Commercial communications in the Internal Market. Green Paper

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The Committee welcomes the publication of the Green Paper on Commercial Communications. It has drawn attention to a complex and difficult series of questions and it makes constructive proposals to improve the functioning of the Internal Market. The first proposal for a methodology to deliver a procedure for a more uniform assessment of the proportionality of any restrictive national measures affecting Commercial Communications, is intended to combine the existing and developing jurisprudence with the provision of an agreed detailed impact analysis for particular cases. The Committee agrees that the introduction of this type of methodology would offer the prospect of a comprehensible and agreed assessment procedure which would reduce the ambiguity and/or uncertainty which prevails in its absence. The second proposal to create the means to improve the flow of information and better co-ordination of actions and policies at the European level involves establishing a Community-wide consultative committee. The committee will be useful as the forum for an exchange of information on current and new developments affecting commercial communications.