

# Defending U.S. Technology Leadership From Nontariff Attacks

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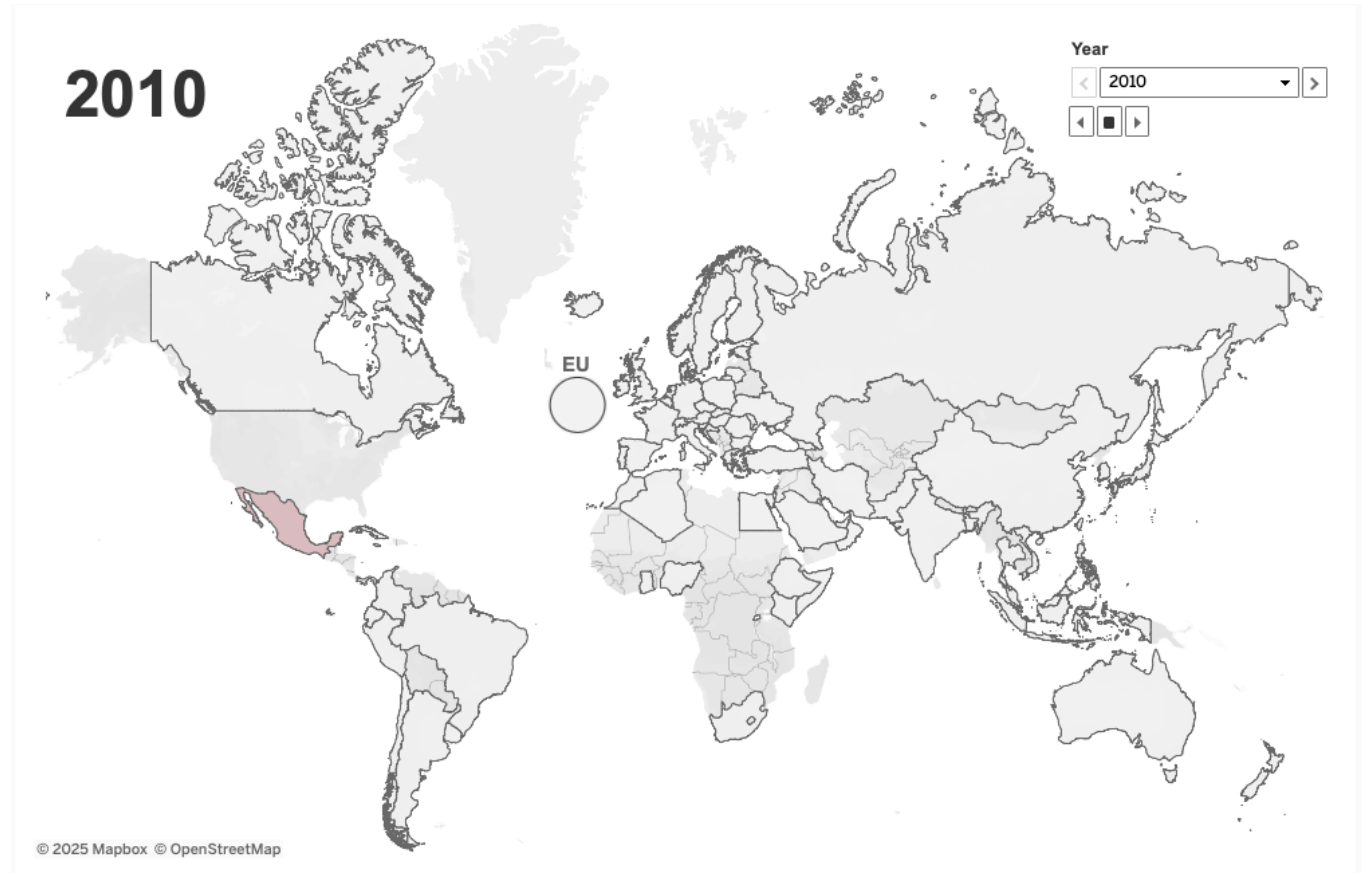
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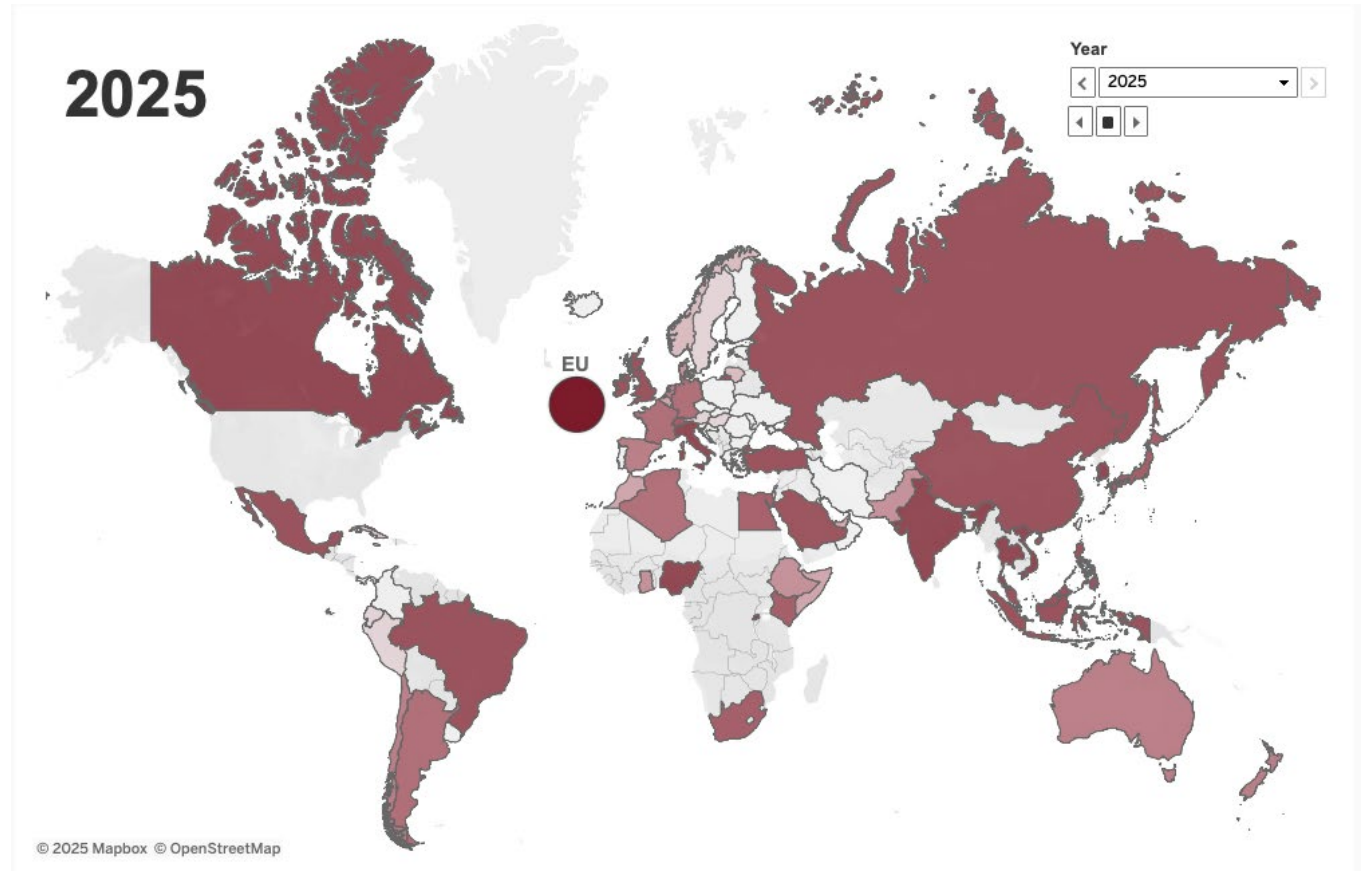
# Growing Attacks on US Tech Industry

- Unduly restrictive or extractive policies
- Targeting “Big Tech” by design or in effect
- Pioneered by Europe, proliferating globally
- Hundreds of cases, dozens of countries
  - See: ITIF’s Big Tech Policy Tracker at [itif.org](https://itif.org)



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# Intent to Attack US “Big Tech” Firms

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“Let’s go down the line — one, two, three, four, five...

