

American Chamber of Commerce to the European Union
Avenue des Arts/Kunstlaan 53
1000 Brussels, Belgium
+32 (0)2 513 68 92
info@amchameu.eu
www.amchameu.eu

FOR IMMEDIATE RELEASE

PRESS RELEASE

**EU Parliament's endorsement of a Digital Single Market
signals commitment to moving ahead**

DSM holds great potential to boost the European economy

Brussels, 19 January 2016 – The Members of the European Parliament (MEPs) today endorsed the own-initiative report presented by Kaja Kallas (ALDE, EE) and Evelyne Gebhardt (S&D, DE), sending a clear message of support for the European Commission's Digital Single Market (DSM) Strategy.

The American Chamber of Commerce to the EU (AmCham EU) commends MEPs for supporting an approach that realises digital's potential to positively transform all aspects of our lives and maintain global competitiveness. We believe the new market realities require fresh thinking and that increased harmonisation will drive innovation.

Digital services, which include cloud computing, big data and the internet of things, will continue to be a key driver of new business models and growth across all sectors – from transportation to healthcare, financial services, retail and many more – which is why a coherent DSM is critical. It will also offer great opportunities for e-commerce and consumers alike by making it much easier to buy and sell goods across borders.

Commenting on the report, Susan Danger, AmCham EU's Managing Director, said, 'We are very pleased that MEPs have prioritised digital and have taken initiative early on in the process to show a strong will to ensure Europe builds a robust and competitive Digital Single Market.'

AmCham EU represents many industry sectors that are being transformed by digital innovations and that mirror the complex evolution in the marketplace. This requires constructive and sometimes difficult but necessary discussions on the upcoming proposals. AmCham EU looks forward to a productive dialogue with MEPs on the strategy to fully realise a European Digital Single Market.



AmCham EU speaks for American business committed to Europe on trade investment and competitiveness issues. It aims to ensure a growth orientated business and investment climate in Europe. AmCham EU facilitates the resolution of transatlantic issues that impact business and play a role in creating better understanding of EU & US positions on business matters.

**For more information, please contact: Anna McNally, Communications Director
Email: anna.mcnally@amchameu.eu Direct: +32 (0)2 289 10 16**

###