

Ecommerce Europe

Policy recommendations on the role of online platforms in the e-commerce sector

April 2016

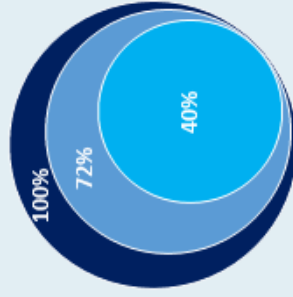


www.ecommerce-europe.eu



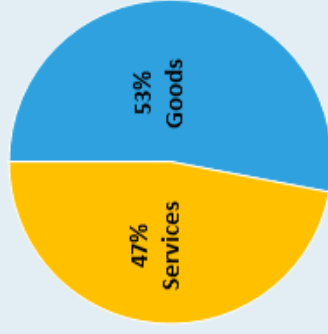


West €209.9 bn +13.3%
 Central €106.6 bn +12.9%
 South €47.3 bn +15.4%
 North €34.7 bn +13.6%
 East €24.6 bn +16.8%



817 million people live in Europe
 491 million* people use the internet
 274 million* people are e-shoppers
 *excluding people aged 0-14

Forecast 2015
€477 bn
 Turnover E-commerce Goods & Services



Average spending per e-shopper



Europe

€423.0 bn 13.6%

EU28

€368.8 bn 13.4%



2.5% eGDP

€17.1 trn GDP 2014



2,475,000+

jobs directly or indirectly via E-commerce



715,000+

estimated online businesses



4 billion+

number of parcels annually (f)

Top 5 mature E-commerce countries in turnover (billion)

	UK	€127,200
	Germany	€71,200
	France	€56,800
	Netherlands	€13,961
	Switzerland	€12,717

	Russia	€19,947
	Spain	€16,900
	Italy	€13,278
	Poland	€6,541

Estimated share of online goods in total retail of goods



"457 million social media users"

Executed by:



Powered by:



E-commerce Europe
www.ecommerce-europe.eu

@ Ecommerce Foundation (October 2015)

www.ecommercefoundation.org

Info: info@ecommerce-europe.eu

For reports: info@ecommercefoundation.org

Twitter: @Ecommerce_EU

Free download at:

<https://www.ecommerce-europe.eu/facts-figures/free-downloads>

ECOMMERCE EUROPE PROPOSES A NEW APPROACH TOWARDS THE DEFINITION AND THE ROLE OF “ONLINE PLATFORMS” IN E-COMMERCE

Ecommerce Europe is the association representing 25,000+ companies selling goods and/or services online to consumers in Europe. Founded by leading national e-commerce associations, Ecommerce Europe is the voice of the e-commerce sector in Europe. Its mission is to stimulate cross-border e-commerce through lobbying for better or desired policy, by offering a European platform bringing the European e-commerce sector and other stakeholders together, and by providing in-depth research data about European markets. Moreover, Ecommerce Europe provides more than 10,000 certified online companies across Europe with a European Trustmark label, with the aim of increasing consumers' trust in cross-border purchases.

Digital changes the way consumers shop and the way consumers wish to receive their purchases. Nearly all growth in retail comes from e-commerce. The e-commerce sector is booming. However, the full potential of the European e-commerce market has not yet been reached.

Ecommerce Europe welcomes the recognition by the European Commission of the important and intrinsic role that “online platforms” play for online marketplaces, shopping malls, intermediaries, search engines and comparison tools in modern B2C, B2B and C2C e-commerce and of how crucial these platforms

are for Europe's socio-economic development in the digital era.

Ecommerce Europe supports the thorough analysis made by the European Commission. Such an analysis should ensure sound political understanding of online platforms' individual and dynamic character, and the benefits they bring to consumers in the online distribution of goods, services and digital content. That is why Ecommerce Europe believes that the public consultation launched by the Commission in September 2015 on online platforms is a good start for identifying - based on strong evidence - not only the benefits of these platforms for the digital economy and the distribution of products (goods, services and digital content) from producers to consumers, but also to clearly define any problems in contractual relations between the involved parties that cannot be solved by existing legal provision.

