

Opportunities and challenges in the digital era

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- The digital single market has a huge potential for consumers and business. It concerns not only digital industries, but also the “traditional” industry sectors.
 - There are huge opportunities, particularly in the field of **e-commerce**
 - for consumers: wider access to the best offers and possibility to get information online
 - for business: possibility to access more consumers in an easier way
 - Remaining challenges are due to fragmentation of applicable rules
 - E.g. in case of consumers protection and VAT rules, where there are divergences between Member States
 - These challenges do **not require new legislation, structures or institutions. They need better and more uniform application of the existing rules.**

Additional important points:

- **Connectivity through broadband development** which is essential for consumers and businesses to take advantage of opportunities offered by the digital economy.
- **Trust, both in the security of networks and more generally in the online world** (reference to NIS directive as instrument aimed at reaching this goal)

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