FINAL REPORT

SINGLE MARKET FORUM 2016/2017

"Generating further momentum for the Single Market"

19 June 2017

St Julian's, Malta
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<td>09.00-09.15</td>
<td>Opening</td>
<td><em>Irmfried Schwimann, Deputy Director-General of DG Internal Market, Industry, Entrepreneurship and SMEs, European Commission</em>&lt;br&gt;<em>Nancy Caruana, Permanent Secretary, Ministry for the Economy, Investment and Small Business, Malta</em></td>
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| 09.15-10.30 | Expert Workshops round A                                                                   | **A1** New business models and regulatory responses in the collaborative economy  
谪teator: Dana Puia  
Morel, European Commission  
Rapporteur: Philip Vella, Ministry for the Economy, Investment and Small Business, Malta  

**A2** Safe Professional Mobility  
The European Professional Card and the Alert Mechanism  
谪teator: Diana Madill, Prospex  
Rapporteur: András Zsigmond, European Commission  

**A3** Single Market for SME  
Operating in Global Value Chains and the importance of Compliance, Enforcement and Surveillance  
谪teator: Patricia Goncalves, CIP-Confederation of Portuguese Business, Portugal  
Rapporteur: Luis Campos, Ministry of Economy, Portugal  

**A4** Single Market: Barriers on the Single Market  
谪teator and Rapporteur: Malgorzata Wenerska-Craps, Ministry of Economic Development, Poland |
| 10.30-10.45 | Break                                                                                       |                                                                                                                                         |
| 10.45-12.15 | Expert Workshops round B                                                                   | **B1** Start-up and scale-up ecosystem  
Developing further the start-up/scale-up initiative as part of the Single Market Strategy  
谪teator: André Meyer, European Commission  
Rapporteur: Rimantė Ribačiauskaite, Startup Lithuania  

**B2** Public procurement  
How to secure best value for money in public procurement  
谪teator: Diana Madill, Prospex  
Rapporteur: Marzena Rogalska, European Commission  

**B3** REACH 2018 and beyond  
Safer Chemicals in the Single Market  
谪teator and Rapporteur: Manol Bengyozov, European Commission  

**B4** The European services e-card, an enhanced administrative procedure to support cross-border integration of services at EU level  
谪teator: Nicolas Galudec, European Commission  
Rapporteur: Madis Ehasü, Ministry of Economic Affairs and Communication of Estonia |
| 12.15-13.00 | Best practice from local entrepreneurs:                                                     | Marvin Zammit, Mighty Box  
Christopher Busuttil, Evolve Ltd  
Dean Micallef, Attard & Co Ltd  

**Presentation of main findings of the expert workshops**  
Costas Andropoulos, Head of Unit, European Commission |
| 14.00       | Networking Lunch                                                                           |                                                                                                                                         |
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19th June 2017 - St. Julian's, Malta

[Diagram showing the concept of generating further momentum for the Single Market with arrows pointing towards new markets, free travel, and effective, efficient & productive.]

Imre Schiwmann
Spokesperson for External Relations and Advocacy, European Commission

Nancy Caruana
Financial Secretary, Ministry for Economy, Malta
A1 New business models and regulatory responses in the collaborative economy

Moderator: Dana Puia Morel, European Commission

Rapporteur: Philip Vella, Ministry for the Economy, Investment and Small Business, Malta

Key messages

Background

What is the collaborative economy? The collaborative economy is a fast growing business trend including a varied range of activities and cutting across economic sectors, ranging from sharing houses and car journeys to domestic services. Sometimes also called "sharing economy", "peer-to-peer economy" or "demand economy", its contours are not precise. In its work, the Commission uses a broad concept, referring to all the business models, primarily based on transactions between peers, where activities are facilitated by collaborative platforms that create an open marketplace for the temporary use of products or services. Such transactions often do not involve a change of ownership, and can be carried out on a profit or non-profit basis.

People are encouraged to share because of economic reasons or if they think about creating a more sustainable neighbourhood or city. While sharing something like household items is older than the internet, people use the technological convenience of platforms when they want to expand out of their neighbourhood. There is also a social aspect of sharing: when people use each other's homes or cars or tools, they connect in special ways and sometimes become friends, especially in small communities.

