

B9+ Breakfast Roundtable on Digital Simplification and Competitiveness

Co-hosted by Michael McNamara MEP, Arba Kokalari MEP, Ibec and SN

SPINELLI 5G1, European Parliament
Wednesday 24 September 2025

B9+ Priorities for Regulatory Simplification

Business (the B9+) is working with D9+ & EU



B9+ Vision for a Digital Europe, 2024-2029

A Europe that can access and safeguard the economic benefits of further digital transformation:

1. From a **Strong and Effective Internal Market**
2. By being **Open** to international co-operation and trade **while encouraging capacities across Europe**
3. Securing **Competitiveness and Resilience**
with strong business **Conditions** and digital **Capacities (to connect, adopt, innovate and trade)**



Regulatory Simplification (1)



General

- “We need less paperwork, less overlaps, less complex rules”, President von der Leyen in State of the Union, 2025[1]
- Promote Innovation & Competitiveness. Reduce administrative burden & cost. Ensure harmonised application of rules
- Remove administrative requirements that don't enhance protection of consumer/society
- Simplify rules (AI, Data, Cyber)[2] support compliance and competitiveness.
- Consider ‘regulatory innovation’[3]
- Simplification should be an ongoing process[4]

Data

- Safeguard security and trade secrets in the DA/DGA. Facilitate voluntary data sharing
- Explicitly recognise proportionality and a risk-based approach in the GDPR, especially in AI use[5]
- Clarify the interaction between EU digital rules[6] and simplify data sharing requirements. Remove inconsistencies that create uncertainty for investments.
- Encourage data flows. Make Adequacy simpler. Provide guidance on transfers to third countries

Regulatory Simplification (2)



AI

- Support legal certainty, reduce risk to foster investments and innovation
- Further clarity on definitions in the EU AI Act
- Apply high risk requirements *after* relevant harmonised standards are published, allowing sufficient time for adaptation.[1]
- Reduce administrative requirements for high-risk AI that do not proportionately increase the protection of consumers or society[2]

Cyber security & resilience

- Avoid duplicate reporting obligations
- Create single national entry point for incident & cybersecurity reporting (including GDPR)
- Introduce common reporting templates
- Encourage controlled sharing of sensitive information
- Increase meaningful stakeholder participation in the certification process. [3]

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