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IMCO Committee

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Ecommerce Europe

The European voice representing companies selling products and / or services online and cross-channel

“ to advance the interests and influence of e-commerce in Europe through advocacy, communication and networking ”



Overview

- 10 national associations
- representing over 4,000 companies
- almost 30 company members
- 10 business partners
- 3 working committees

and much more to come...



Belgium



Italy



Denmark



The Netherlands



Finland



Norway



France



Spain



Ireland



Sweden





Facts & Figures

- E-commerce turnover 2012: > €300 billion
- Amazing growth of e-commerce in Europe: > +20%
- Europe's e-commerce market is already the largest one globally
- Increasing (mobile) Internet usage and almost 50% consumers across Europe already bought online



Growth in the industry

- ... generates sustainable activity
- ... provides better choice and price to consumers
- ... creates jobs
- ... helps to protect environment

EU Digital Agenda's objectives are that by 2015

- 33% of SMEs will be conducting online purchases/sales
- 20% of consumers will buy services online from cross-border providers

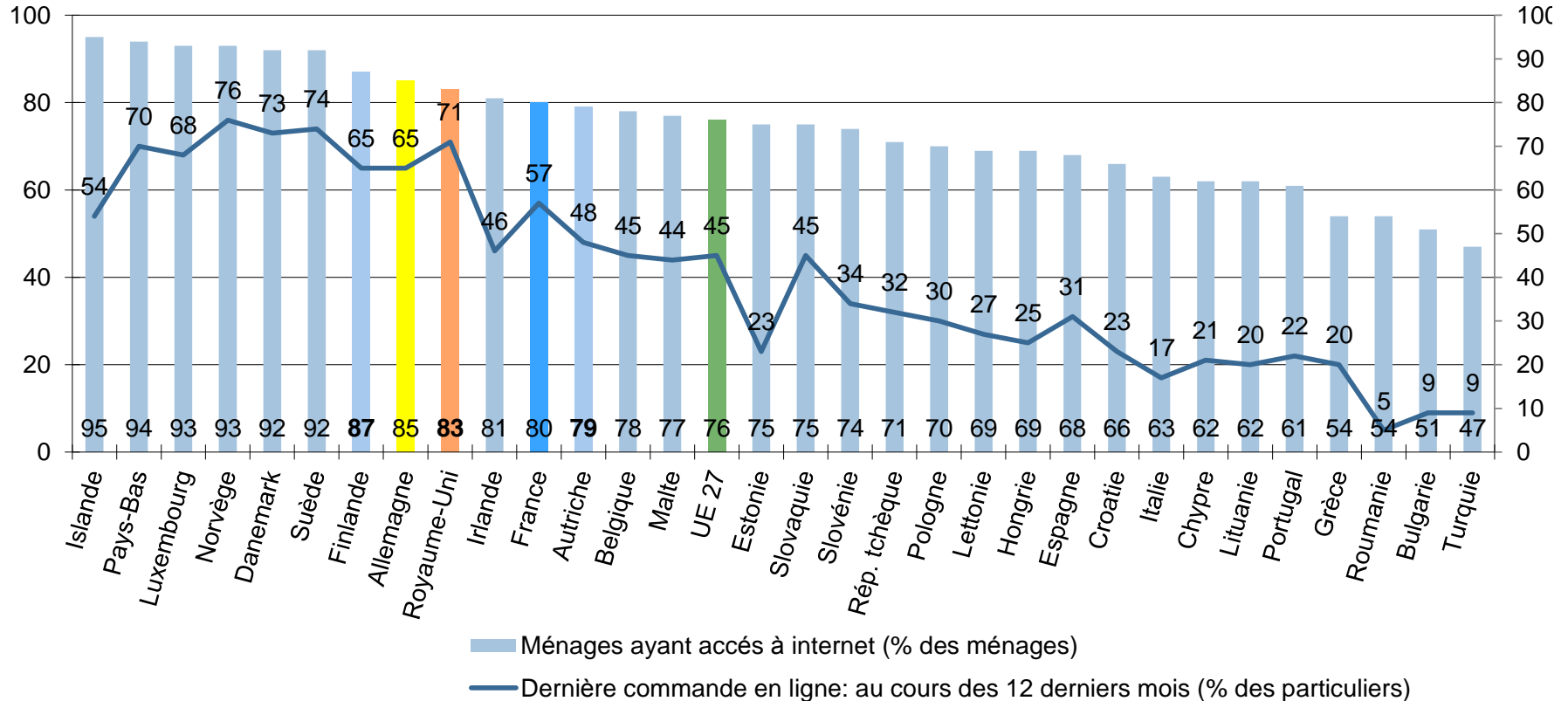


How to help stores selling abroad?

- Harmonising regulation without over-regulating
- Encouraging the development of e-commerce multi-country solutions (payments, logistics, customer care services, m-commerce...) affordable to local players
- Educating companies on how to use the internet to sell abroad
- Building trust and confidence for cross-border buyers/sellers (trustmarks, ODR, ADR)



Still huge discrepancies on connection and usage



- “One size fits all” solutions may not work



Questions?

Thank you for your attention



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