

Obstacles to trade online on the EU internal market

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2016-04-18



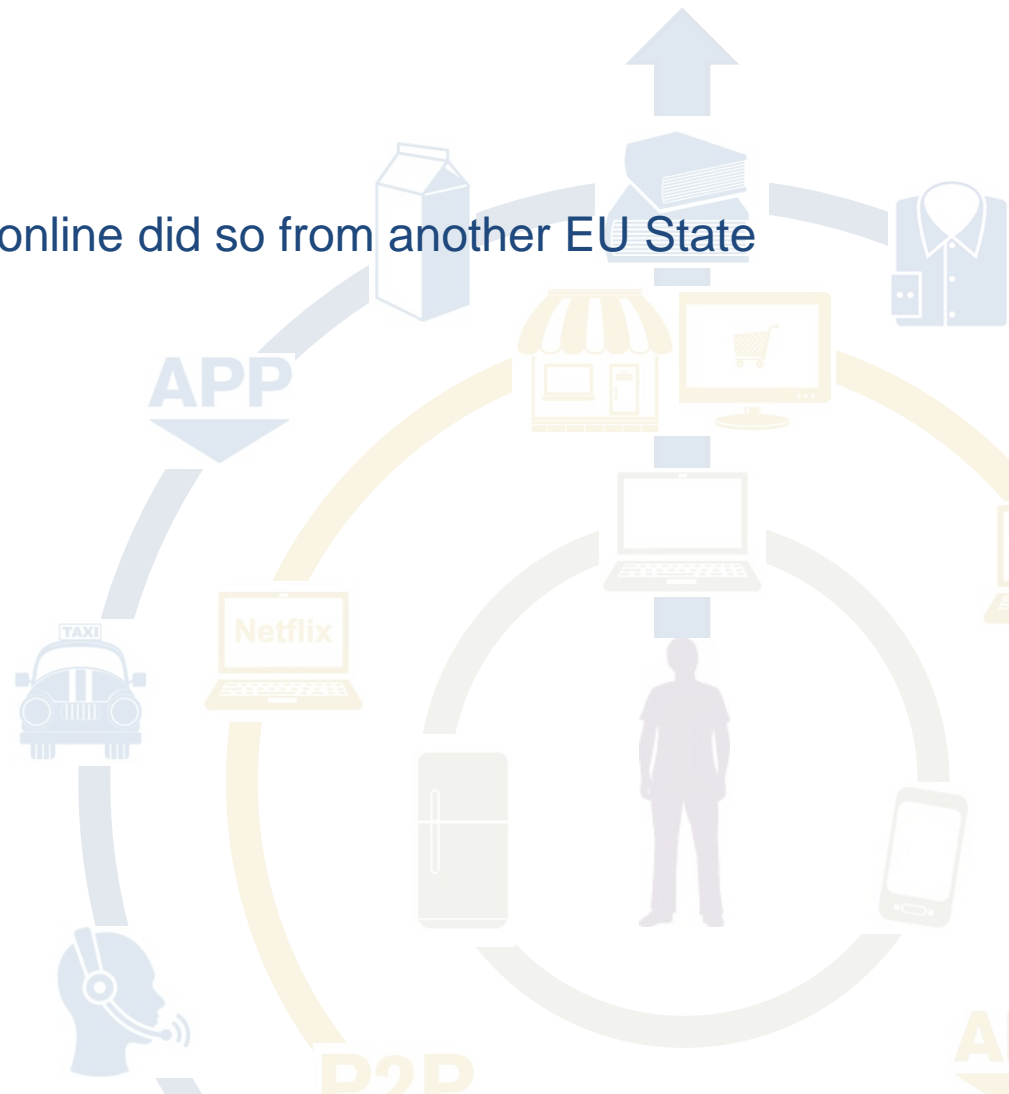
National Board of Trade

- Swedish governmental agency, dealing with foreign trade, trade policy, the EU internal market and development cooperation
- Acts to some extent as a think tank – providing input to the general trade policy debate
- Mission: free trade, open borders for goods, services, people and capital



A fragmented market

- Digital Single Market
- 15% of EU consumers who bought online did so from another EU State
- Fragmentation due i.a. to:
 - Cultural differences
 - Lack of consumer trust
 - Trade barriers