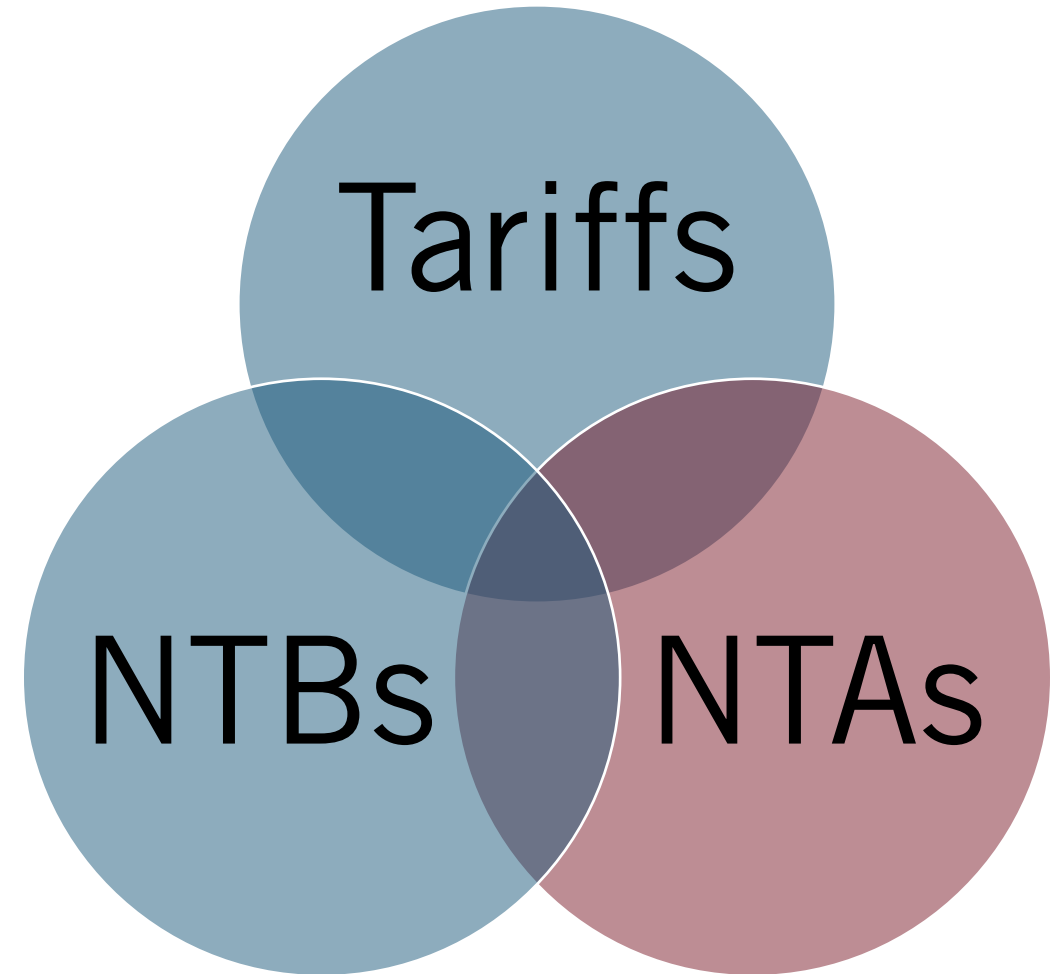
“But let’s not start with number 7 to include a European gatekeeper just to please Biden.”