In spite of the tremendous benefits, there are still some challenges, such as: behaviour change from the culture of ownership and individual consumption to sharing and having access, raising awareness on the new business models, enabling the next steps and opportunities to scale up, user feedback, safety concerns, and inflexible labour and tax laws.

Aim of workshop

The main goal of the workshop was to further explore the main highlights of previous workshops, in particular regulatory responses and the reactions of the business community.

Questions:

Regulatory responses to collaborative economy: What are the challenges and solutions?

1. Challenges
   - Lack of clear and verified data on the collaborative economy, including from platforms;
   - No commonly agreed definition of collaborative economy;
   - No clear distinction between professional and occasional providers;
   - Legal fragmentation at local, regional and national level;
   - Lack of clarity on which rules to follow;
   - Need to increase transparency.
2. Solutions

- In order to share responsibility, co-create a platform/framework/forum for collaboration, coordination and communication between local, regional, national governments, the EU, platforms and other stakeholders on collaborative economy;
- Simplify national legislation; share good practices regarding the regulatory framework and increase flexibility in the regulations for new technologies; the role of the regulator is to ensure the functioning of digital markets;
- Create revenue-based thresholds for the provision of services; experiment with new rules, including with ‘ad hoc’ licenses; reduce bureaucracy and offer a ‘grace’ period;
- Sharing data and information among platforms, Member States, EU and European associations;
- Ensure minimum standards for safety and quality in the EU, such as consumer and worker protection and operator support;
- Create a collaborative economy envoy;
- Registration or notification of platforms.

3. What action can I take to create a Single Market for collaborative economy?

- Collect and share data on business, including tax incomes and regulatory burden;
- Share good practices and collaborate with other countries through info-sharing cross-border platforms; i.e. an exchange platform on how to deal with regulation at local level;
- Raise awareness on collaborative economy: information campaigns aimed at citizens and/or operators; educate students on the benefits of collaborative economy and the Single Market; workshops with local stakeholders and policy makers to build capacity and enable the understanding of the impact and potential of collaborative economy;
- Contribute with research to create better legal solutions;
- Show the positive impact of social innovation in collaborative economy;
- Create a basic framework that promotes the harmonisation of legislation; help identify what can be best addressed at EU level and what locally; push for harmonised minimum standards and flexible implementation at local and regional level; have more dialogues with authorities; deregulate traditional providers;
- Reconcile simplification with job protection and consumer protection;
- In tourism, discuss quality standards (e.g. licenses) and the need to ensure equal competition between peers and professionals;
- Create a city-to-city network to facilitate the co-creation of regulations and solutions.
New Business Models and regulatory responses in the Collaborative economy

What are the challenges?
- Increase transparency
- Legal fragmentation
- Clear data definition
- Revenue-based thresholds

What are the solutions?
- Simplify legislation
- Sharing
- Co-create a platform/forum
- Minimum standards in EU
- Call economy

What concrete actions can I take to create a Single Market for collaborative economy?
- Sharing
- Scallop
- Common & shared definition

Sharing economy
- Neighbourhood
- Social aspects
- No precise contours

Dana Tria-Noel
European Commission
## A2 Safe Professional Mobility

**Moderator:** Diana Madill, Prospex  

**Rapporteur:** Andras Zsigmond, European Commission

### Key messages

#### Background

The **European Professional Card (EPC)** is an electronic procedure professionals can use to get their professional qualifications recognised in another EU country. This procedure, supported by the Internal Market Information System (IMI), makes the recognition of qualifications faster and less burdensome.

To ensure that EU patients and consumers are adequately protected, the Commission has also introduced an Alert Mechanism. The Competent Authorities of EU countries are required to quickly warn each other through the IMI of professionals in the health and education of minors sectors who:

- have been prohibited or restricted from practicing the profession in one country
- have used falsified diplomas for their application for the recognition of their qualification

#### Aim of workshop

The aim of this workshop was to reflect on stakeholders experiences with the first year of the operation of the European Professional Card and the Alert Mechanism. The workshop will gather views both from the perspective of the professionals and from the national competent authorities.

