

Ms Ursula von der Leyen
President
European Commission

By e-mail

Brussels, 17 October 2024

#Compliance4All: Stepping up enforcement in retail against unfair competition

Dear President von der Leyen,

We write to you, as a matter of urgency, on behalf of European retailers and wholesalers, with a call to action in stepping up enforcement against unfair competition from third-country players. With the recent acceleration of online sales, especially from third-country traders and marketplaces, the need for more effective and efficient enforcement has now become critical for the future competitiveness of our sector. We need your support to break the silos that are a barrier to addressing this issue at national and EU level and create a coherent and coordinated enforcement strategy across policy and enforcement domains to keep consumers safe while creating a level playing field for EU retail.

Reviews, carried out by authorities, our members and others, show that products offered via non-EU-based traders and marketplaces often fail to respect EU rules on product safety, consumer contract law, data protection, ESG while also employing aggressive and misleading commercial practices.

This imbalance has potentially serious consequences for consumers' safety. It also undermines the long-term competitiveness of our sector and the efficient functioning of the Single Market. At this pivotal moment, at the start of a new Commission mandate and following the publications of the Letta and Draghi reports, we call upon you to put enforcement of existing EU rules at the top of the EU's single market and competitiveness agendas.

Our members are currently engaged in collecting examples of non-compliance across Europe, to share with you and to help provide context for competent authorities to act against the various breaches of EU rules that we are encountering.

We just launched an online campaign through **#Compliance4All** and have created a dedicated webpage www.eurocommerce.eu/compliance4all, where we will gather studies and tests on the compliance of products and services, offered by a number of non-EU-based and marketplaces. We will continue to add new data to this resource from our members and other stakeholders, over the course of the coming months.

Our sector contributes 10% to EU GDP whilst providing 26 million jobs and contributes to the EU's future resilience and competitiveness.

We thank you for your consideration and would warmly welcome the opportunity to discuss how to establish a level playing field in retail with you at your earliest convenience.

A copy of this letter will be sent to Executive Vice-Presidents Vestager, Dombrovskis, Commissioners Reynders and Gentiloni, as well as to Directors General Fink-Hooijer, Jorna, Gallego Torres, Thomas, Weyand, and Viola.

Yours sincerely,

A handwritten signature in blue ink that reads "Delberghe". The signature is written in a cursive style with a horizontal line underneath the name.

Christel Delberghe
Director General

Attached: EuroCommerce Position Paper on establishing a Level Playing Field