— Andreas Schwab,  
rapporteur of the DMA

# What Are Non-Tariff Attacks?

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- Non-Tariff Barriers (NTBs)
  - Defensive
  - Protectionist
- Non-Tariff Attacks (NTAs)
  - Offensive
  - Restrictive, extractive
  - Undermining



# Examples

	Tariff	Non-Tariff
Barriers	<ul style="list-style-type: none"><li>▪ Broad tariffs on most goods imports</li></ul>	<ul style="list-style-type: none"><li>▪ GMO food restrictions</li><li>▪ Unique safety standards</li></ul>
Attacks	<ul style="list-style-type: none"><li>▪ Retaliatory tariffs</li></ul>	<ul style="list-style-type: none"><li>▪ Digital Services Tax</li><li>▪ Localization mandates</li><li>▪ Digital Markets Act</li></ul>

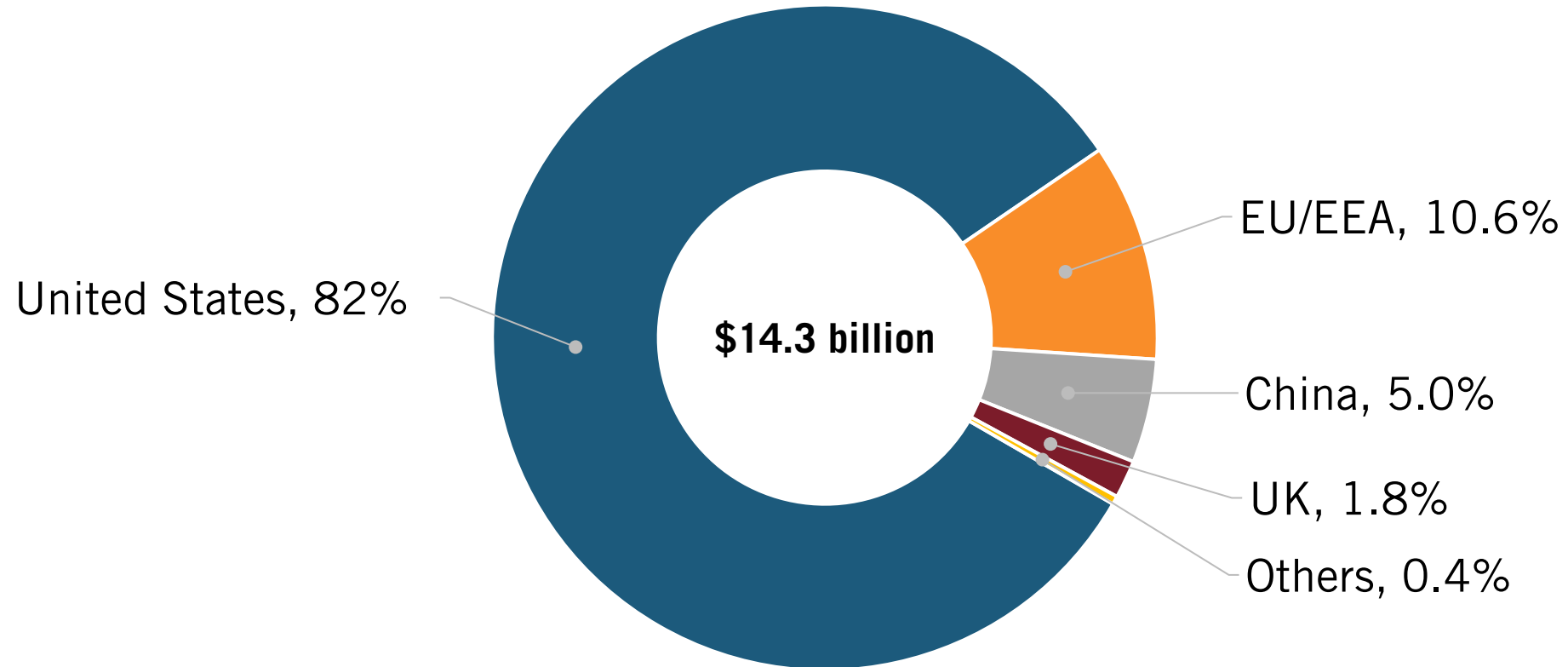
# Weapons

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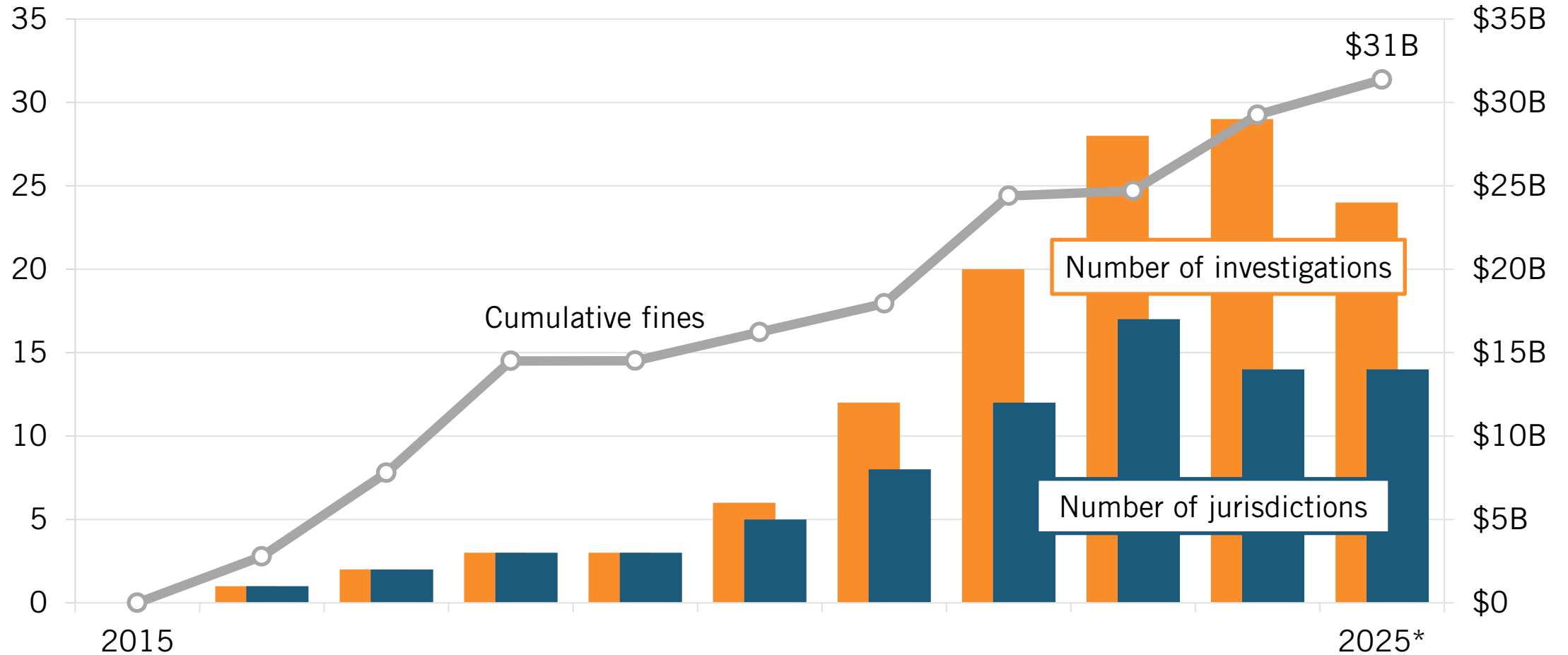
# GDPR Fine Share by Country, 2018–2024

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# Investigations and Fines Against Leading US Tech Companies



# What Now?

- Address non-tariff attacks in bilateral negotiations.



# Thank You!

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