Commerce. Green paper

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The green paper fails to describe the main characteristics of the information society and its basic defining features, which include electronic commerce. A more systematic and detailed assessment is required of the impact of the information society on existing forms of commercial activity. The World Trade Organization should initiate a worldwide debate on the electronic media with a view to codifying the rules governing their use and consolidating their internal practices with the necessary safety valves and reliability. The Member States should respond directly to the new conditions prevailing in the information society and take urgent legislative measures to cater for the new requirements of businesses and consumers. The ESC proposes that reference be made to commercial activity in one article of the revised treaty which will emerge from the IGC. The ongoing pan-European dialogue on commerce, launched with the publication of the Green Paper on commerce, must lead to the drawing up of an action plan that will cover all the Community policies on commerce.