



EPP Workshop on the Services Directive

Points of Single Contact: Is it easier now to set up a business?

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Not yet a real single market in services

- Services: 70% of EU GDP and about two-thirds of employment;
 - 9 out of 10 new jobs are created in services sectors;
 - 30% of exports are services.
- Cross-border services: account only for 5% of EU GDP, compared to 17% for goods traded with the EU.
- Why? Too many barriers created by
 - ✓ divergent national, regional and local laws
 - ✓ administrative obstacles: quantitative restrictions, prior authorisations, etc.
 - ✓ lack of confidence between Member States and protectionist tendencies



Aim of the Services Directive

- Create a genuine internal market for services
- Great potential of the directive to:
 - foster cross-border services trade
 - facilitate establishment abroad

Estimated potential gains from high quality and complete implementation:

- Between € 60 billion and € 140 billion, representing a growth potential of between 0.6 and 1.5% of EU GDP



How?

- Simpler and more common rules:
 - ✓ simplification of national requirements
 - ✓ transparency on national systems
- Fewer formalities and better information:
 - ✓ **point(s) of single contact**, easier information and speedier formalities
 - ✓ electronic procedures
- Administrative cooperation:
 - ✓ trust and assistance between authorities



Time for Assessment

Almost 1 year after the transposition deadline:

- Upcoming Commission report on “Mutual Evaluation Process”
- The European Parliament’s draft report

Now: assess created opportunities and benefits for companies: the users of the directive!

- BUSINESSEUROPE questionnaire
- Comparative report on implementation by January 2011
 - Focus: results on the ground, functioning of PSCs



The PSCs: preliminary findings (1)

- Fundamental: PSCs must respond to needs of its users: companies, in particular SMEs.

Findings:

- Most MS have “*first generation*” electronic PSC
- Budget constraints hold back performance
- Some PSCs charge users
- PSC services often available in only 1 additional language which is English
- Linked websites are often not translated
- Information is English, but forms are only available in national language(s)



The PSCs: preliminary findings (2)

- Interconnection between websites municipalities is often poor
- Available information is adequate, but does not cover all aspects
- In most cases: not possible to complete procedures online
- Use of e-signatures, easy login and interoperability across borders is far from common practice
- Some MS still do not have a functioning electronic PSC in place



Our recommendations for the PSCs

- Offer PSC services in more foreign neighboring languages and ensure sufficient deepening
- Enhance information provision on all relevant procedures covering all services sectors
- Provide services free of charge
- Increase availability of procedures for electronic completion
- Enhance cross-border accessibility (e.g. interoperable e-ID, e-signatures)
- Tax information not covered by PSCs: add links to tax authorities

The effects of the PSCs

Is it easier now to set up a business?

In theory: Yes

(information on all services sectors, completion of procedures online, easy payment, simple login, requests, questions, quick answers, etc.)

In practice: Yes and No

Some of the above elements in place, BUT: much more needs to be done to make PSCs the focal point for businesses



Information and communication

→ Besides quality of provided services, **awareness** is key.

Yet, our research shows:

- Most SMEs are still **unaware** or **insufficiently informed** about the created advantages and opportunities.
- Many companies are unaware of the existence of the PSCs, in particular the *EUGO* portal.
- Promotion of the directive by the government often considered **inefficient** or **poor**.



Information and communication

- A well-targeted information and communication campaign is essential. Relevant authorities should:
 - Use a wide range of media (TV, radio, newspapers, etc) targeting citizens and companies, particularly SMEs.
 - Provide guidance and information in the form of handbooks, brochures, etc.
 - Organise more expert meetings, conferences and seminars on the implications of the Services Directive.



BUSINESSEUROPE Action

- **Monday 31 January 2011:** BUSINESSEUROPE and EUROCHAMBRES organise joint event on the services directive in Brussels.
- *“Implementation of the services directive – one year on”*
- At the event, BUSINESSEUROPE will present its full report on the implementation of the directive.



Thank you for your attention!

Questions?

**More information on the
Services Directive at:**

<http://www.businessseurope.eu/>

