

Building a 28th Regime: Consumers Mean Business

A (Euro)consumers' checklist for a successful EU Inc.





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Empower people,
improve the market.

Why building a 28th Regime is consumer business

The 28th Regime aims to create a single set of rules to make it easier to start and grow an EU-wide business; rules that would not replace the 27 EU countries' national rules but rather complement it. **Sounds like a great proposal for businesses, but not really a concern for consumers, right?** Nothing a consumer organisation should care about, yes? **No.**



Euroconsumers cares. Because consumers care.

As a global group of membership-based organisations representing **more than 7 million people** we hear the consumer voice loud and clear: they want **good, trustworthy and affordable products and services** that provide an answer to their day-to-day needs. Consumers long for **innovation, greater choice and competitive markets**. But they also expect businesses to be **trustworthy and accountable**.

A competitive and innovative European economy is therefore fundamentally a consumer interest. A stronger, more integrated Single Market can create more opportunities for European businesses to innovate and grow, ultimately giving consumers access to greater choice and better products and services.

Consumers, in turn, can use their power of choice to challenge businesses to do better and improve the European market - ultimately playing their most important role - that of **Europe's greatest industrial asset**.



The EU Inc. framework can be a key building block to reach that goal. By reducing unnecessary company law fragmentation and making it easier for innovative companies, start-ups and SMEs to establish and scale across borders. Its **digital-by-default approach** - enabling companies to be established, managed and dissolved digitally - further adds to modernizing company procedures across Europe.

That is on the condition that EU Inc. is also designed with consumers in mind. Creating a 28th Regime is not a blanco cheque; it needs to deliver. Given that a competitive Europe needs empowered consumers who can challenge business to do better, the key to unlocking the full potential of EU Inc. lies not merely with making it easier for businesses, but equally in **building consumer trust and consumer empowerment into the framework.**

EU Inc. comes with some questions for consumers. As businesses become increasingly digital and cross-border, consumers need to know who they are dealing with, they need to be able to rely on accurate company information and they need to exercise their rights when things go wrong. Faster and simpler company creation **should not make it easier to abuse the system, nor should it make it more difficult to investigate or hold accountable.**

The success of EU Inc. will therefore be measured not merely by how easily businesses can use it, but also by whether it contributes to a competitive Single Market that empowered consumers can trust.



1. Know who you are dealing with

As consumers increasingly interact with companies **online and across borders**, identifying the legal entity behind a product or service is not easy. A European company form should make this easier, not add another layer of complexity. **Knowing who you are dealing with is not a nice-to-have; it is key to empowering consumers.** Consumers need to be able to rely on accurate and up-to-date company information, particularly when they need to exercise their rights or seek redress.

The 28th Regime proposal provides important tools in this respect. The Business Registers Interconnection System (BRIS), together with the European Unique Identifier (EUID), can make it easier to access reliable company information and trace companies across borders. Connecting national business registers can also support cooperation between competent authorities.



Euroconsumers recommends to co-legislators that **transparency and traceability remain central to the final framework**, ensuring that consumers can easily identify the responsible legal entity and access reliable company information wherever an EU Inc. is established. BRIS and the EUID should be used to their full potential to make this information genuinely accessible and useful for consumers.

2. Simplification and accountability go hand in hand

Faster and simpler company creation brings clear benefits, but to reach that potential consumers also need to be able to **trust that businesses operating under EU Inc. are genuine and accountable**. A framework designed for rapid and digital incorporation cannot create opportunities for fraudulent or abusive actors to exploit differences between jurisdictions or avoid accountability.

The EU Inc. proposal already foresees some preventive controls, while the European Parliament¹ introduces **stronger safeguards around identity verification and legality checks**. These protections are particularly relevant in a framework designed to make company formation faster and digital by default.

Trust is not a one-time shot. Accountability must also continue once a company has been established, and for that, proper enforcement is essential. Both public and private stakeholders need to be able to assume the watchdog role that is a key ingredient for a healthy, well-functioning and competitive European market. That's why it is important to ensure a European company form does not create additional barriers to cross-border enforcement or consumer redress.



Euroconsumers calls on the co-legislators for **strong but proportionate preventive controls, including effective identity verification and legality checks during registration**. Simplification is there to benefit legitimate businesses, not to weaken the integrity of the framework or make abuse easier. It should remain easy for competent authorities to supervise EU Inc. companies, investigate and hold them accountable across borders. Consumers should be able to exercise their rights and obtain redress effectively, regardless of whether a company is incorporated under national law or as EU Inc.

¹ European Parliament, Committee on Legal Affairs (JURI), [Draft Report](#) on the proposal for a Regulation on a 28th regime corporate legal framework ("EU Inc."), Rapporteur: René Repasi, PE790.143, 29 June 2026.

3. Consumer protection from cradle to grave

For consumers, **the relationship with a company does not necessarily end when that company stops operating**. They may still have outstanding payments, claims or warranties when a business is confronted with insolvency, or worse, liquidation. How companies close matter just as much as how they are created.

The proposal's extension of harmonised and digital procedures from incorporation to liquidation and insolvency embeds that need for **greater legal certainty and make it easier to follow a company's status**.



Euroconsumers recommends to the co-legislators to **ensure that the benefits of harmonisation extend all the way up to company closure**. Liquidation and insolvency procedures should remain transparent and predictable for consumers and not create unnecessary obstacles for those seeking to understand a company's status or exercise outstanding rights.

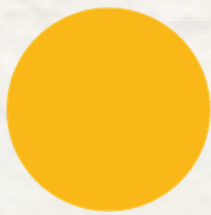
A Euroconsumers Checklist

Thus, **Euroconsumers supports the ambition behind EU Inc.** and what it can do for a more integrated, innovative and competitive Single Market. Making it easier for European companies to grow across borders can help Europe innovate and compete more effectively, giving consumers greater choice and better access to the innovative products and services they are looking for.

But for EU Inc to reach that full potential, building in **consumer empowerment and consumer trust is a key condition**. As EU Inc. moves through the legislative process, the effectiveness and success of the final European corporate framework will depend on a simple consumer checklist:

- 1. Make simplification deliver: more innovation, competition and choice**
EU Inc. should help innovative businesses grow across the Single Market and turn simplification into greater choice and better products and services for consumers.
- 2. Know who you are dealing with: transparency empowers consumers**
Consumers should be able to easily identify who stands behind a product or service and access reliable company information across borders.
- 3. Faster, yes. Easier to abuse, no.**
Faster and digital company creation should go hand in hand with proportionate identity and legality checks that prevent fraud and abuse.
- 4. Accountability must cross borders too**
EU Inc. companies should remain easy to supervise and investigate, while consumers must be able to exercise their rights and obtain redress wherever a company is established.
- 5. Consumer protection from cradle to grave**
Consumer rights should be protected throughout a company's lifecycle, including during liquidation and insolvency, with clear procedures for outstanding claims and rights.

A successful EU Inc. will not depend on how good it is for business alone; **it will equally be defined by how good it is for consumers.** A 28th Regime should deliver on both fronts: make Europe a simpler and more attractive place for innovative businesses to grow, while creating a corporate framework that consumers trust and that empowers them across the Single Market. Only in this way, it can deliver the innovation that both business and consumers are looking for.



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