



European Commission

Single Market

#SingleMarket

Delivering on the Single Market Strategy



“Our internal market is Europe’s best asset in times of increasing globalisation. I therefore want the next Commission to build on the strength of our single market and to fully exploit its potential in all its dimensions.”

European Commission President Jean-Claude Juncker Political Guidelines, July 2014

The EU Single Market is one of Europe’s greatest achievements. It allows people, goods, services and capital, to move freely across Europe. Throughout the years, the Single Market has been evolving by not all its benefits have materialised in reality.

In 2015, the Commission presented the Single Market Strategy: a roadmap to deliver on President Juncker’s political commitment to unleash the full potential of the Single Market and make it the launchpad for Europe to thrive in the global economy. The Commission is now counting on the European Parliament and the Council to complete work on all Single Market proposals so citizens and companies in Europe can soon make the most of the opportunities of the Single Market.



OPPORTUNITIES FOR CONSUMERS AND BUSINESSES

Allow consumers and companies to make the most of e-commerce

• Boost the services economy

• Improve the free flow of safe products

• Give Europe’s many innovative start-ups every opportunity to become world leading companies

• Support a balanced development of the collaborative economy



ENCOURAGING MODERNISATION AND INNOVATION

More impact of public investment through public procurement

• Support Europe’s know-how and innovation leadership by protecting intellectual property rights

• Modernise the standardisation system



ENSURING PRACTICAL DELIVERY

Enhance compliance with commonly agreed rules

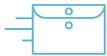
• Make it easier to manage paperwork online

• Offer advice and help solve problems

THE COMMISSION DELIVERED ON MANY FRONTS



- New regulation to **end unjustified geo-blocking** and other forms of discrimination based on nationality or place of residence.



- Regulation makes **parcel delivery** more affordable in Europe, making it easier for consumers and companies, especially SMEs, to make the most of cross-border e-commerce.



- Regulation to improve **consumer protection online** through better consumer law enforcement.



- Proposals to make it easier for companies and professionals to **provide services** to a potential customer base of 500 million people in the EU.



- Communication on best practices in Member States in regulating the retail sector (to come in Spring).



- **Regulation** to increase controls to keep unsafe products off the shelves and to make it easier to sell a product in another Member State.



- Launch of VentureEU, expected to trigger €2.1 billion of venture capital investment.



- Tax simplification measures, including a **Common Consolidated Corporate Tax Base** and a new EU VAT system.



- Proposal for a new **insolvency law** giving a second chance to entrepreneurs.



- Guidance on how existing EU law applies to the **collaborative economy**.



- Initiatives to help public authorities to carry out **public procurement** (€2 trillion per year) more efficiently and in a sustainable manner, encouraging the use of social, green and innovative criteria and of digital technologies and launch of a voluntary ex-ante assessment mechanism of large infrastructure projects.



- Initiatives that will make it easier to act efficiently against breaches of **Intellectual Property Rights**, facilitate cross-border litigation and fight counterfeiting and pirating of goods. Encourage licensing negotiations which are fair and balanced.



- Steps to ensure that Europe remains a **global hub for standardisation** including a **joint initiative** to speed up and better prioritise standard setting.



- **Proposal** for a Single Market Information Tool to contribute to the Commission's enforcement work.



- Proposal for a Single Digital Gateway providing all necessary information in a one-stop-shop making it easier for people and companies to manage their paperwork online in their home country or when working, living or doing business in another EU country.



- Increase the use of the SOLVIT free of charge problem-solving service.