With this position paper Ecommerce Europe wants to contribute to a better understanding of online platforms and the crucial role they play in modern online sales. Ecommerce Europe will stay at the disposal of European and national institutions for any further clarification on the content of this position paper.

DEFINITION OF “ONLINE PLATFORMS” AND NEED FOR A DIFFERENT APPROACH

1. The definition of “online platforms” and the need for a different approach

A comprehensive discussion on “online platforms” needs to be based on clear definitions, which seem to be lacking at the moment. Ecommerce Europe believes that

there is no single definition that covers the variety of online platforms relevant for this analysis and the differences existing between online marketplaces, online shopping malls, comparison tools, search engines and intermediaries.

In that respect, Ecommerce Europe maintains that it is necessary to recognize, understand and focus on the different functions, characters, parties involved, as well as the different contractual relations emerging in such an electronic environment and the eventual problems arising on different types of platforms. Ecommerce Europe recommends using this option rather than trying to cover all these elements in one single definition. Ecommerce Europe, for the purpose of the European Commission's investigation, sees an online platform as a digital environment that enhances and drives e-commerce between the parties involved in that digital environment. Recurring problems and the solution for these problems in those different types of platforms should be the basis for a proper definition of the type of platform, instead of trying to arrive at a fixed definition beforehand. Considering the various different types and functions of platforms, Ecommerce Europe prefers a vertical/sectorial approach rather than a horizontal/general approach.

In the analysis of online platforms, it is furthermore recommended to refer to and use as much as possible the terminology and concepts already existing in the European legal framework on consumer contracts and protection, electronic communication, competition, privacy and data protection. Ecommerce Europe strongly recommends

avoiding unnecessary legal complexity and the creation of new rules to solve problems for which existing rules already provide sufficient solutions.

The notion of "online platform" should not cover normal web shops and internet retailers that sell only their own products or services. Online or digital shops in which sellers - under their own name, risk and liability - provide goods, services and/or digital content - be it manufactured, produced or provided by themselves or by third parties - to consumers or other businesses (direct sellers or resellers) should be left outside the scope of the definition and the investigation and analysis of the European Commission.

According to Ecommerce Europe, the notion of "online platforms", as relevant for this investigation, should cover five different types of online platform services:

a. Marketplaces: digital online platforms that enable the selling consumer and/or business to offer, advertise and communicate on the sale of their products, services and/or digital content under their own name, risk and liability, directly to other consumers or traders who are interested in buying these products, services and/or digital content (for instance, eBay, DaWanda, Etsy, Amazon, Allegro). The marketplace acts as an intermediary which provides for a platform that brings seller and buyer together (offer and demand) and allow them to eventually conclude a sales contract in which the marketplace itself is no party. The seller as well as the buyer of the product, service and/or digital content service can be a professional or a consumer. The marketplace is a professional service. The price for the marketplace service, which is basically an

intermediary service often combined with an internal search engine, is either to be paid by the buyer or by the seller or can be provided for free or in return for data or advertisement purposes. The marketplace can be horizontal - which means that it operates across multiple categories of goods (for instance, eBay), services or digital content - or vertical - which means that it is organized only around a specific category of good or service (for instance, second-hand car marketplace, books platform, private room rental platform or travel platform).