Regulatory obstacles– Traditional B2C

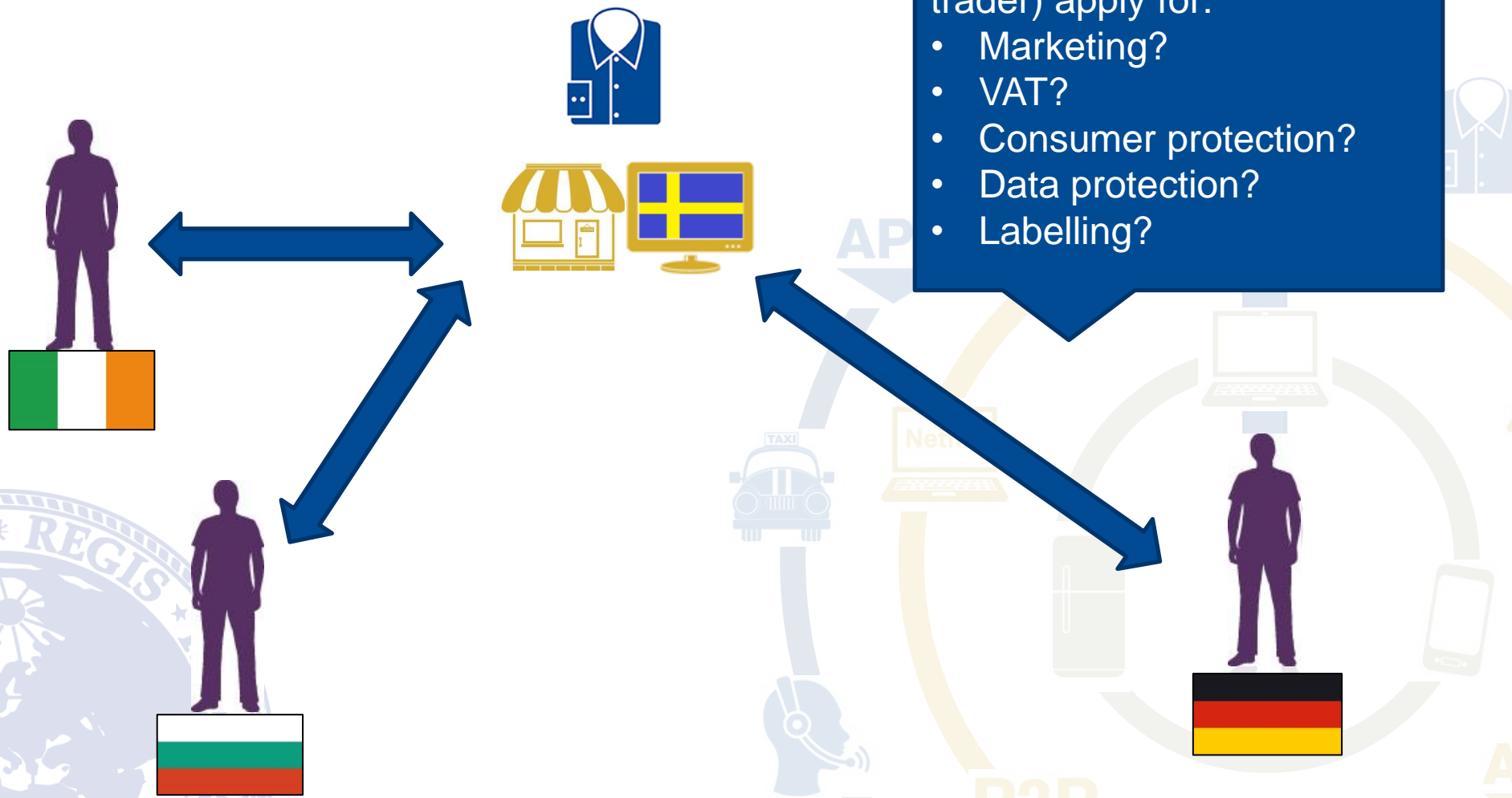
- Ban on the online sales of certain goods and services
- Establishment requirements (cc-TLD)
- Fragmented regulatory framework for sales
 - Consumer rules
 - Labelling,
 - Sales periods
- Barriers on payment
- Data protection
- E-government

