Meeting with eCommerce Europe Board of Directors, 20th April 2021

Attendees:
eCommerce Europe (33 participants)

Werner Stengg (CAB VESTAGER)

Ines Holzegger (CAB VESTAGER)

The meeting was scheduled by the eCommerce Europe Board of Directors to learn more about the Commission’s ambitions in terms of digital policies.

Stengg elaborated that the Commission’s digital strategy is very ambitious and closely interlinked with the green transition. The focus lies on the human-centric approach and encompasses aiming for an ecosystem of excellence as well as an ecosystem of trust. Due to increased dependencies on digital tools, promoting digital skills and improving technology infrastructure are key to the digital strategy. Stengg pointed out that the digital transformation is not only affecting large companies but also SMEs and that the Commission’s aim is to ensure fairer marketplaces through its digital policies.

Questions were asked about the upcoming AI regulation and its impact on ecommerce and SMEs and about specifics on regulation on platform work.

Stengg answered that:

- the forthcoming AI regulation is mainly focussed on high risk AI use cases; nevertheless, other regulations and directives still apply.
- regardless of the size of business, if high-risk AI is used, it needs to comply. SMEs will however have privileged access to sandboxing systems.
- DG EMPL is in the lead on the platform work regulation.