b. Shopping malls: digital online platforms that offer businesses the opportunity to present and operate their online shop on the platform (for instance, Rakuten and Bol.com). The platform functions as an easily accessible online shopping mall for buyers where different traders have their online shop, operate their business and offer from this shop their products, services and/or digital content service to the public. Online shopping malls also provide on different levels standardized or uniform methods for the ordering process, delivery and distribution, reviews and/or payment systems. The online shopping mall is a professional service and is no party in the sales contract between the seller and buyer. Sellers in the shopping mall are professional businesses and buyers can be either consumers or professionals. The price to be present on the shopping mall, which is basically an intermediary service often combined with a search engine, is paid by the business which wants to have its shop present in the mall;

c. Intermediaries / brokers: digital online platforms that offer - as a basic service - to bring together sellers and buyers / offer and demand

of products, services and digital content with the aim to conclude a sales contract between the seller and the buyer. The intermediary platform is mostly vertically oriented towards a certain type or range of products, services or digital content such as cars, travel packages, telephone and Internet, hotels, car-rental or insurances services (for instance, Booking.com, Expedia, EasyTerra, Cheaptickets.nl). The intermediaries often function as an internal search engine and comparison tool. They act as “agents” and they can intermediate between a limited part of the companies that offer their products, services and/or digital content in that specific market and therefore offer a limited choice to the interested buyer, or give a broader or more general access to all sellers on that specific part of the market, thus offering a broader choice to interested buyers. The initiative to find the desired product, service and/or digital content is with the interested and eventual buyer. The aim is to come to a sales contract between seller and buyer in which the intermediate or broker is no party. The interested and eventual buyer can be a professional or a consumer. The seller of the product can be a professional (for instance, Booking.com and Trivago for hotels, EasyTerra for car rental) or a consumer (for instance, Airbnb and UberPOP). The intermediary platform is a professional. The price for the intermediary service is either paid by the seller or by the buyer. The intermediary platform, although it is no party in the sales contract, can offer - on a contractual basis - services to the parties involved in the sales contract such as the completion of their contract, payment, delivery and complaints handling.

d. Search engines: digital online platforms that offer as a main service to interested parties, being consumers or professionals, the possibility to search for and find products, services and/or digital content of different sellers or providers (for instance, Google, EasyTerra and Cheaptickets.nl). As far as e-commerce is involved, the search engine platform provides for a list of results on the query of the potential seller of a product, service and/or digital content. The search platform operates on preset parameters which determine the search result. The search engine can be oriented towards and limited to only a part of the companies that offer their products, services and/or digital content in a specific market and thus have a limited result and choice for the interested and eventual buyer, or provide for a broader or more general search among all sellers on that specific part of the market, thus offering a broader result and choice when the query is made. The initiative to search for the desired product, service and/or digital content is with the interested and eventual buyer. The aim is to come to a sales contract between the seller of the product that the buyer - after search and comparison - has chosen and the buyer. In such a contract, the search engine platform is no party. In that way, search engines operate as intermediaries between buyers and sellers. The interested, searching and eventual buyer can be a professional or a consumer. The seller of the product that the buyer has chosen after comparison is mostly a professional trader, but it can be a consumer as well. The search engine platform is a professional that often also offers a comparison tool to compare on desired settings the results of the query. The price for the search and/or comparison service and intermediary service is paid by the seller who

has had a lead to the sale of his/her product, although it might be that the buyer “pays” for the search engine service with his/her data. The search engine can be horizontal - which means that it operates across multiple categories of goods, services and digital content - or vertical, which means that it is organized only around a specific category of goods or services (for instance, cars, insurances or energy supply).

e. Comparison tools: digital online platforms that offer - as a main service to interested parties, being consumer or professional - the possibility to compare products, services and/or digital content of different sellers on one or more specific setting such as price, quality, period, features or user reviews. The comparison service platform is mostly vertically oriented towards a certain type or range of products, services or digital content such as cars, travel packages, telephone and Internet services, hotels, car-rental or insurances (for instance, Check24.de, Idealo.de and EasySwitch.nl). The comparison site often functions as an internal search engine. Comparison tools can compare a limited part of the companies that offer the desired categories of products, services and/or digital content in that specific market and therefore have limited result and choice for the interested and eventual buyer, or give a broader or even general comparison of all sellers on that specific part of the market, thus offering a broader result and choice. The initiative to compare the desired product, service and/or digital content on specified parameters is with the interested and eventual buyer. The aim is to come to a sales contract between seller of the product that the buyer - after comparison - has chosen and the buyer. In this contract, the comparison site is no party. The interested,

comparing and eventual buyer can be a professional or a consumer. The seller of the product that the buyer - after comparison - has chosen, is mostly a professional trader. The comparison platform is a professional. The price for the comparison and intermediary service is paid by the seller who has had a lead to the sale of his/her product, although it might be that the buyer “pays” for the comparison site with his/her data.

