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Europe

CCIA Europe Suggestions to Master Europe's Digital Competitiveness in the 2024-2029 Legislative Mandate

Dear President Von der Leyen,

CCIA Europe congratulates you for your proposal as candidate for President of the European Commission, and supports your definitive election by the European Parliament in short order.

Our association, which represents a wide variety of companies in the digital and tech space, is eager to contribute to Europe's continued digital development and competitiveness. To this end, and in light of the upcoming political guidelines for the 2024 - 2029 legislative term, we respectfully share with you our thoughts and suggestions on how Europe could best achieve its digital competitiveness in the coming years.

A European Union focused on its constituents. Consumers should be at the core of every policy that the European Union pursues and implements. We believe that increased emphasis should be placed on people's actual needs, and that those should be the basis for European policies. Until now we have seen, more often than not, legislation and initiatives which can ultimately hurt European consumers and businesses, and are thus detrimental to Europe's competitiveness. For this reason, in the next years, we would like to see a reversed course, and witness an approach to policy making that starts from the ground up, tailored to and for the benefit of Europe's citizens.

We are promoters of innovative technologies that can help Europe, and thus suggest Europe embraces a technology neutral approach. Openness to innovation has to be at the core of how digital policies are thought of, and implemented. If Europe wants to thrive and seriously compete in the digital ecosystem, then it needs to protect its core values, such as the open internet, and fundamentally open up to new technologies, such as cloud, artificial intelligence, satellite connectivity or Open-RAN. These are the innovative technologies that will enable Europe to deliver on its digital and sustainable goals. Europe should thus support the uptake of these technologies, through policies that foster - and do not discourage - their adoption, both at the businesses' and consumers' level.

We strongly believe in evidence based policy making, which tackles clear market failures that deserve to be addressed. An evidence based approach to policy making promotes a healthy regulatory framework, and serves its core purpose: solving clearly identified problems that the market cannot address by itself. Overregulating the tech sector without proof of market failure, targeting specific companies due to their success, or attempting to promote certain "national champions" over a wider sector are all detrimental approaches to Europe's competitiveness. The potential consequences are clear: small and medium businesses will struggle, choked by the infinite legal technicalities they have to comply with; businesses will progressively leave Europe, due to the lack of incentives to stay; EU Member States will be overwhelmed with new and technical duties, unable to efficiently implement all rules. If Europe wants to create an attractive digital ecosystem for businesses to grow, succeed, and remain, then it needs

clear and effective implementation of recently passed legislations, coherence between legal texts, and true evidence based policy making.

Europe has strategic and like minded partners, and should strengthen its relationships with them. We believe Europe should move away from protectionist rhetoric and policies and, on the contrary, nurture long term relationships with like minded countries. A narrative of protectionism will not bring the benefits that Europe strives for, but risks leaving our continent isolated and vulnerable. We thus believe Europe should properly cement the transatlantic relationship in order to boost its own growth and competitiveness.

Europe has all it needs to harness its competitiveness goals. To succeed, Europe's digital policies need to be aligned with its constituents' needs, grounded in evidence, aimed at protecting its core values such as the open internet, and be open to innovation and new technologies, such as artificial intelligence.

We strive to be your partner in addressing the upcoming challenges that Europe has to face in the digital space, and look forward to working together for an ever connected, safe and innovative Europe.

Yours faithfully,
Daniel Friedlaender

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