

Position

AIM Position on the Digital Omnibus on AI

March 2026

AIM calls for:

- Alignment of the applicability date for Annex I and Annex II high-risk AI systems to 2 August 2028 in order to avoid conditional timelines linked to future standards and guidance that risk creating legal uncertainty.
- A clear, predictable and uniform implementation timeline for high-risk AI obligations that provides brands with the legal certainty necessary for investment and compliance planning.
- Support for the Commission’s proposal to shift AI literacy obligations from individual providers and deployers to the European Commission and Member States, ensuring a coherent and proportionate approach to AI literacy across the Union.
- Practical and workable implementation of the AI Act that safeguards innovation, competitiveness and legal clarity across the Single Market.

1. Introduction

AIM welcomes the European Commission’s initiative to simplify elements of the digital regulatory framework in the Digital Omnibus on AI, including targeted amendments to the AI Act.

AIM – the European Brands Association – represents over 2,500 manufacturers of branded consumer goods operating across the EU. Our members include both small and medium-sized enterprises and large multinational companies producing a wide range of trusted products – from food and beverages to personal care and home care, to apparel, toys and other consumer goods. Built on decades of innovation, quality and responsible business practices, these brands are central to daily life for consumers across Europe.

The fast-moving consumer goods industry is the third-largest manufacturing sector in Europe and a key contributor to growth and jobs. The industry remains a strong supporter of the Single Market, moving €276 billion of consumer goods within the EU every year. In addition, €174.8 billion of FMCG products are exported outside the EU (the remaining 39% of FMCG trade)—demonstrating Europe’s global reach and the trust placed in European products.¹

Within this wider sector, AIM’s members represent the branded goods industry, which drives innovation, investment and consumer trust across the Single Market. Increasingly, AI-enabled tools are being explored and deployed across supply chains, product development, forecasting, customer interaction and operational processes. In this context, clear, consistent and predictable rules are essential to ensure that companies can innovate responsibly and invest with confidence.

2. Applicability of High-Risk AI Systems – Article 113

AIM welcomes the Commission’s intention to provide additional time for companies to prepare for compliance with high-risk AI obligations.

However, the proposed amendment to Article 113 introduces a conditional applicability mechanism for Annex I high-risk systems. Under the proposal, obligations would apply at the earlier of:

- 12 months after the adoption of a Commission decision confirming the existence of specific standards and guidance; or
- 2 August 2028.

While intended to provide flexibility, this conditional trigger risks creating legal uncertainty for businesses.

¹ See [AIM’s Consumer Goods Industry Barometer 2024](#) for more information.

Linking the start of obligations to the future adoption of standards and guidance introduces unpredictability into compliance planning. Companies require clear and stable timelines to allocate resources, design governance structures, assess risks and integrate compliance processes across complex cross-border operations. A conditional mechanism makes it difficult to determine when obligations will apply in practice, depending on when Commission decisions are adopted.

For brands operating across multiple Member States and business lines, such uncertainty complicates investment decisions and internal preparation.

AIM therefore recommends aligning the applicability date for both Annex I and Annex II high-risk systems to a single fixed date of 2 August 2028.

A uniform date would:

- Provide legal certainty and predictability.
- Ensure equal treatment across sectors and Member States.
- Allow sufficient preparation time.
- Avoid fragmentation linked to evolving standards and guidance timelines.
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A clear and fixed timeline is essential for responsible and structured implementation of high-risk AI obligations.

3. AI Literacy – Article 4

AIM welcomes the Commission's proposal to shift primary responsibility for AI literacy initiatives to the European Commission and Member States, supporting a coordinated and consistent approach across the Union.

AI literacy is a broad societal objective that is more effectively addressed through coordinated public initiatives, guidance and educational efforts rather than through individual compliance obligations placed on companies. Placing AI literacy obligations on providers and deployers risks creating inconsistent and duplicative requirements, particularly for companies operating across multiple Member States. Divergent national interpretations of what constitutes sufficient AI literacy efforts could lead to fragmentation and administrative burden without necessarily improving outcomes.

By shifting responsibility to the Commission and Member States, the proposal:

- Promotes a coherent and harmonised approach across the Union.
- Reduces administrative complexity for businesses.
- Avoids uneven national implementation.
- Supports a structured and coordinated strategy for improving understanding of AI.

AIM supports this approach and encourages consistent implementation across Member States to ensure legal clarity and predictability.

4. Ensuring Predictable and Workable Implementation

Beyond these specific amendments, it is essential that the AI Act is implemented in a manner that is practical, proportionate and predictable.

Brands require:

- Stable definitions.
- Clear guidance.
- Harmonised application across Member States.
- Sufficient preparation time before obligations apply.

Given the scale of intra-EU trade at €276 billion annually and €174.8 billion in exports, regulatory predictability is fundamental to maintaining Europe's competitiveness and supporting continued innovation across supply chains and global markets.

A stable and predictable compliance framework will enable companies to invest in responsible AI deployment while maintaining high standards of safety, transparency and consumer trust.

5. Continuous Assessment and Engagement

AIM supports targeted simplification measures that improve legal certainty and workability.

In the context of the AI Act, this means:

- Replacing conditional applicability triggers with a single fixed date of 2 August 2028 for Annex I and Annex II high-risk systems.
- Supporting the shift of AI literacy obligations to the Commission and Member States.
- Ensuring harmonised and predictable implementation across the Single Market.

Clear, stable and proportionate rules are essential to safeguard innovation, strengthen competitiveness and maintain trust in the deployment of AI across Europe.

About AIM

AIM (Association des Industries de Marque) is the European Brands Association, which represents manufacturers of branded consumer goods in Europe on key issues that affect their ability to design, distribute and market their brands.

AIM comprises 2500 businesses ranging from SMEs to multinationals, directly or indirectly through its corporate and national association members. Our members are united in their purpose to build strong, evocative brands, placing the consumer at the heart of everything they do.

AIM's mission is to create for brands an environment of fair and vigorous competition, fostering innovation and guaranteeing maximum value to consumers now and for generations to come. Building sustainable and trusted brands drives the investment, creativity and innovation needed to meet and exceed consumer expectations.

AIM's corporate members

AB InBev • Arla Foods • Bacardi Limited • Barilla • BIC • Bolton Group • Carlsberg Group • Chanel • The Coca-Cola Company • Colgate-Palmolive • Coty • Danone • Diageo • Dr. Oetker • Essity • Essilor International • Estée Lauder • Ferrero • Freudenberg/Vileda • Groupe Lactalis • Haleon • Heineken • Henkel • HP Inc. • JDE • Kenvue • Kellanova • The Kraft Heinz Company • Lavazza Group • The LEGO Group • Lindt & Sprüngli • L'Oréal • LVMH • Mars Inc. • McCormick • Mondelēz • Nestlé • Nike • Nomad Foods Europe • Orkla • PepsiCo • Perfetti Van Melle • Pernod Ricard • Philips • Procter & Gamble • Puma • Reckitt • Red Bull • Savencia Fromage & Dairy • SC Johnson • Sigma • Signify • Sofidel • The Magnum Ice Cream Company • Unilever

AIM's national association members

Austria Markenartikelverband • Belgilux BABM • Czech Republic CSZV • Denmark MLDK • Finland FFDIF • ESVEP – Greek Association of Branded Products Manufacturers • France ILEC • Germany Markenverband • Ireland Food & Drink Federation • Italy Centromarca • Netherlands FNLI • Norway DLF • Portugal Centromarca • Spain Promarca • Slovakia SZZV • Sweden DLF • Switzerland Promarca • United Kingdom British Brands Group

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