Improvement the last years, but some barriers still remain

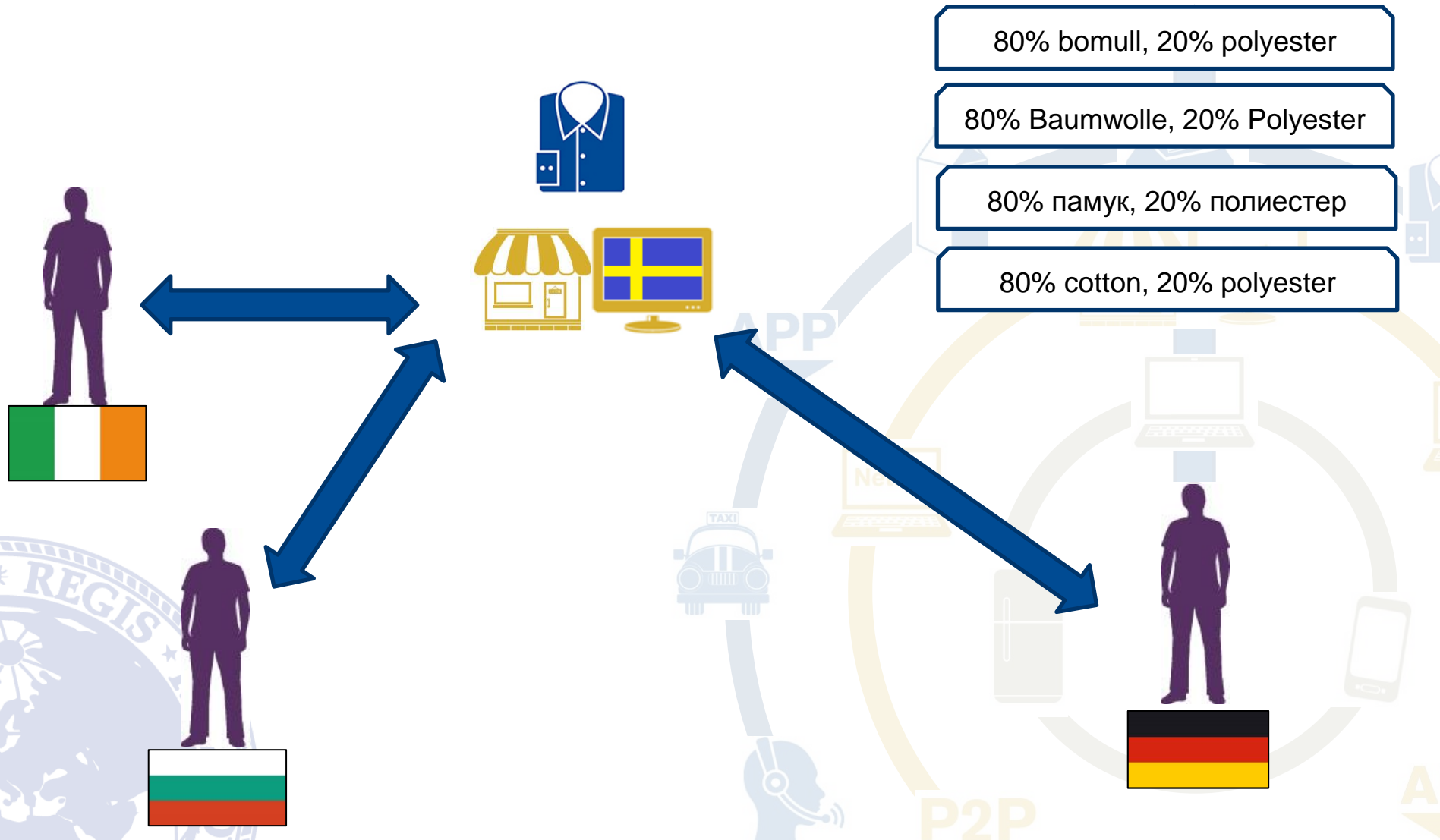
- Jurisdiction – which rules apply?



