



**EDI*i*MA**  
 Shaping Internet Policy in the EU

**emota**  
 European E-commerce and Mail Order Trade Association

# The 2nd Annual European E-Commerce Conference 2010

## Conference Report

Held on December 2nd 2010 / Crowne Plaza, Le Palace . Brussels

Sponsors



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## The 2nd Annual European E-Commerce Conference December 2nd 2010

The 2nd Annual European E-Commerce Conference, hosted by EMOTA and EDiMA and organised by Forum Europe, brought together a broad, high-level group of stakeholders to debate the policy and business dimensions impacting e-commerce in the EU. Over 200 delegates attended the event, which featured 4 keynote speeches from high-level business and policy thought leaders as well as 4 expert panels comprised of policy experts addressing specific issues related to the provision of e-commerce services in Europe and the policy implications thereof.

### Morning keynotes



Minister van Quickenborne

After a short welcome from EDiMA President **James Waterworth**, **Vincent van Quickenborne**, Belgian Minister of Economy and Reform and **Niklas Savander**,

Executive Vice President for Markets at Nokia, began the conference with each providing a keynote presentation.

**Minister Van Quickenborne** focused his remarks on the progress towards, and potential benefits of, a Digital Single Market in Europe as an important and valuable initiative that, nevertheless, still requires a renewed emphasis on standardisation, competitive pricing, and harmonisation of rules in order to become a reality. Citing the EU's rich consumer market and the admitted difficulty and complications in

protecting IPR in Europe, the Minister bemoaned the labyrinth of rules and regulations in Europe which have hampered European efforts to match the success of US companies in terms of developing Internet/online services and creating global brands in this field.

**Niklas Savander** provided the industry perspective on the importance of the creation of an ecosystem for e-commerce, achieved through the harmonisation of regulatory policy facilitating the development of the Digital Single Market in Europe. He highlighted, in particular, the need to update copyright for the digital era in order to address missed revenue opportunities and provide Pan-European licensing solutions; the replacement of the copyright levies system with a licensing approach better suited to the digital era and conducive to



Niklas Savander

innovation; the importance of transparency for consumers; and, the importance of resisting changes to the liability regime for Internet platforms and intermediaries, a cornerstone of the digital economy.

### Session 1

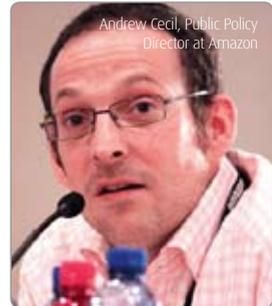
#### E-Commerce: Opportunity in Europe and beyond

This opening session, moderated by **Hans Martens**, Chief Executive of the EPC, analysed e-commerce from a strategic perspective and discussed its unfulfilled potential in Europe in facilitating greater choice and information to consumers. **Jean Bergevin**, Head of Unit for the free movement of services and establishment at

system via the removal of restrictions. **Martin Thelle**, Director of Copenhagen Economics, stressed that e-commerce's limited success is due to the missing elements that are key to consumer confidence: wider choice, lower price and higher paychecks. **Andrew Cecil**, Public Policy Director at Amazon EU, provided a more positive perspective, highlighting Amazon's recent growth figures as an example of the increasing success of e-commerce in Europe and cited actions to address internal fragmentation and the reform of copyright as the urgent measures to be taken for its further development. **Thomas Baldry**, Senior Vice President Global Mail, DHL, cited the benefits to the postal sector brought-on by e-commerce, but argued that many of the remaining barriers to e-commerce are still very much linked to consumers' privacy related issues.



the European Commission, DG MARKT, stressed that online shopping represents only 2% of the total retail sales and that, while regulators have not been entirely successful at addressing existing and perennial fragmentation of the market, industry must also accept some of the blame and work with regulators to improve the



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### Session 2

#### E-Commerce in Europe - 1 global site or 27 national sites?

Alfred Köbe, Chairman of the Postal Users Group and moderator of the session, stated



Andreas Schwab, MEP

that the speed of the Internet has changed the habits and the perception of time for both traders and consumers.

**Andreas Schwab**, MEP

and IMCO Rapporteur of the draft report on the proposal for a Directive on Consumer Rights, underlined the need to achieve full harmonisation where possible in order to provide the EU consumer market both with a wider choice and a higher level of protection. He also recalled the reduction of internal fragmentation and the development of cross-border trade as key points of the Monti Report and of the recently released Single market Act. **Ulric Jerome**, Executive Director of Pixmania, illustrated his company's experience with market fragmentation, exemplified by their work within 26 countries, 11 currencies, 90 different tax regimes and consumer behaviours, showing how actual full harmonisation in Europe is still a long way off. **Andrew Cecil** from Amazon



Luc De Munck & Ulric Jerome

focused on the key elements that ensure consumer confidence and that could, therefore, hamper the e-commerce sector if any of those are hindered by policy regulations: availability of the products, language, currency and best price.

**Luc De Munck**, Managing Director International Parcels & E-Commerce at bpost, stressed the key role played by the postal service as providing a reliable interface between consumers and business. **Marc Jaugey** from Paypal focused his remarks on the steps that his company has made towards the harmonisation of



Kamil Kiljanski

payment systems. Nevertheless, he urged for new policy developments to "speed up e-commerce", whose success is hampered by the persisting

fragmentation that still limits consumer choice. **Kamil Kiljanski**, Head of Unit for Postal Services at the European Commission, focused on the efforts the Commission has made to work on the difference between cross-border and domestic prices.