#### Questions:

1. **Stakeholders' experiences with the implementation, looking back on the first year of functioning of the European Professional Card and the Alert Mechanism: what were the main challenges and opportunities?**
   
   - The electronic procedures under the Internal Market Information System are easy to use by professionals and by authorities too. **COLLABORATION** is the key to fully implement the procedures.
   
   - Professionals are now having a **CHOICE** on how benefit from their free movement rights.

2. **How could the implementation of these initiatives be improved further?**
   
   - Initial concerns were turned into discussions and questions thanks to the experience gained. Stakeholders are now using the system regularly without any major hassle.
   
   - Further user manual could be considered based on stakeholders’ experiences

#### Key results

*Only by working together (Member States, professional organisations, other interested stakeholders and the Commission) can we ensure that the initiatives provide full benefits for professionals within a safe environment. This is the key to unlock the full potential and benefits of both the EPC and the Alert Mechanism.*
### A3 Single Market for SME

**Moderator:** Patricia Gonçalves, CIP-Confederation of Portuguese Business

**Rapporteur:** Luis Campos, Ministry of Economy, Portugal

#### Key messages

*Where business cooperation, internationalization and digital address challenges to EU SME’s?*

- The EU Single Market has to keep improving the business environment for SME, tackling barriers, improve SME access to information on markets and regulation; promote cross border administrative simplification; adopt more SME targeted tools; ensure that future national legislations prevent the emergence of new barriers to trade.
- EU SME integration in Global Value Chains (GVC) should be achieved through a smart combination of innovation and internationalization measures, with target policies on the initial and final stages of the chains.
- It is important in the digital single market, to achieve a balance between the protection of personal data and the ability to use data analysis for developing new business models and effective processes.
- Trade policy should take into account SME difficulties in access to relevant information on markets, regulations and on customs procedures;
- Europe Enterprise Network (EEN) should be a strategic tool to promote integration of SME on EU market and in GVC.

*Will enforcement, compliance and surveillance promotes a better SME market integration?*

- An integrated approach between all EU tools and between EU level with Member States rules are necessary to ensure a better enforcement and compliance of Single Market rules.
- An effective and fast complaint-solving system, where SMEs experiencing their internal market rights are being denied, should be put in place (regardless type of legislation).
- A more effective and uniform surveillance of goods internally and at EU external borders; Market surveillance systems in Member States should not be under-resourced and under skilled and maximize the use of digital tools to set up effective operational instruments / processes;

**Conclusion**  
We ended up concluding that efforts are being developed at EU level with this objective but there is still improvements and further work to be pursued.
# A4 Single Market: Barriers on the Single Market

**Moderator and Rapporteur:** Malgorzata Wenerska-Craps, Ministry of Economy and Development, Poland

## Key messages

### Background
Within the Single Market Forum 2017 the Polish Ministry of Economic Development organized on 31 March 2017 a conference “Single Market: growing bureaucracy or still added value?” The main outcomes were: The Single Market is not completed as it comes to services; in comparison to other freedoms of movement, free provision of services works poorly and new barriers are emerging. The EU market is an attractive market, but not a single one: there are at least 4 different sizes of rails in the EU (10, if one counts city rails, too); high cost of homologation (e.g. twice as much as a cost of construction of a vehicle); public procurement is not equally open to EU competition across various member states. There are even more barriers relating to services than to goods, but the former also influence trade in goods.

### Aim of workshop
The main goal of the workshop on barriers on the Single Market was to highlight the key-importance of the Single Market for the European economy, while at the same time recognize its main difficulties caused by protectionist actions we face today and uncertain results of challenges for the future.

The debate on the future of Europe has just started on the basis of the European Commission’s White Paper, where some scenarios foresee a vision of multi-speed Europe. Aside we also have Brexit process triggered only two months ago. In this context a sincere debate about the state and desired future shape of the Single Market is more than necessary.

### Questions:
The workshop was structured around the following issues:

**Highlight No.1** – The single market is developing. The Commission is constantly proposing new legislative initiatives aiming at improving the Single Market like i.e. services e-card or SMIT. However on the other hand some basic internal market freedoms - like free movements of services and posting of workers - face new challenges.

**Question:** In the current circumstances, should we focus on further development of the Single Market via new legislative initiatives, or should we rather allocate more resources to combat existing barriers? Are new Commission’s initiatives ambitious enough?

