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Openness as Strength: The Win-Win in EU-US Digital Services Trade

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Brussels, 13 March 2024 - The European Centre for International Political Economy (ECIPE) has published a Policy Brief titled "[Openness as Strength: The Win-Win in EU-US Digital Services Trade](#)", authored by Matthias Bauer, Dyuti Pandya and Oscar du Roy. The Brief challenges the oversimplified narrative of the EU's supposed over-reliance on digital services imports from non-EU countries, particularly the US.

The Brief presents a comprehensive analysis of trade data and trends, demonstrating that the EU's engagement with foreign digital services, notably from the US, is a strategic economic advantage that enhances Europe's competitiveness and fosters productivity growth. It underscores the critical importance of openness to foreign innovation and technology diffusion for the EU's economic future.

Contrary to the portrayal of the EU as overly dependent on digital services imports from the US, the Brief argues that this relationship is strategic and symbiotic. The EU's engagement with US digital services is a reflection of its openness to global innovation, a strategy that has proven indispensable for competitiveness and productivity growth.

Far from being a sign of weakness, this openness is a strength that positions the EU at the forefront of the digital revolution. The Brief emphasises the vital importance for the EU to continue to embrace foreign innovation and technology diffusion to propel its competitiveness and productivity growth forward.

"The compelling evidence from the ICT sector data and trends underscores the essential nature of the EU's current path of strategic engagement and openness," says ECIPE Director Matthias Bauer. This approach is crucial for the EU's economic vitality and global leadership in the digital age.

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