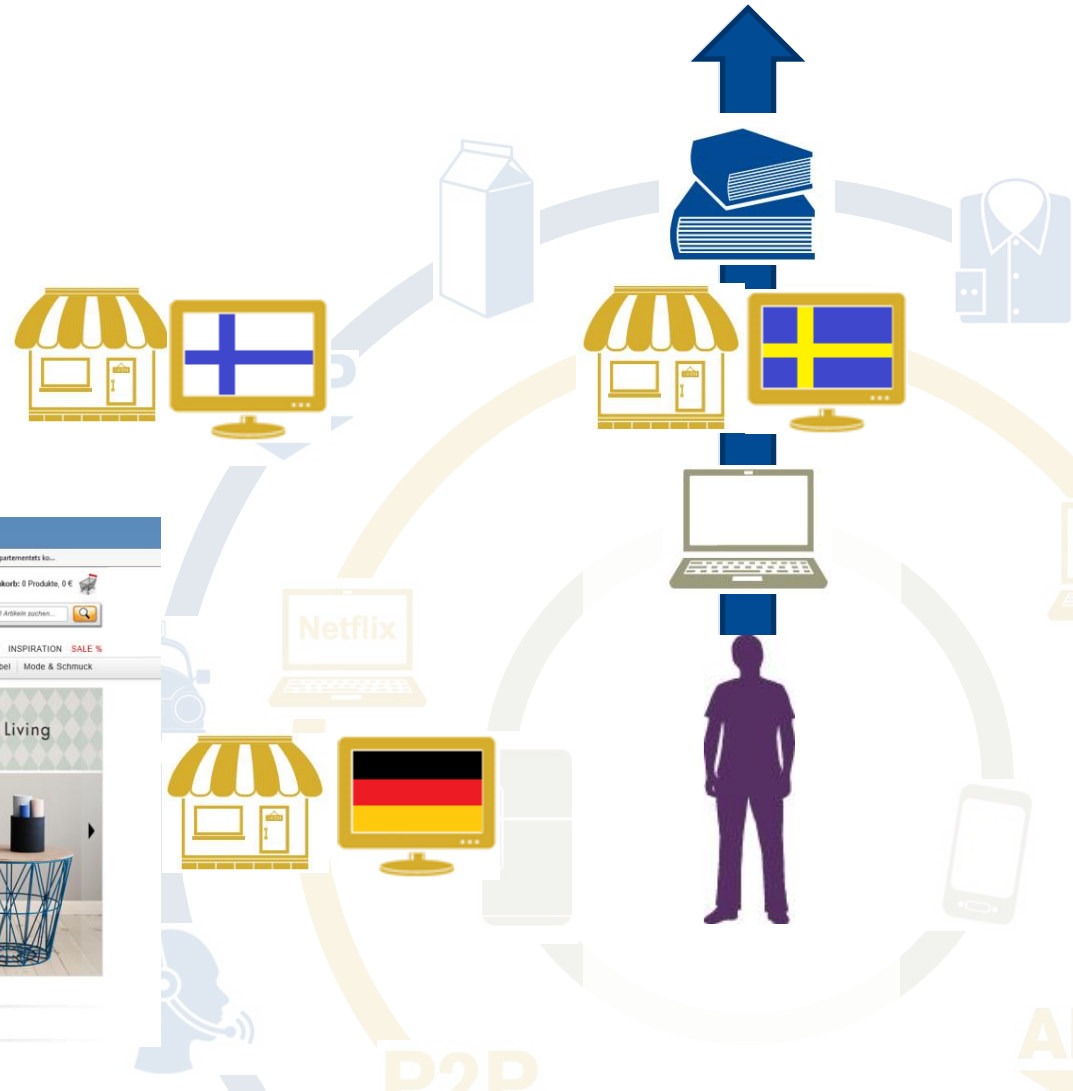
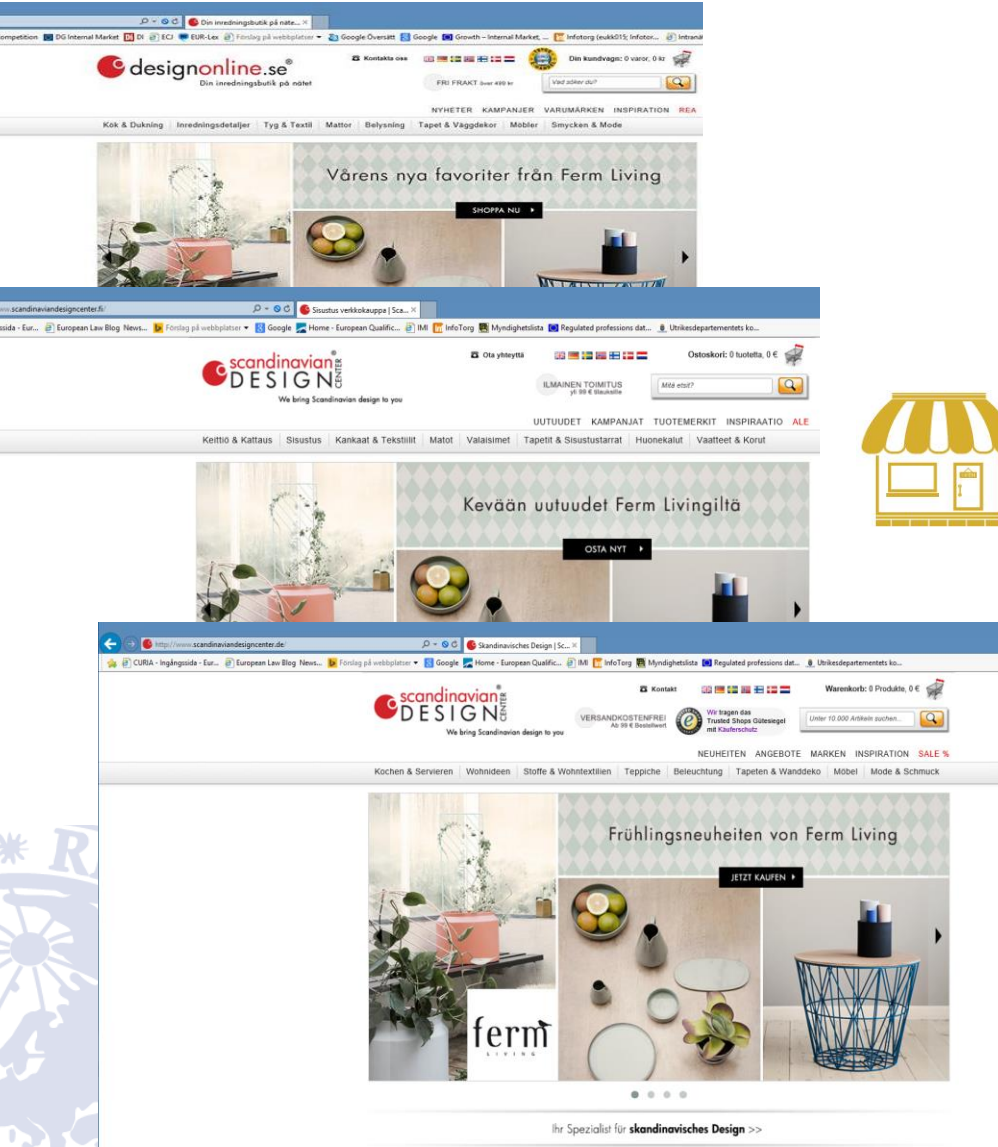
Jurisdiction



