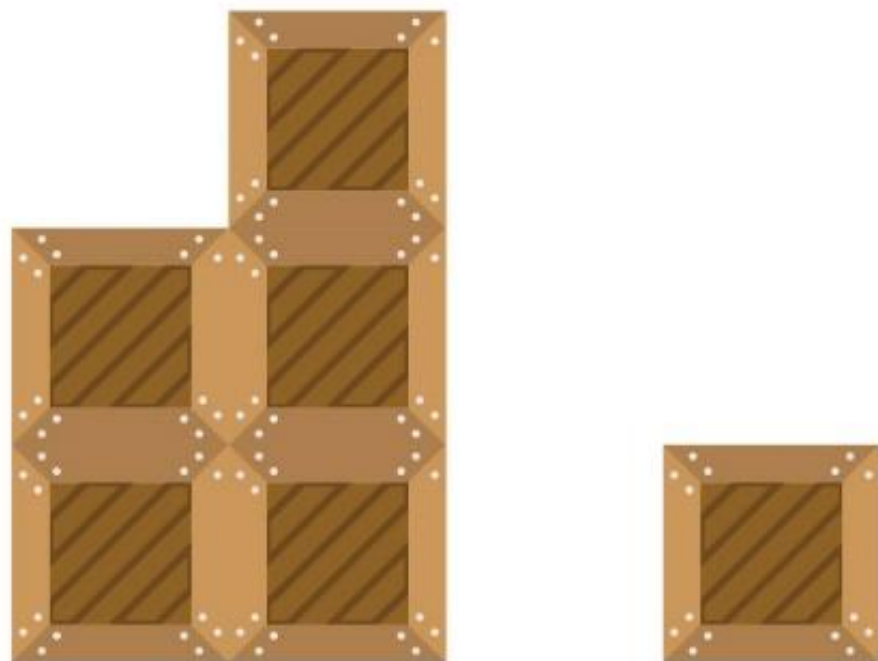
National Rules



If the same eCommerce rules applied throughout the EU, 57% of the EU businesses that are active or interested in cross-border trading would "definitely" or "to some extent" start to increase their online cross-border sales

Delivery Costs

EMOTA



Listed tariffs for cross-border parcel delivery charged by national postal operators are estimated to be to to 5 times the domestic prices

Contract Law



Four out of ten (39%) EU retailers stated that national contract laws as a significant obstacle. A seller would pay on average at least €8,000 per selling country as compliance costs. EMOTA calls policy makers to adopt a unified completely hamonised set of consumer protection rules.

🌐 International Competition



International Competition is increasing fast. In 2015, close to 40 million EU consumers ordered directly from chinese websites. These new developments raise many questions regarding fair market conditions.