



Published on *Digital Single Market* (<https://ec.europa.eu/digital-single-market>)

[Home](#) > Building tomorrow's E-commerce: A call to action for SMEs and E-tailers

---

## Digital Single Market

Consultation 6 August 2013 to 30 September 2013

# Building tomorrow's E-commerce: A call to action for SMEs and E-tailers

Menu

### **Making e-commerce easier and more profitable for SMEs: a top priority for the European Commission**

The European Commission has presented numerous initiatives over the past three years to promote the Digital Single Market (DSM) in order to maximise the opportunities offered by the digital economy and foster growth and jobs in Europe.

While significant progress is evident, the DSM is not yet complete. Business and consumers continue to face significant barriers that prevent them from realising the full potential of their commercial objectives.



To this end, DG CONNECT wants to engage with stakeholders to discuss the progress towards DSM. We are **targeting in particular SMEs and cross-border e-commerce**. A programme of 3 workshops starting in mid-2013 is launched in order to identify key remaining barriers and priority areas where further action is needed.

During the Digital Agenda Assembly on June 19th in Dublin, Speakers and delegates including policy-makers, regulators, NGOs and internet users, came from all over Europe to complete a stock-taking of their experiences and visions in comparison to the commission's work.

The second workshop on the DSM will take place in Brussels on October 14th. First of all the Commission wants to hear the everyday challenges that SMEs and e-tailers are facing when doing e-commerce. To prepare this workshop, we've designed a short questionnaire to get a better grasp of the situation.

### **Make your voice heard!**

By answering this questionnaire you will make your voice heard and get as well the possibility to participate to the workshop in October with the European Commission. The survey takes typically less than 10 minutes.

Thank you for your time and your participation [here](#) [2].

## About the DAE

The [Digital Agenda for Europe \(DAE\)](#) [3] aims to help Europe's citizens and businesses to get the most out of digital technologies. Launched in May 2010, the DAE contains 101 actions grouped around 7 key areas for further efforts to stimulate the conditions to create growth and jobs in Europe.

The crisis has wiped out years of economic and social progress and exposed structural weaknesses in Europe's economy. Europe's primary goal today must be to get Europe back on track. To achieve a sustainable future, it must already look beyond the short term.

To achieve this, the Digital Agenda makes proposals for actions that need to be taken urgently to get Europe on track for smart, sustainable and inclusive growth. Its proposals will set the scene for the longer-term transformations that the increasingly digital economy and society will bring about.

## Other links

- **Check out this video of the Digital Agenda Assembly 2013 workshops and plenary session:** <http://ow.ly/nrTMW> [4]
- **Join the conversation about Digital Single Market for business and consumer on our LinkedIn group**
- **Follow #da13DSM on Twitter to get the latest news about E-commerce and the DSM in the real time.**

[Read full text](#) [2]

Share this page

---

### Source URL:

<https://ec.europa.eu/digital-single-market/en/news/building-tomorrow%E2%80%99s-e-commerce-call-action-smes-and-e-tailers>

### Links

- [1] [https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/newsroom/buildingtomorrowse-commerce\\_4798.jpg](https://ec.europa.eu/digital-single-market/sites/digital-agenda/files/newsroom/buildingtomorrowse-commerce_4798.jpg)
- [2] <http://www.esurveyspro.com/Survey.aspx?id=e22b25cc-dc1c-4bc2-85b3-0bd8e253512b>
- [3] <http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=CELEX:52010DC0245R%2801%29:EN:NOT>
- [4] <http://ow.ly/nrTMW>