**Highlight No.2**
The creation of the Single Market in the EU is a comprehensive and long-term task. Some say that it will never come to an end. It seems to be true, if we take into account new challenges, EU has to face nowadays.

**Question:** Which challenges are the greatest threats to the EU? Protectionism, the idea of a multi-speed Europe or maybe BREXIT? Should we prioritize them - and if so, which has to be tackled first?
Key results

1. The Single Market enables European businesses to operate on a bigger scale, enhancing their capacity to innovate, invest, become more productive and generate jobs. This is only possible when the four freedoms are preserved in practice, i.e. European citizens and businesses, also SMEs, can easily make use of them, without unnecessary burdens, legal uncertainty or struggles.

   National requirements and gold plaiting are the biggest threat and increase the number of barriers on the IM.

2. Single Market’s sustainability is currently being tested by new barriers introduced by some Member States, rising protectionism and initiatives that unnecessarily build new divisions within the EU. Limiting access to local markets weakens the Single Market; therefore the role of Member States and internal dialogue in this area is crucial.

   The biggest threat to the Single Market is protectionism.

3. What the Single Market needs now is unity. Any new initiatives on the Single Market should be open to all Member States from the start and take their perspective into account.

   Another challenge the Single Market will have to face these days is Brexit. The future discussions will also test the unity of the Single Market.

   The main goal is to look at each other as partners not competitors.
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Key importance!

Need for unity of the Single Market constantly developing.

Barriers on the Single Market

Operate on a bigger scale

Important role of the Member States

What are the biggest threats?

National requirements

Gold, banking

Populism

We are partner!
B1 Start-up and scale-up ecosystem

Moderator: André Meyer, European Commission

Rapporteur: Rimantė Ribacauskaitė, Startup Lithuania

Key messages

Background

There is no legal definition of a ‘start-up’ on the EU level. Is it only new technology companies or all young businesses? EU wants to give support to all young companies, which are not entirely related to innovation and technology. SME’s create jobs and the aim of the Commission is to make positive environment for SME’s to create more jobs.

The participants of the workshop are entrepreneurs; others are from business support organizations, chambers of commerce, associations and governmental institutions.

Questions

What are the main challenges for entrepreneurs?

- A game developer who is working solo – visions, programming and promotion is done by one person. The main challenge to be faced is that there are no many people in Lithuania who are good in game promotion. And it is hard to find a person with certain skills. Businesses lack skilled employees which makes it difficult for scaling.
- If a game’s MVP (minimal viable product) is a success, you have to scale very quickly, and if you are alone, you have not enough time and resources to adjust to the scaling. This might lead not to the scaling but to the failure of the business.
- HR services sharing platform – you need different legislation for a platform in order to scale to other markets which is very frustrating and cost a lot of time, efforts and money.
- Stroller sharing system – government and entrepreneurs should collaborate more in order to create a positive ecosystem for start-ups. Scaling is a huge challenge and to take a quick growth path is a great responsibility.
- Company from Spain – we do not take risk in the same manner as in the USA. Taking the risk and the concept of failure has to be revisited – people should not be afraid of failing and the learning from mistakes has to be appreciated. Maybe we can reinforce the alternative access to funding. The company has developed its own ecosystem in order to overcome the challenges.

What are the main successes for entrepreneurs?

- Company from Spain – success was to translate the business idea into a sustainable business and to overcome all the regulatory and legislation challenges.
- Advisory company from Malta (they work a lot with start-ups directly) – start-ups are successful if they are willing to adapt and put the motion aside when it really matters. The crucial point for the successful scaling of the business is the ability to adapt to the environment.
- Education platform – Syrian refugees were learning Dutch while using this educational...
platform. The platform is actually helping people to find jobs.

Outcomes:
- There is a lack of specialists for start-ups and building ecosystems towards the goal to link different initiatives and people is needed.
- Linking what is needed for entrepreneurs and the resources of the governments and the EU.
- Getting the feedback and talking directly with entrepreneurs is crucial for policy makers.