Labelling



Top level domain names



Product information

Shop by category

Collectibles

Collectibles

Coins

Antiques

Sports

Electronics

Computers & tablets

Cameras & photo

TV, audio & surveillance

Cell phones & accessories

Entertainment

Video games & consoles

Music

DVDs & movies

Tickets

Fashion

Women

Men

Jewelry & watches

Shoes

Home & garden

Yard, garden & outdoor

Crafts

Home improvement

Pet supplies

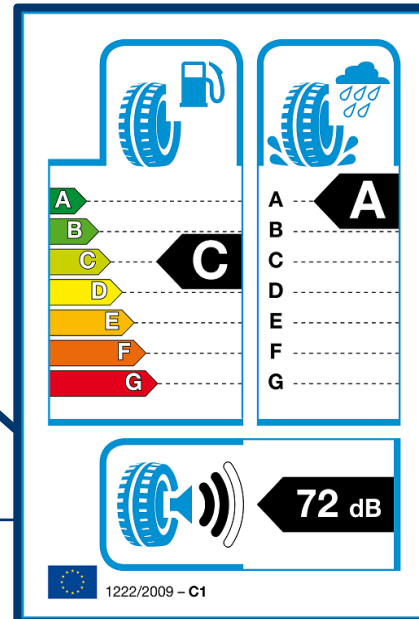
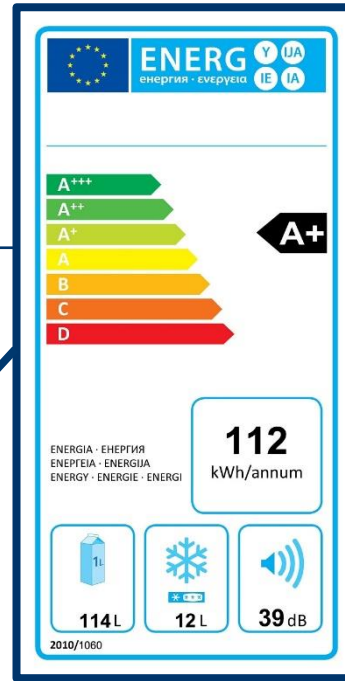
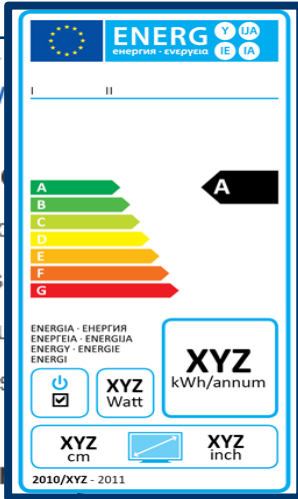
Motors

