

Brussels, 4 November 2025

Dear Minister,

In the face of unprecedented challenges and a volatile geopolitical situation, the Single Market is our best asset. It is a driver of competitiveness and growth and a shield of protection. Still, both dimensions are yet underexploited. If we want a strong, independent and prosperous Europe, we need to take a decisive commitment to complete the Single Market.

On 21 May 2025, responding to the call from the European Council, the Commission adopted a Strategy for making the Single Market simple, seamless and strong. In the Strategy, the Commission put forward a plan to double down on the “Terrible Ten”, the most impactful and harmful barriers holding back intra-EU trade and investments. The Strategy also focussed on unlocking the potential of the services sector, digitalising the Single Market, promoting SMEs and strengthening enforcement. The Commission is delivering on this plan.

But unlocking the full potential of the Single Market is our joint responsibility. The actions at EU-level need to be complemented with urgent and concrete actions by all Member States to champion the Single Market and, not least, to address specific barriers at national level.

Therefore, I urge you to join forces on three parallel tracks:

First, I call for your support in removing the “Terrible Ten” Single Market barriers. I had committed to organise a first High-Level SMET (Single Market Enforcement Taskforce) meeting before the end of this year, to provide strategic steer and political support for the implementation of jointly identified solutions to address barriers. I am grateful to the Danish Presidency who share the commitment to this joint mission and who kindly accommodated for the time and space of such first political SMET meeting in the context of the upcoming COMPET, under the agenda point “Removal of internal market barriers”. My services have started work on a heatmap of the Terrible Ten and engaged with your administration in discussions on the method and on the situation of your country with regard to the specific indicators identified. I would like us to discuss the barriers together one by one in the context of the High-Level SMET over the next 2 years, in order to share best practices and joint commitments with a view to improving the situation ahead of a publication of the heatmap.

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Mr Erkki Keldo  
Minister of Economy and Industry of Estonia

Secondly, we must also together ensure that we do not create new barriers. There is no point in removing barriers if we constantly create new ones. From this perspective, I would like to emphasise the importance of prior notifications of national legislative proposals under the Single Market Transparency Directive. These notifications allow the Commission, Member States and businesses to provide input on draft national measures that may, if adopted, adversely affect the free movement of goods and services. In addition to fragmenting the Single Market, laws that have not been notified risk being legally challenged. In this spirit, I call on your national authorities to ensure the correct application of notification obligations. I would also like to call upon all of us to avoid introducing new barriers and gold-plating in the context of legislative negotiations at European level.

Thirdly, we have to complete the Single Market in those areas that President Jacques Delors left untouched, such as energy and telecoms. President von der Leyen announced a Single Roadmap in her State of the Union speech in September. Listing 6 sectors, she called on us all to jointly complete the Single Market by 2028. The Commission will shortly put forward a proposal to that effect.

Finally, the Single Market is not only about barriers, but also about opportunities. Therefore, to mark the political priority of the Single Market and to support the joint effort in leveraging its potential, I reiterate the invitation to each Member State to name a high-level Single Market Sherpa. It is crucial to co-create a new political culture, one that thinks “Single Market first” on every level. In this sense, the Sherpas should have a mandate for comprehensive strategic oversight in the respective Member State and should be attached to the Prime Minister’s or President’s office. The Single Market Sherpa should promote the application of Single Market rules, in order to strengthen the opportunities it offers and to help prevent national regulatory and administrative barriers from arising in the first place. I therefore invite you to share a name to the email address [CAB-SEJOURNE-CONTACT@ec.europa.eu](mailto:CAB-SEJOURNE-CONTACT@ec.europa.eu) by end-December 2025 with a view to invitations for a first meeting to be sent very early in 2026.

Building on a shared sense of urgency, I look forward to continuing working with you to jointly mark a turning point in the integration of the Single Market.

Yours faithfully,



Stéphane Séjourné