How the government and business support organizations have addressed/tackled the problems that have been identified by entrepreneurs?
- Training of cluster managers to facilitate the clusters to go abroad.
- Fragmentation – one stop shops to overcome fragmentation and improve information and make it in various languages.
- Initiative on national level – platform for scale-ups where young entrepreneurs a matched with experienced mentors from successful companies.
- A single digital information gateways
- Organize events and meetings in order to exchange best practices in order to learn from each other.
- It is valuable to take individuals as delegations into the markets to experience the market themselves directly.
- Educational work in a form of meetings in order to get the governmental and business sectors together.

Are current actions of the governments good enough and what is missing? What the governments should do additionally?
- Beginners guide to start-ups and scale-ups – key numbers, people, contacts, best practices etc. in one place.
- Things that are being done are not known for entrepreneurs. Make it easier to speak to the government. Information has to be given in a way which the entrepreneurs can understand.
- Public consultations have to be a duty for the government, but they have to be more practical, simple, efficient and quick.
- Public-private partnerships should be done more frequently and this might be the way to learn from each other.

All initiatives of the governments and the EU may not be not known enough and targeted enough. We have to talk more with each other. The entrepreneurs should be more positive towards the government and ask what they want.
Start-up and Scale-up Ecosystem

Developing further the Startup/Scaleup initiative as part of the Single Market Strategy

Needs:
- Startup guide for Dummies
- Legislation
- Finances
- Regulations

Support actions:
- Not human
- Not speaking enough
- Entrepreneurs

Making business ideas a reality

Biggest challenges:
- Government
**B2 Public Procurement**

**Moderator:** Diana Madill, Prospex

**Rapporteur:** Marzena Rogalska, European Commission

### Key messages

**Background**
The new EU Public Procurement Directives came into force on 18 April 2016. They send a clear political signal in favour of a more strategic and “smart” approach to public procurement.

**Questions:**
In the workshop we have exchanged the views from the point of view of citizens/suppliers/public buyers on these two questions:

1. **What are the main weaknesses in the "journey" of the public procurement process**
2. **What common solutions can be proposed to these weaknesses?**

And we have come up with the following four conclusions:

### Key results

1. There is still a great deal of complexity in public procurement quite often due to national golden plating. This requires even more guidance for practical implementation. Flexibility in public procurement directives of 2014 is thus a strength and a weakness at the same time.

2. In this respect professionalization of public process is essential but must be coupled with intensive communication efforts to educate economic operators and suppliers on one hand as well as relevant auditing and controlling authorities on the other. Focus on substance and outcomes should be promoted as way as choice of most effective communication channels actively searched for.

3. The needs to be much more done on the part of access of SMEs to access public procurement. Looking at the most successful MS, the three ingredients are
   1. Low barriers to bid (low value contracts)
   2. Early adoption of E-procurement leading to tested e-tools
   3. Governments’ attitude to actively promote access to pp for SMEs

4. Social public procurement offers a great opportunity not only for inclusion of social criteria but for fostering of development of social entrepreneurship and offering better "scale-up" opportunities for social entrepreneurship start-ups. There is more focus and effort needed in a collaborative bottom up way among relevant stakeholders including the European Commission.
Public Procurement

1. How to secure best value for money in public procurement
2. Common solutions
3. Weaknesses
4. Intense communication
5. More guided implementation
6. More political support
7. Create dialogues
8. Focus points
9. More practical solutions
10. Collaboration bottom-up
11. Public procurement processes
12. Efficient execution
13. Benefits for citizens and society
14. Strategic approach
15. Equal access of SMEs
16. Working together
17. Response on major societal challenges
18. Develop sustainable, green, innovative, socially responsible solutions
19. Social entrepreneurship

Harzana Rogalska
European Commission
B3 REACH 2018 and beyond  
' Safer Chemicals in the Single Market'  

**Moderator and Rapporteur:** Manol Bengyuzov, European Commission  

### Key messages  

#### Background  
REACH is the cornerstone of the EU chemicals legislation. It aims to ensure a high level of protection of human health and the environment, as well as the efficient functioning of the single market for chemicals, while enhancing competitiveness and innovation. It imposes rules on the production, marketing and use of chemicals. Due to its broad scope, it affects not only the chemical industry but also many other sectors. Therefore, REACH is the business of a wide range of companies across the EU and non-compliance with the Regulation can have serious consequences for those businesses. This year REACH turns 10 and its implementation is currently being evaluated by the Commission.  