Parts & accessories

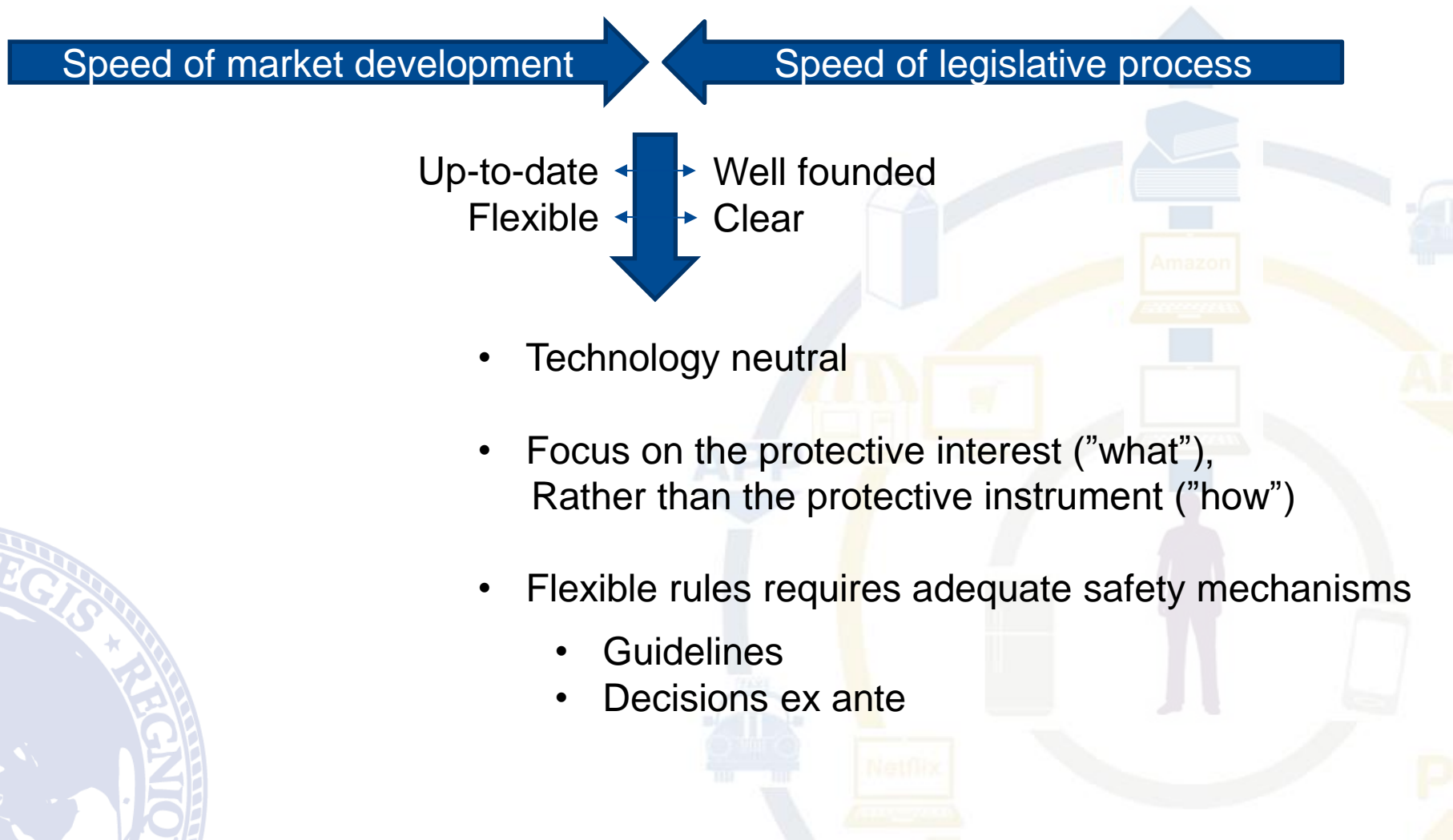
Cars & trucks

Motorcycles

Passenger vehicles



Creating regulation fit for purpose



Up-to-date Well founded
Flexible Clear

- Technology neutral
- Focus on the protective interest ("what"),
Rather than the protective instrument ("how")
- Flexible rules requires adequate safety mechanisms
 - Guidelines
 - Decisions ex ante