

## **PRESS RELEASE**

**4<sup>th</sup> Annual European E-Commerce Conference 2012 – Brussels, 14<sup>th</sup> November 2012**

### **E-Commerce in Europe will reach € 300 billion in 2012, with a 20% growth**

- **Europe is the largest e-commerce market and keeps growing faster than North America**
- **E-commerce is the growth engine of retail and employs millions of people in Europe**
- **EMOTA to establish a pan-European online trustmark**

14th November 2012 – **EMOTA**, the European Multi-channel and Online Trade Association, and **EDiMA**, the European Digital Media Association, today co-hosted the 4<sup>th</sup> Annual **European E-Commerce Conference** in Brussels, which attracted more than 200 delegates representing businesses, consumer groups and EU policy makers, to discuss and debate initiatives aimed at promoting the development of e-commerce in Europe and wider EU competitiveness and growth.

In particular, conference participants addressed actions necessary to unlocking the full potential of e-commerce in Europe, overcome existing barriers to cross-border trade, ensure competitive and reliable payments and logistics services, and improve consumer confidence via recent data protection proposals.

At the conference, EMOTA and EDiMA presented an **outlook** of the development of **E-Commerce in Europe**, with up-to-date **statistics**, including:

- E-commerce in Europe will reach a turnover of **€ 300 billion in 2012**, achieving an impressive **growth of 20%** relative to 2011;
- Europe is the **largest e-commerce market in the world** and keeps growing faster than North America;
- UK, France and Germany account together for 60% of European e-commerce;
- E-commerce is growing very fast in Southern and Eastern Europe, with growth rates between 20% and 30%, although the online share of retailing is still much lower than in Central and Northern Europe;
- E-commerce contributes significantly to growth and job creation: the internet economy is responsible for around 21% of the growth in GDP in the last 5 years and adds **2.6 new jobs for every job cut<sup>1</sup>**;
- **Consumer gains from e-commerce**, thanks to lower prices and wider choice, are estimated to be currently around € 12 billion annually; however, with a single digital market and a higher e-commerce penetration, these benefits could potentially **amount to over € 200 billion per year<sup>2</sup>**.

**Walter Devenuto**, EMOTA President, said: “We are delighted that E-Commerce in Europe keeps growing so strongly, even in such a difficult economic context. Online trade represents a true growth engine for distance sellers and retailers, and internet will be more and more a fundamental sales channel in most retail categories, including apparel and grocery. As EMOTA we are keen to work alongside the EU Commission and Parliament to facilitate the development of the e-commerce sector and to remove the remaining barriers to cross-border online shopping in Europe, increasing consumer trust in E-Commerce.”

**Katarzyna Lasota Heller**, EDiMA President, said: “The development of E-Commerce continues to represent a key driver of economic growth in Europe, providing important opportunities for European businesses and enhanced choice for consumers. Rather than trying to legislate trust with top-down approaches, policymakers should focus on promoting the availability of such consumer choice by prioritizing the removal of existing barriers to further ecommerce uptake in Europe.”

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<sup>1</sup> source: McKinsey

<sup>2</sup> source: Civic Consulting

Recognising the need for consumer confidence in cross-border online trade, the EMOTA Board at its meeting on 13<sup>th</sup> November 2012 agreed to move forward with an initiative to establish a pan-European Trust Mark licensing scheme. EMOTA intends this venture to be highly inclusive of all relevant stakeholders and will make further information available as the initiative develops.

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For more information on the **4<sup>th</sup> Annual European E-Commerce Conference 2012**, please visit the website: <http://www.ecommerce-conference.eu>

**EMOTA**, the European Multi-channel and Online Trade Association, represents around 3,500 e-commerce and distance selling companies in 16 countries, through its 17 member national associations. The overall turnover in represented countries amounts to about € 250 billion, which accounts for 83% of total European e-commerce. As a non-profit organisation, EMOTA's primary objective is to represent at European level distance sellers of goods and services both on- and offline. EMOTA engages with the European Commission, Members of the European Parliament and all other stakeholders based on its insightful knowledge of market realities, with the aim to promote the sector, to accompany its phenomenal growth, to facilitate distance selling in Europe through all its channels of distribution, to encourage the secure and competitive delivery of products and services to European consumers and to increase consumer confidence and trust in e-business activities.

