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FOR IMMEDIATE RELEASE

PRESS RELEASE

Getting ready for tomorrow's digital needs

Brussels, 14 September 2016 – Today's publication of the European Electronic Communications Code gives Europe an opportunity to adapt to challenges and prepare for the future needs of the digital economy and society. AmCham EU supports the European Commissions' objectives of incentivising investment in high speed broadband networks, enhancing coordination of spectrum management to foster 5G deployment and tackling regulatory fragmentation among others as these are the backbone of the Digital Single Market and key to building and strengthening the future economy.

AmCham EU welcomes the focus on promoting further harmonisation across the 28 member states to create a single market for telecoms, although it should be more ambitious. Speaking on the review, Susan Danger, CEO of AmCham EU said *'a focus on widespread access and take up of very high speed connectivity will allow Europe to remain competitive and attract more investment that will increase jobs and foster innovation and allow for more connected products that will improve all of our lives'*.

AmCham EU also notes the Commission's more targeted approach to the regulation of communication services which is key to ensure that the new Electronic Communications Code also supports innovation for services and minimises regulatory barriers to innovation and for new players to enter the market.

'We believe the Commission is on the right track although some further fine-tuning is needed in the legislative process. We need to make sure that any new regulatory obligations are necessary, appropriate, technically feasible and don't make it harder to launch new services. What we need is not just a targeted, proportionate and future proof set of rules but also one set of rules for all Member States', commented Susan Danger.

AmCham EU is committed and ready to work with the European Commission to ensure we get results.

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About AmCham EU

AmCham EU speaks for American companies 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 plays a role in creating better understanding of EU and US positions on business matters.

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