




Liberalisation through completion of the Single Market



Norman Rose
Chairman
European Business Services Round Table

The Single Market in Services

-  Is there one at present?
 - At best incomplete
-  Should there be one ?
 - If so is it bespoke or off-the-peg?
-  Can there be one?
 - If so how can it be developed and shaped?
what will it look like?
when can it be operational/completed?

Europe 2020



Monti report

‘...achieving a deep and efficient single market is a key factor determining the EU’s overall macroeconomic performance’



10-year vision



How to achieve the reality?

Services and Industrial Policy



Services count for 73% of jobs in industrial industries



Business-related services are becoming ever more essential to modern manufacturing



Proposal to set up a High Level Group on Business Services



Is there still a discrete services sector here or have they become admixed?

Single Market Act






-  Review published 11/11/10
 - 50 major proposals
-  Cross-border services account for only 5% of EU's GDP
-  Services economy crucial sector for EU's economic recovery
-  Proposal for High Level Group on services to business

Small Businesses Act







-  >99% of a businesses by number
 - micro <10 employees <€2 million
 - small <50 employees <€10 million
 - medium <50 employees <€50 million(acorns to oak trees)
-  Responsible for 2:3 private sector jobs and >50 % of added-value created by business in the EU
-  Review published last month
-  Essential part of Europe 2020

“Think Small First”






Services Directive

-  Major plank in completion of the Single Market
 - activities accounting for 40% of EU GDP and jobs
 - economic gains between 0.6-1.5% of EU GDP
-  Home state authorisation principle
-  Proportionality rule for national barriers
-  PSCs
-  Will have noticeable effect – but how much?

Innovation in services

-  Servpinn
 - www.servpinn.com
-  Sectoral Innovation Watch
 - www.europa-innova.eu
-  Joint Institute for Innovation Policy
 - www.jiip.eu
-  What is innovation in the context of services?
-  When should/can innovation be introduced?
-  How can innovation in services be measured?

What next?

-  Never so much interest in services
-  Real commitment to break down 'barriers'
-  Unparalleled opportunity to shape / reshape the sector
-  Challenge to upgrade the 'engine room' of the economy
-  Willingness on all sides to achieve what has been elusive



Norman Rose
Chairman

norman.rose@ebsrt.eu

+44 7740 403181