



Building a Fair E-Commerce Landscape: Addressing Cross-Border Challenges

Date: 20/02/2024

Time: 11:00 - 13:00

Venue: *European Parliament, Rue Wiertz 60, 1047 Bruxelles, Belgium*

Agenda

11:00 - 11:15	Welcome	Kamila Gasiuk-Pihowicz - Member of the European Parliament Dora David - Member of the European Parliament (tbc)
11:15 - 11:25	Keynote	Dariusz Standerski - Secretary of State, Minister of Digital Affairs Poland (tbc)

Panel 1: Bridging Gaps: Policies for a Unified E-Commerce Market

11:25 - 12:00

Roberto Viola - Director-General, DG Connect, European Commission (tbc)

Katarzyna Prusak-Górniak, Head of Section for Digital Affairs, Permanent Representation of Poland to the EU (tbc)

Marcin Nowacki - EESC Member, Employers' Group & President of European Enterprise Alliance

Rikke Nørgaard - Director of European Affairs, Confederation of Danish Industry (tbc)

Jeromin Zettelmeyer - Director, Bruegel (tbc)

Anna Mazur - EU Regulatory Affairs Manager, Allegro (tbc)

Panel 2: Protecting Innovation and Consumer Rights in the Digital Economy

12:00 - 12:40

João Negrão - Executive Director - European Union Intellectual Property Office (EUIPO) (tbc)

Agustín Reyna - Director General, The European Consumer Organisation (tbc)

Jakub Binkowski - Board Member, Union of Entrepreneurs and Employers

Michał Kanownik - Związek Cyfrowa Polska

Matthias Bauer – Senior Economist, ECIPE (tbc)

Patrycja Sass-Staniszevska - President, Chamber of Digital Economy

12:40 - 13:00

Final Remarks & Networking

Moderator(s):

Agata, Boutanos, Director of Union of Entrepreneurs and Employers Brussels Office

Seyide Direk, Policy Analyst, European Enterprise Alliance

Lusyne Kesziszjan, Public Affairs Manager, Union of Entrepreneurs and Employers

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About the High-Level Debate

This event will focus on the challenges posed by non-EU e-commerce platforms, within the European market. These platforms often operate under different legal frameworks, leading to regulatory inconsistencies and competitive imbalances. As non-EU companies expand their presence in Europe, it is crucial to examine how EU regulations can adapt to ensure a fair and level playing field for all businesses, both within the EU and internationally. Panel discussions will explore potential solutions for improving enforcement, enhancing cooperation among EU member states, and strengthening customs procedures to address the challenges these platforms present.

A key focus of the event will be the harmonization of e-commerce and customs regulations across the EU. Currently, varying enforcement practices among member states create barriers to fair competition, making it difficult for businesses to navigate the regulatory landscape. The event will highlight how a more unified approach can streamline operations and provide clarity for all market participants. Panelists will explore how digital tools and technological innovations can facilitate better regulation and ensure consistent application of EU rules across borders.

Additionally, the event will touch on the implementation of the Digital Services Act (DSA) and its implications for non-EU e-commerce platforms operating in the EU market. Discussions will address how the DSA can be applied effectively to ensure compliance without imposing excessive regulatory burdens on businesses, particularly smaller companies. The event will provide a forum for exploring strategies that balance innovation, competition, and consumer protection in the evolving digital landscape.

Overall, the event's goal is to foster a better understanding of how EU policies can evolve to support fair competition, protect consumers, and encourage innovation while ensuring that non-EU e-commerce platforms operate in accordance with European standards.