Meeting between Executive Vice President Margrethe Vestager and eBay
June 27 at 10:30–11:15
Cabinet meeting room 12/062 Le Berlaymont, 1049 Brussels

Participants eBay, Inc. (eBay)

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Participants Cabinet of EVP Vestager:

- Margrethe VESTAGER, Executive Vice President
- Werner STENGG, Cabinet Expert
- Liliane KARLINGER, Member of Cabinet
- Stagiaire
- DG COMP

The meeting took place on the initiative of eBay to discuss the implementation of the Digital Market Act (DMA) and the Digital Services Act (DSA), and the state of play of the Artificial Intelligence Act (AIA).

eBay started the meeting by commending the Commission’s leadership on both the DMA and the DSA. Following this, eBay stressed its efforts and track record in competition and sustainability as a multinational e-commerce company. As a longstanding pioneer of so-called recommerce, eBay empowers its customers to become entrepreneurially successful and, therefore, increases market competition. During this elevation, eBay acts as a third-party marketplace by solely offering external products and thus not competing with its sellers, linking its success to its sellers’ success. Here, eBay highlighted success stories of companies starting on eBay before having the means to create their own marketplace infrastructure.

In addition, eBay emphasized its role in the circular economy. More than 75% of its offered products are used goods, and customer feedback reports sustainability as the foremost reason (before financial profit) for sellers to offer products on eBay. In this context, eBay explained that exemptions for used goods in ecodesign measures would relieve its sellers who struggle to comply with legislation. eBay illustrated this overburdening of its sellers by sharing that a majority of its customer service calls primarily focus on inquiries about regulations rather than the eBay platform.

Furthermore, eBay expressed support for the AIA and an international alignment on AI regulation. With innovations in AI advancing rapidly, eBay stressed the importance of responsible AI systems. Under the vision of holistic economic opportunities, eBay utilizes AI to simplify and augment trade between sellers and buyers on its platform. For sellers, AI systems can help identify products, write product descriptions, or set a fair product price. For buyers, AI systems show recommendations of similar products for a customer-tailored shopping experience. Reflecting on the international effect of the General Data Protection Regulation (GDPR), eBay expressed hope for similar legislation in different jurisdictions, especially in the EU and the United States.

Executive Vice President Vestager took due note of eBay’s comments.