2. Variety and complexity of different online platform services ask for a differentiated and vertical approach

Recognizing five different types of online platform services, however, does not mean that an online platform only offers one type of service. Nowadays practice shows that all combinations of different service types are offered or are being developed. All types of platform services have in common that they are accessible online irrespective of the device used (for instance, desktop PC, laptop, smartphone, tablet or other Internet-connected devices) and have as a final aim to bring together sellers and buyers to come to sales contracts on products, services and/or digital content.

Sellers and buyers can be consumers as well as professional traders. In the view of Ecommerce Europe, it is obvious that this enormous variety of contractual relations possible between online platforms, consumers and traders form a complex ecosystem that cannot be covered by a horizontal approach. The complexity demands a differentiated approach taking into account this enormous variety in contractual relations, the character of the platform service and the parties involved.

New legislative initiatives on platform services should only be taken when proven necessary (based on evidence) and not sufficiently covered by the pre-existing legal framework in Europe. When there is a proven need for new legislative initiatives, these should preferably be principle-based, device-neutral, pro-innovation and technologically future-proof. To avoid unnecessary legal complexity and inventing new rules to solve problems for which existing rules already provide sufficient solutions, new legal initiatives should refer to and use as much as possible the terminology and concepts of the existing European legal framework on consumer contracts and protection, electronic communications, competition and privacy and data protection.

The subject of online platforms becomes even more complex when taking into consideration the fact that online platforms often have an international character. These platforms offer cross-border or even global access to their services which can result in contracts concluded between parties having different nationalities and based/living in different territories, which implies cross-border delivery. In case of disputes on the fulfillment of such international contractual relations that cannot be solved by parties themselves, international private law questions will soon rise. Which ADR or court system will be competent and which national or international legal system will be applicable to the specific international contractual relation? Ecommerce Europe is convinced that most of the issues in this field can be tackled by the existing European IPL framework. However, this framework requires, on the one hand, a Fitness Check for the international contractual relations appearing in

the shared economy markets and C2C platforms and, on the other hand, for the international contractual relations and obligations on marketplaces with a global character going beyond the territorial scope of European legislation.

3. The legal character of online platforms and contractual relations

According to Ecommerce Europe, the legal character of online platforms is that of a service enabling, on the one hand, parties to offer and sell their products, services and/or digital content service to consumers and businesses and, on the other hand, a service to consumers and traders to search, orientate, compare and eventually conclude a sales contract with their preferred supplier. The service as such is a service of the information society. The online platform service itself is based on a contractual relation between, on the one hand, the consumer (B2C) or trader (B2B) - searching, orientating and comparing offers and the marketplace offering this platform service to them as potential buyers - and, on the other hand, consumers (B2C) or traders (B2B) wanting to sell products, services and/or digital content and the online platform offering this platform service to them as potential sellers.

The desired result is a sales contract on products, services and/or digital content between seller being a professional or a consumer and a buyer being a professional or a consumer. The final sales contract may be a B2C contract as well as a B2B, C2C or C2B¹

contract. The platform as an intermediary is no party in this sales contract.

4. Consumer protection on online platforms and existing legal framework

Transparency

In the view of Ecommerce Europe, consumer protection in the B2C contractual relations regarding online platforms starts with easily accessible and transparent information, to be provided by the marketplace or the selling trader in a practical and effective way avoiding information overload, on the identity of the marketplace and the trader involved, the contractual relation and contract terms, the total price to be paid, delivery and territorial restrictions for delivery, withdrawal right, rights and remedies the consumer is entitled to in case of non-conformity, customer service and complaints handling, ADR and applicable law.