### The E-Commerce Award 2010

The President's of EMOTA and EDiMA jointly presented an e-Commerce Award to Spanish MEP Pablo Arias Echeverría, honouring him for his work on the recently adopted European Parliament report on completing the internal market for e-commerce and its contribution towards boosting e-commerce trading across the EU. MEP Arias Echeverría was presented with an 'E-Commerce Trophy' as well as a self-portrait to reflect his significant contribution to



E-Commerce this year. During his short remarks and acceptance speech, the MEP thanked EDiMA and EMOTA for their work on enhancing the

Internal Market and promoting E-Commerce and emphasised the need for everyone – regulators and business – to collaborate in order to achieve a real Digital Single Market in Europe.

### Afternoon Keynote Presentations

Afternoon keynote presentations, introduced by **Gunnar Ryman**, CEO at Halens, were given by **Lorena Boix Alonso**, Deputy Head of Cabinet Commissioner Kroes, and **Meglana Kuneva**, Political Adviser to EU Transport Commissioner Siim Kallas, and chair of the European Policy Centre. Lorena Boix Alonso cited the efficiencies of e-commerce versus the offline retail sector,



Lorena Boix Alonso

reducing costs for the consumers and business and benefiting the environment, and highlighted consumer trust and digital literacy as the priorities to be endorsed at the

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Meglena Kuneva

EU level. Meglena Kuneva highlighted that Europe needs growth and that e-commerce is a key element of this direction if consumer trust is enhanced and cross-border/digital barriers and unfair practices are removed.

### Session 3

#### Consumer Confidence and Trust: Consumer online safety

This session focused on the key issue of consumer confidence in the online marketplace and analysed how European businesses and policy-makers are seeking to address the apparent lack thereof. **David Mair**, Head of Unit - Consumer Markets, and chair of the session, stressed the importance of enhancing consumer trust through strong and well enforced rules



Stefan Krawczyk

and providing transparent information to consumers. **Stefan Krawczyk** from eBay stressed that confidence in the online environment depends on the

consumer's privacy protection, trusted online payments, harmonisation – as advocated in the consumer rights directive proposal - and an unchanged liability regime for internet platforms, which is a cornerstone of the digital economy. Privacy issues, safety and online freedom were also the key aspects highlighted by **Cornelia Kutterer**, Senior Manager for EU regulatory policy at Microsoft, that could greatly contribute to boosting consumer confidence in the digital environment. **Susanne Czech** challenged the global statement that consumer confidence in online trust was at such a dramatically low level. The exponential growth of consumer spending online would rather suggest the opposite. **Jean-Marc Noel**, Managing Director of Trusted Shops, stressed the role of the trust marks for



Cornelia Kutterer



Susanne Czech & David Mair

online shops which has been proven successful in orienting and protecting consumers and providing a legal framework for merchants. The growth of e-commerce and consumer trust was at the core of remarks from **Piet Mallekoote**, CEO at Currence Ideal, who, nevertheless urged the EC to focus on e-payment, e-banking and interoperability. **Bob Schmitz**, EU Counsel of the

Union Luxembourgeoise des Consommateurs (ULC), pointed out that the lack of substantial agreement of the CRD has constituted a “disaster” for European consumer protection.

#### Session 4

#### Digital content and services: benefits of a European Digital Single Market

This session focused on cross-border e-commerce from the perspective of digital content services, such as music downloads and other popular online services consumed over Internet Platforms. The session was chaired by **James Roper**, Chief Executive/ Chairman at IMRG who invited everyone “not to panic” because e-commerce is an undeniable reality and it has been shown that most consumers are not frightened to shop online. Panelists then discussed the key policy solutions necessary for the achievement of a Digital Single Market in Europe, which remains far from a reality as, ironically, more barriers continue to exist for online services than their offline counterparts. Delegates and panelists



Piet Mallekoote

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James Roper

were eager to hear from the European Commission on the policies being developed to address many of these barriers, but unfortunately **Tilman Lueder**, Head of Unit for Copyright

and originally confirmed for the panel, was a last-minute cancellation. **Jane Dyball**, Senior Vice-President of International Legal & Business Affairs at Warner/Chappell Music, and **James Waterworth**, Director of Nokia's EU office, both cited the need for flexible licensing models. Mr. Waterworth, echoed by other panelists such as



James Waterworth

**Kostas Rossoglou**, legal officer at BEUC, also highlighted the need for a reduction, or removal, of the private copyright levies regime in Europe, another of the major priorities that should be emphasised in order to achieve a true Digital single market. Kostas Rossoglou, again echoed

by others on the panel, also highlighted the limited consumer access to legal content offers due to the different



Kostas Rossoglou

Member State regulation and copyright systems. As Stephanie Fogou, deputy General Counsel of the France Telecom Group, pointed out, a Digital single market can be reached only within a creative economic model and an open system that guarantees interoperability and open platforms. Yoram Elkaim, Head of Legal for Southern Europe at Google, emphasised the changing online environment and the often global nature of many online services, which policy development must reflect.



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Forum Europe, EDiMA and EMOTA would like to express their thanks to all those who attended the conference this year, to the sponsors and to the speakers who gave of their time.

If you require any further details regarding the 2010 event or how you can become involved in the 2011 event, please contact:

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