

**Question for written answer E-003601/2026/rev.1
to the Commission**

Rule 144

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Subject: Impact of AI systems on the visibility of European businesses

According to the Italian newspaper *Il Sole 24 Ore*¹, the main systems of generative artificial intelligence show significant disparity in the products and companies they recommend, giving priority to major global brands to the detriment of Italian craftsmen, manufacturers and SMEs. This is particularly worrying given the increasing spread of AI in Italian exports' main destination markets.

Consumers are indeed increasingly using AI agents to search, compare and choose products, directly impacting companies' ability to reach new customers and access markets.

In view of the above:

1. Will the Commission check whether the main AI systems systematically differ in the extent to which they recommend and provide visibility to European companies, and SMEs in particular?
2. Has it assessed the possible impact of this on competition, exports and the competitiveness of European businesses?
3. What steps will it take if these distortions are confirmed?

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¹ <https://argomenti.ilsole24ore.com/tag/alberto-forchielli>; <https://24plus.ilsole24ore.com/art/se-l-intelligenza-artificiale-non-consiglia-made-italy-perdendo-terreno-AJK5i1>.