An Roinn Fiontar, Turasóireachta agus Fostaíochta
Department of Enterprise, Tourism and Employment
Oifig an Árd Rúnaí | Office of the Secretary General

November 2026

Re: Public Consultation on Single Market Barriers

Dear Stakeholder

I am writing to request your assistance in the Government's efforts to map and address barriers to goods and services trade across the EU's Single Market.

This work aims to contribute to the objectives of the EU's *Single Market Strategy,* as well as the *One Europe One Market* Roadmap, which are seeking to address regulatory and administrative barriers to cross border trade within Europe.

These barriers often mean that businesses and consumers must navigate 27 different markets, rather than one, seamless, Single Market- impeding trade and limiting competition and consumer choice across the EU.

In May of this year, Minister for Enterprise, Tourism and Employment, Peter Burke TD, launched a major push to break down EU Single Market barriers and unlock growth opportunities for Irish business across Europe.

This has included the establishment by the Government of a Single Market Office and Taskforce, to enhance Ireland's compliance with and positioning on Single Market matters, and my own appointment as Ireland's Single Market Sherpa.

My mandate as Single Market Sherpa is to promote the more effective implementation of the Single Market in both Ireland, and through my interaction with my fellow Sherpas across other Member States, the broader EU, through the removal and prevention of barriers to cross border trade.

To support me in my role as Sherpa, the Government's Single Market Office is actively seeking the views of 'end users' of the Single Market, who are best placed to advise on how it is functioning and any barriers they encounter as they seek to navigate European markets.

The focus of this work, in particular, is on the "Terrible Ten" most persistent barriers to cross border trade identified in the *Single Market Strategy,* and how they are impacting businesses seeking to operate or already based within the Irish market, as well as Irish based firms seeking to trade across other EU markets.

The initial phase of this outreach is focussed on two of the Terrible Ten barriers:

- **Terrible Ten barrier 6: Fragmented rules on Packaging, Labelling and Waste**, one of the key barriers to the cross-border trade in goods; and
- **Terrible Ten barrier 8: Restrictive and divergent national services regulation**, which impede the cross-border provision of services.

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Your input is invited via the accompanying questionnaire; additional written inputs, which provide insight on end user experience of the barriers, as well as detail on their incidence across EU markets, are also welcome.

The sharing of your insights will be crucial in helping us develop the evidence base for barriers to cross border trade in Ireland and across the EU, their extent and impact, and importantly, their source. From this Government will take action to ensure a more seamless Single Market experience for the benefit of businesses and citizens more generally.

Yours sincerely,



Declan Hughes
Secretary General

Ireland's Single Market Sherpa

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