#### Aim of workshop  
The aim of this workshop was to emphasize the importance of REACH for the single market for chemicals and to draw the attention of companies on the obligations they may have under REACH, including with regard to the forthcoming 2018 registration deadline. It also discussed opportunities it creates for businesses and specific challenges for SMEs.  

#### Questions:  
- What are my obligations? Now? After 2018?  
- How can businesses turn these into opportunities?  
- What are the main challenges? For SMEs? How to overcome these?  
- What is the role of REACH for the single market? In a globalised environment?  

### Key results  

1. 10 years of REACH implementation showed that it contributed to increased knowledge and improved risk management of chemicals, as well as to improved consumer confidence in the safety of products on the EU market. It was emphasized that REACH does not end with the 2018 registration deadline, and that it is a part of a bigger picture in terms of interface with other relevant legislation and in context of a globalised chemical management.  

2. EU is in the driving seat and the obligations imposed by REACH may provide opportunities for innovation and competitiveness gains. Same rules apply across the Single Market, but care should be taken for effective enforcement, in particular vis-à-vis imports.  

3. Much has been done in terms of awareness raising and providing guidance, but challenges still lie ahead. SMEs need help to successfully meet the 2018 registration deadline and further obligations – SMEs can sustain REACH only if it is implemented with pragmatism and focus on the essentials.  

4. REACH delivers on its objectives but further efforts should be pursued to increase efficiency and positive perception.
REACH 2018 and beyond

Safe chemicals in the Single Market

10 years of REACH
EU chemicals legislation

Increased protection of human health & environment
Providing opportunities for innovation
Raising awareness
Increase efficiency

Same rules across the Single Market
High importance for the Single Market

Manel Bengues
European Commission

apply to my business? obligations? opportunities? challenges? its role?
B4 The European services e-card

**Moderator:** Nicolas Galudec, European Commission

**Rapporteur:** Madis Ehas, Ministry of Economic Affairs and Communication, Estonia

### Key results

**Context:**

1. The European services e-card is aimed at administrative simplification for service providers, to support their ambition for easier cross-border expansion of operations in the EU.

2. This initiative finds its base within the existing legal framework of EU law governing the internal market for services. The substantive rules governing service provision in the EU will remain untouched, safeguarding quality of services, consumer rights or the protection of the environment, and so will the EU acquis in the areas of social rights and workers’ rights.

3. It targets business services and construction, following calls from Council and Parliament to address these key services sectors as a matter of priority to enhance cross-border trade and investment in the internal market, particularly lacking in these sectors.

### Key messages:

1. Support on the objectives of the proposal from participants, although scepticism remains from the construction sector (in particular from EU-level organisations representing construction workers)

2. A lot of potential for solutions has been outlined, in particular on the active role of home Member state administrations, to facilitate the life of service providers and help them overcome existing barriers.

3. Digital-oriented solutions at EU-level have been called for to increase traceability, ensure appropriate controls and secure cross-border trade and investment.

4. Remaining questions need to be addressed by co-legislators on the future benefits for service providers (the cross-border user story), how the e-card relates to existing procedures, in which situations would an e-card be better or not useful for service providers.
The European Services e-card

Benefits?
- Information & market access

Key advantages?

Implications?
- Within legal frameworks

How accommodate changes?

Additional simplifications?

Nicolas Galludic
European Commission

- An enhanced administrative procedure to support cross-border integration of services at the EU level

- Enhance cross-border trade & investment

- Set up an EU-level procedure
- Legal certainty
- Transparency

- Ensure continued legality of service provision

- How to use the e-card in existing procedures

- Set-up an EU-level procedure
Best Practice from local entrepreneurs:

MIGHTY BOX

Marvin Zammit

Christopher Bussuttil

Dean Micallef

Sharing more information

"right people" looking for the right attitude & train the skills

Welcome more crossborder investments
The Single Market is All of Us!

- peace
- human rights
- ecology
- humanitarian aid
- many workshops & conferences

...in a good shape
...a lot of progress

2017 Workshops & Conferences

Thank you!

Katarin Schneider
Director
European Commission
What has been achieved in the last 6 months in the Maltese Presidency?

Christian Cardona
Minister for the Economy, Malta

Single Market = Benefit

Trust

Citizens

Thank you all for your efforts!