

Liberalisation through completion of the Single Market



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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



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