For further information on EMOTA, please visit the website: [www.emota.eu](http://www.emota.eu), where you will also find the open-access [IMR Smart Knowledge Base](#), the definitive resource for global e-commerce intelligence and data.

The European Digital Media Association (EDiMA), is an alliance of Internet platform companies whose members include Amazon EU, Apple, eBay, Expedia, Google, Microsoft, MIH Group, Nokia, Yahoo! Europe, Orange and others. EDiMA's members provide Internet and new media platforms offering users a wide range of online services, including the provision of audiovisual content, media, E-commerce, communications and information/search services. EDiMA represents Internet platform businesses in EU policy formation, on matters affecting the online environment and believes EU policy should maximise the development of new online services and business models to the benefit of innovators and EU consumers.

For further information on EDiMA, please visit : [www.europeandigitalmedia.org](http://www.europeandigitalmedia.org).

#### **Press contacts:**

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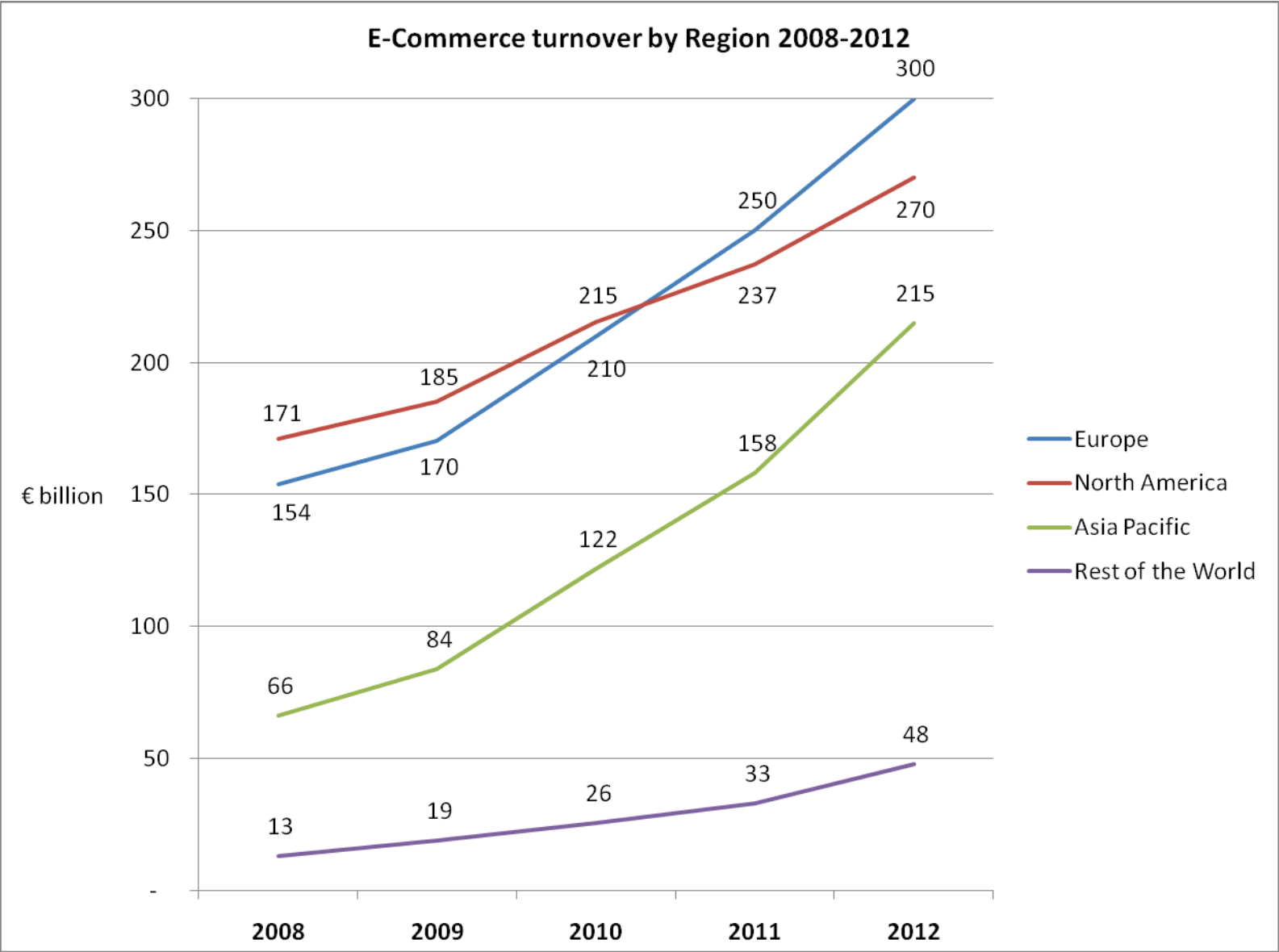
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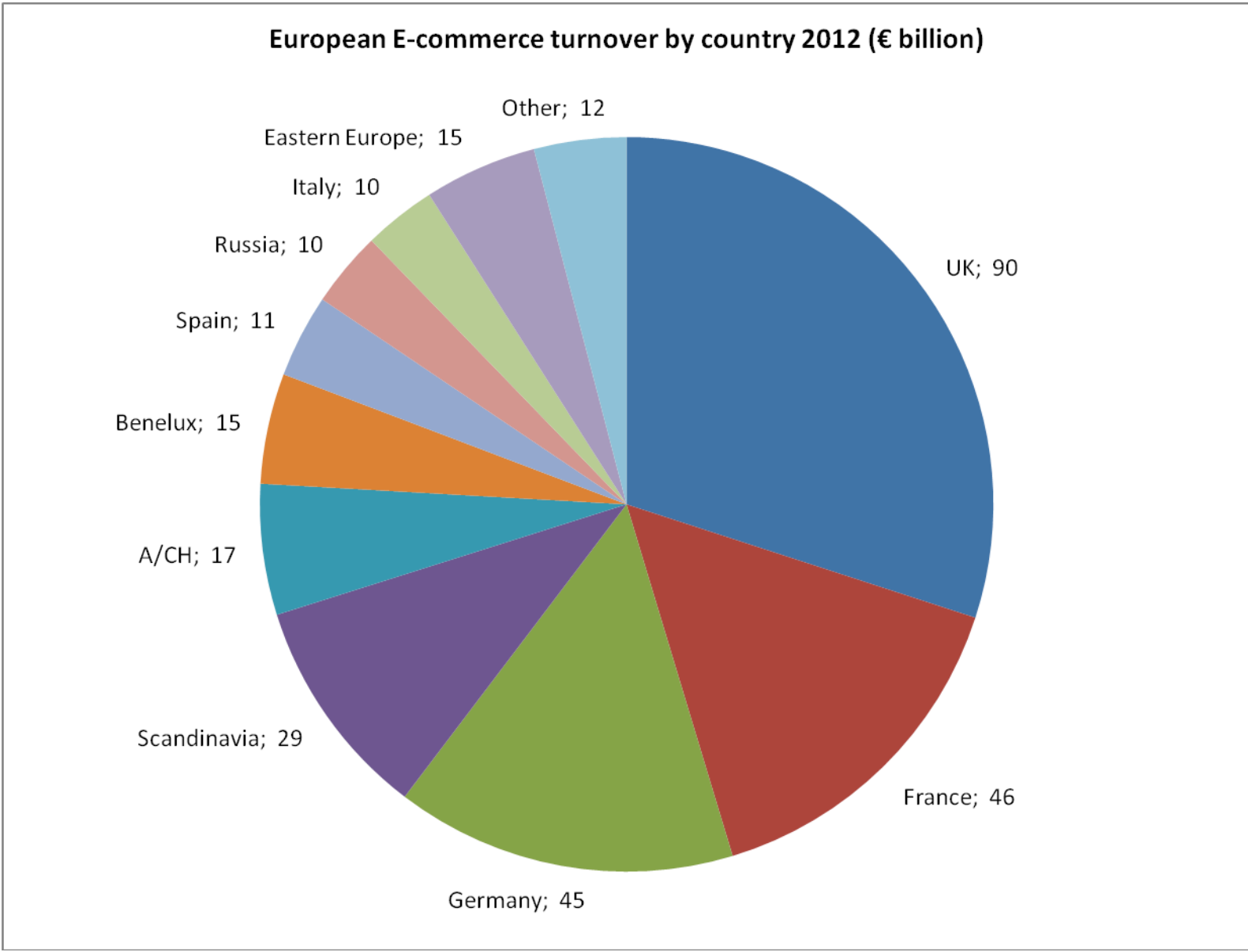
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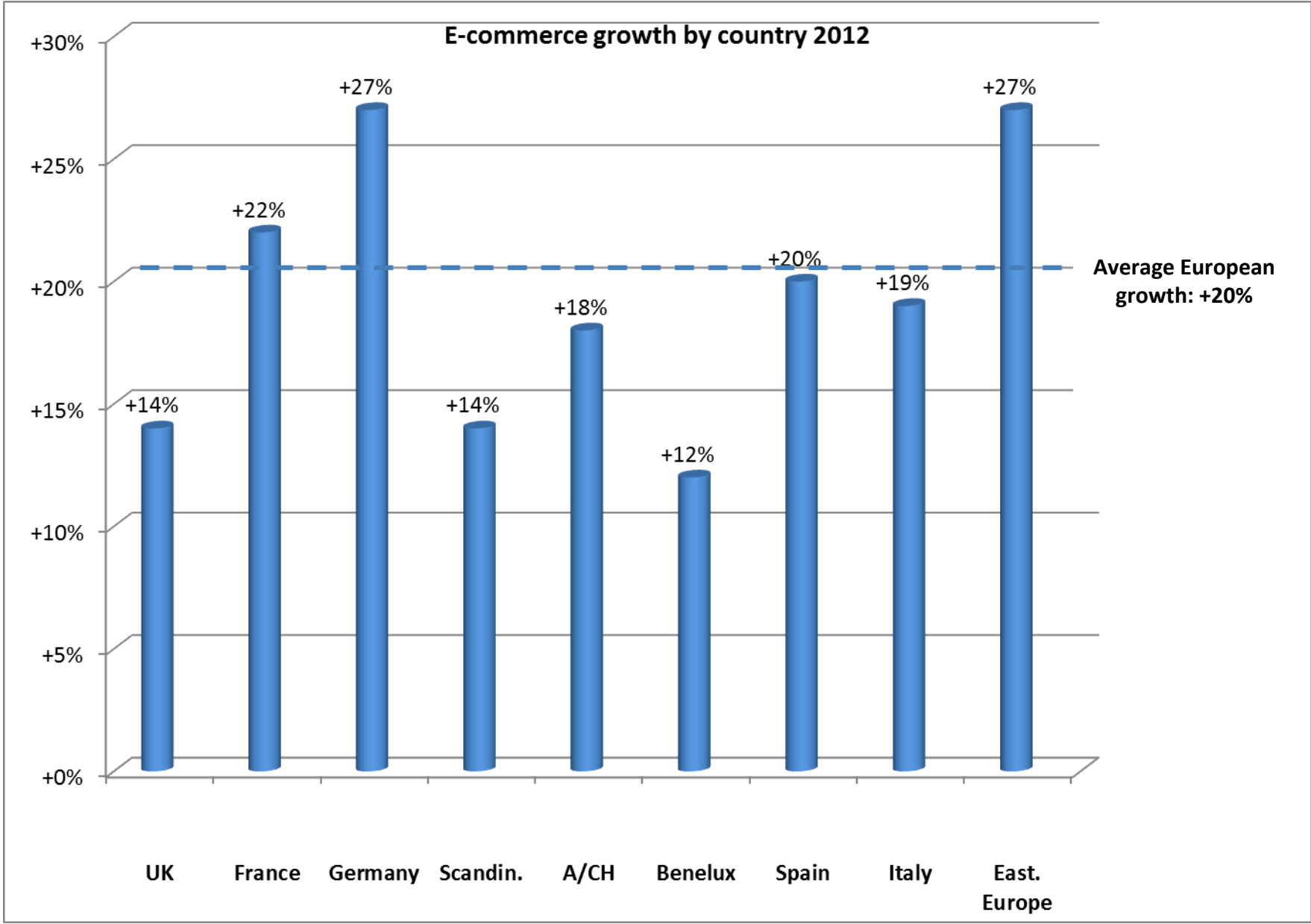
1. E-commerce turnover by Region 2008-2012
2. European E-Commerce turnover by country 2012
3. E-commerce vs. Retail growth by country 2012



Source: EMOTA/EDiMA



Source: EMOTA/EdiMA



Source: EMOTA