

Importance of Platforms for European SMEs

- **European SMEs generate 7%** of their turnover from web sales
- **A large group of European SMEs** use online channels when selling abroad
 - **NL: 60%** ➤ **BE: 42%**
 - **GER: 57%** ➤ **PL: 32%**
 - **IT: 50%** ➤ **FR: 22%**
- SMEs profit directly from platforms that can innovate and adapt to a changing marketplace
- P2B Regulation should be clear in order to create legal certainty and secure further digitalization of SMEs
- Transparency is in general positive
 - but must be balanced between fair entrepreneur's rights and consumer rights/protection