In general, Ecommerce Europe supports the same approach for all online platforms and a similar application of the principles on transparency as provided for by the European Commission in the guidelines on key principles for comparison tools². As far as the contractual relation with consumers is subject to existing consumer protection legislation like the Consumer Rights Directive, the Unfair Commercial Practices Directive and the Services Directive, Sales and Guarantee Directive and the proposed Directives on the online and other distance sales of tangible goods and the supply of digital content, Ecommerce Europe believes that the necessary transparency for consumers is more than sufficiently covered by the information

¹ The case of the consumer selling to a professional buyer.

² According to the final version sent by DG JUST (EU Commission) and to which Ecommerce Europe contributed

during the stakeholder consultation group meetings in the past months. Ecommerce Europe officially endorsed the Principles for Comparison Tools.

obligations in the existing and upcoming legal framework.

Ecommerce Europe, however, has its concerns about the existing information obligations as they lead to a non-effective information overload. Therefore, Ecommerce Europe welcomes a discussion on and a reconsideration of the effectiveness of the existing information obligations in the Fitness Check performed by the European Commission on the European Consumer Law³.

Consumer protection

On the B2C relation between an online platform and a consumer (being seller or buyer) - on an online platform service - the mandatory provisions of the current European consumer acquis are basically applicable, as provided for by the mandatory provisions of the Consumer Rights Directive, the Directive on Unfair Contract Terms, the Services Directive, the Unfair Commercial Practices Directive, the Package Travel Directive and the E-Commerce Directive.

On the B2C relation on the sales of products, services and digital content services between professional seller and consumer being the buyer, the applicable mandatory European legislation is provided for by the Consumer Rights Directive, the Directive on the Sale of consumer goods and associated guarantees, the Directive on unfair contract terms, the Services Directive, the Unfair commercial practices Directive, the Product Liability Directive, the Package Travel Directive and the E-Commerce Directive.

In the view of Ecommerce Europe, these provisions sufficiently provide in B2C relations on marketplaces for consumer protection and transparency on the involved parties' identity; the contractual relation; the withdrawal right; the rights of the consumer and the remedies in case of non-conformity; legal guarantee; customer service and complaints handling; ADR and applicable law. In that respect, there is no need or evidence for new legislation to enhance trust and consumer protection regarding online platform services. In fact, the current framework provides for sufficient and effective protection for the consumer in his/her relations with traders on online platforms. Protection of consumers can be best enhanced through the effective and targeted application of the existing legal framework by supervisory authorities. In addition, self-regulation by market parties could be used to promote consistent and practical interpretation of the existing laws and to solve new issues raised by new and future developments and techniques in e-commerce on the basis of already existing regulations.

Consumer protection and fair competition in C2C and C2B relations

C2C and C2B relations are covered by general (non-mandatory) contract law. In the view of Ecommerce Europe, especially the C2C sales contracts on services and products concluded via marketplaces need special attention, as practice shows that often the seller is actually a professional acting on a regular basis and as a professional trader, but without the obligations and liability towards the consumer that mandatory law places on professional traders

³ http://ec.europa.eu/smart-regulation/roadmaps/docs/2016_just_023_evaluation_consumer_law_en.pdf

and without providing for mandatory protection of the buying consumer.

In the view of Ecommerce Europe, fair competition among professional sellers and equal protection of consumers should have, as a consequence, that professionals selling their goods and services on a regular and professional basis should legally be considered in the same position as professional traders, which basically means that B2C mandatory law is applicable to their relation with the buying consumer and that the latter should have the same rights (for instance, the right of withdrawal) and remedies that the buying consumer has in comparable B2C sales relations. In that sense, there is a clear need for instruments and basic principles to assess whether the seller or service provider on a C2C platform is acting as a professional (and will be subject to mandatory B2C rules) or as a consumer.

