



**Mr Andrus Ansip**  
Vice-President for the Digital Single Market  
European Commission  
Rue de la Loi 200  
1049 Brussels

29 April 2015

**Re: Europe's digital economy**

Dear Vice-President, *dear Mr. Ansip*

The digital economy is essential to improve Europe's competitiveness in the global economy and to deliver growth and jobs. We welcome the new Commission's strong emphasis on the digital economy and we have high expectations for the new Institutions to deliver concrete actions.

BUSINESSEUROPE has published its **Recommendations for a flourishing digital economy in December 2014** (annex 2). Building on these priorities, we now wish to address a number of **additional key topics** (annex 1) that have emerged in the recent debate ahead of the adoption of the EU Digital Single Market (DSM) Strategy in May.

The Strategy must **encourage investment**, take into account the need for Europe to reconsider its risk-opportunity balance and follow the **innovation principle** in the digital economy. It should address the **remaining barriers** in the physical single market, which equally affect the digital single market. With regard to content, it should present a fit-for-purpose EU **copyright** policy that is sufficiently flexible to facilitate the digital evolution.

As we cannot fully foresee new technical developments, it is better to introduce a principles and evidence-based approach, rather than a heavy-handed ex ante regulation. **Interoperability, transparency, non-discrimination and consumer choice** should be among the paramount principles for the digital economy of the future.

Europe must also grasp the opportunity of the **digital transformation of industry and services**. We cannot afford to stay behind. Europe needs to step up and enable transformation to regain its leading role in the world and deliver on industrial growth.

The attached paper addresses the additional challenges that the DSM Strategy and the measures that will be presented in the coming months will need to address properly in order to facilitate the digitalisation of the EU economy. BUSINESSEUROPE will develop its views further on the specific aspects of the digital economy in the coming months.

We trust that our additional views at annex will provide a useful contribution to the ongoing Commission work on the upcoming Digital Single Market Strategy and remain at your disposal should you wish to discuss these important issues further with us.

We are also sending a similar letter to Commissioner Oettinger.

Yours sincerely,

  
Markus J. Beyrer