5. Liability

As regards liability, the applicable legal framework differs between, on the one hand, B2C relations and, on the other hand, B2B or C2C relations.

In the relations between an online platform (professional) and a consumer (being seller or buyer), the liability of the platform for undue performance of its services is - according to Ecommerce Europe - sufficiently regulated by the existing mandatory legal framework, as mentioned above. The same applies for the liability of the seller towards the buying consumer for the conformity of his/her products, services and/or digital content in the B2C sales contract.

Where the seller is a consumer and the buyer a professional (C2B) - for instance, platforms where professional buyers offer to buy individuals' private cars - the legal situation is unclear, for example, concerning the question of the applicability of the mandatory provisions of the Directive on the sale of consumer goods and associated guarantees, and therefore it requires further clarification.

The liability for the platform services towards professional traders is, as being a B2B contractual relation, generally not covered by mandatory legal provisions and mainly covered by the contract in which both parties, being professionals, can stipulate whatever they prefer. In that respect, Ecommerce Europe supports the idea that there might be a justified need for correction of these contractual stipulations on liability in B2B relations in case of a proven and obvious substantial imbalance in (market) power in the relation between parties, and if this imbalance has been misused by the stronger party/supplier. For instance, the latter may use this imbalance to allocate a bigger share of mandatory liability towards the consumer to the retailer than can be considered fair or reasonable, taking into account the role of the supplier and the retailer in the whole supply chain from producer to consumer.

The same applies for liability for non-conformity for products, services and/or digital content in sales contract concluded between two professional traders (B2B) or two consumers (C2C). Liability in such contracts is basically covered by the contractual stipulations and not by any mandatory law. However, consumers in C2C relations acting on a regular basis and as professional should, to avoid unfair competition

amongst traders, be in the same way liable for non-conformity of their sold products, services and digital content and should have the same legal obligations as professional traders. Therefore, once more Ecommerce Europe stresses the need to develop clear instruments and basic principles that can be used to assess whether the seller or service provider on a C2C platform is a professional (and subject to mandatory B2C rules) or a consumer (see above point 4).

6. Data, privacy and data protection on online platforms

Online platforms form a digital ecosystem in which there is a constant dataflow between the actors on that platform. Personal data and other data are exchanged, stored and processed on different levels and in different ways depending on the relation that the actors in that platform have with each other. Like for all e-commerce, personal data is needed not only for the completion and performance of the contract but also to improve communication, to improve the platforms/online shops and their services to customers, to help customers find their way on the platform/shop and as a basis for sales and after-sales services, profiling and data-driven marketing.

As far as personal data is processed, transmitted and stored by online platforms and the actors on it, the data subject has a clear right to privacy and a right to proper protection of his/her electronically transmitted or stored data. This means that his/her data will only be processed on legal grounds and that, in the end, the data subject is always in charge of the use

of his/her own personal data. Ecommerce Europe is strongly convinced that a proper protection of the data subjects' rights in the complex digital environment of an online platform is best served by transparency and clear information concerning the processing and storage of personal data, who is processing and controlling it and what the goals of this processing and controlling are, as well as the right to notification when their data is lost in such a way that their privacy is infringed⁴.

The same applies to online platforms. Ecommerce Europe considers that the data relations on online platforms as such do not require new specific legislation on privacy, processing of personal data and data protection, as the existing (Data Protection Directive, Directive on Privacy and Electronic Communications or ePrivacy Directive) and upcoming (General Data Protection Regulation and revised ePrivacy Directive) European legal framework sufficiently covers or will cover it. Ecommerce Europe is convinced that items like who is entitled to process and who has "ownership" of the personal data or consumer profiles flowing in the platform ecosystem, or the question of whether the trader has a right to portability of his/her clients' data when leaving the platform or switching to another one (as far as it is no competition issue), can be appropriately solved within the principles of this legal framework.

In this field, once more self-regulation by market parties could also be used to promote consistent and practical interpretation of the existing legal framework and to solve new

⁴ Please refer to Ecommerce Europe's Position Paper on Data Protection and Privacy.

issues on privacy and data protection raised by new and future developments and techniques in e-commerce.

7. Competition and fair access to online platform services for SMEs

Easy access to online platforms is and will increasingly be crucial for e-commerce retailers that want to operate successfully in their envisaged markets and is economically crucial for the development of new markets and business models in the digital society. In that sense, a fair and flexible access, particularly for SMEs and startups, to the services of these online platforms has to be guaranteed. These services should also be fair in price and conditions, offer flexibility in choice and the possibility to exit and/or switch to other platforms that offer new or better business opportunities.

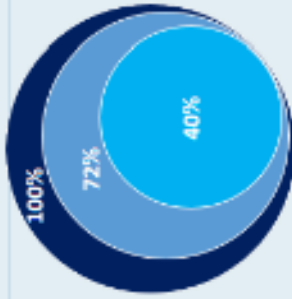
Ecommerce Europe believes that the best way to achieve this objective is to stimulate and enhance fair competition between online platforms. Fair competition will ensure the best choice, quality and prices in platform services and will also ensure fair access and flexibility of these services for SMEs. Since there is currently no signal that the access to or the switch to other platform services is problematic for startups and SMEs, Ecommerce Europe sees no reason for any legislative initiative or supervisory action on this matter.

As regards competition infringements, platform bans and selective distribution, Ecommerce Europe welcomes the European Commission's antitrust sector inquiry into e-commerce, which is focusing on enforcing existing competition law rather than creating new rules. Ecommerce Europe calls upon the European Commission to

explore possible legal actions to end unfair restrictive distribution, including "platform bans", as these practices - in the view of Ecommerce Europe - impede fair competition in the European market, are anti-internet, anti-e-commerce, anti-consumer and anti-SMEs and hamper the growth of the European online sales market.

Ecommerce Europe Association Data at a Glance 2015

West €209.9bn +13.3%
 Central €106.6bn +12.9%
 South €47.3bn +15.4%
 North €34.7bn +13.6%
 East €24.6bn +16.8%



817 million people live in Europe
 491 million* people use the Internet
 274 million* people are e-shoppers
 *excluding people aged 0-14

Our mission:
 To unlock the potential of cross-border e-commerce in Europe



June 6-8 2016
 Barcelona



European E-commerce Awards
 • Entrepreneurial award
 • Omnischannel award
 • Pure Player award

GOMSEC

Global Online Measurement Standard B2C E-Commerce

2,475,000+ jobs directly or indirectly via e-commerce
 715,000+ estimated online businesses
 4.0 bn+ number of parcels sent annually (f)

Europe EU28 €368.8 bn +13.4%

European Reports

Reports include country profiles, trends & infographics.



Reports include these countries:

- Eastern: Rom, Rus and Ukr
- Western: Belgium, Fra, Ire and UK
- Southern: Gre, It, Port, Spa and Turk
- Northern: Den, Fin, Itz, Nor and Swe
- Central: Aus, CH, Ger, Hung, Pol and Slo

18+ leading e-commerce associations



Round Tables
 Meetings in 10 European cities for e-commerce experts and invitees

ECOMMERCE EUROPE member
 25,000+ members

ECOMMERCE EUROPE partner
 34+ preferred business partners

Ecommerce Europe
 www.ecommerceu.eu
 Ecommerce Foundation (June 2015)
 www.ecommercefoundation.eu
 Info: info@ecommerce-europe.eu
 For reports: info@ecommercefoundation.eu
 Twitter: @Ecommerce_EU
 Free download at:
<https://www.eccommerce-europe.eu/files-figures/free-downloads>

Ecommerce Europe

Rue de Trèves 59-61

B-1040 Brussels - Belgium

Tel: +32 (0) 2 502 31 34

www.ecommerce-europe.eu info@ecommerce-europe.eu

 [@Ecommerce_EU](https://twitter.com/Ecommerce_EU)