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**Joint EMOTA-EDiMA Press Release
Upon the 2nd Annual E-Commerce Conference 2010**

December 2nd 2010. Crowne Plaza Le Palace, Brussels

Driving the e-commerce and digital single market forward

The 2nd Annual European E-Commerce Conference 2010, jointly organised in Brussels on 2nd December by **EMOTA**, the European E-commerce and Mail Order Trade Association, and **EDiMA**, the European Digital Media Association attracted more than 200 delegates from the European policymaking and business community to debate the future steps that need to be taken to address barriers to cross-border e-commerce in Europe and achieve a Digital Single Market.

EMOTA's President Dieter Junghans said: "The European E-Commerce Conference was successful at bringing e-commerce business people and key EU policy makers together to discuss the economic and technological issues relating to the rapid growth of the e-commerce industry. Today's debates have helped foster a better understanding of the priorities that need attention to facilitate the further development of e-commerce across Europe, such as increasing consumer confidence in online trading."

Both associations were particularly proud to welcome Belgium's Minister of Economy and Reform, Mr Vincent Van Quickenborne who's opening address at the conference rightfully emphasized that the media should applaud the consumer empowering aspects of the online world rather than focus on its negatives.

EDiMA's President James Waterworth said: "A consensus has emerged in Brussels on the need for, and benefits of, achieving a Digital Single Market for European consumers and businesses. Today's event provided a wonderful venue to discuss and hear from key EU policymakers and stakeholders on the steps necessary for reaching that goal and the obstacles that remain."

The 2nd Annual European E-Commerce Conference was also the stage for an EMOTA and EDiMA E-Commerce Award Ceremony. Spanish Member of Parliament Mr Pablo Arias Echeverría was rewarded 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.

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EMOTA is the European trade organisation that represents all aspects of e-commerce and distance selling. Over 2500 European distance traders are represented via EMOTA which has 22 member associations, one cooperation partner and a number of industry business partners. www.emota.eu

EDiMA - the European Digital Media Association - is an alliance of Internet & new media companies whose members include Amazon EU, Apple, eBay, Expedia, Google, Microsoft, Music Choice, Nokia, Yahoo! Europe, Orange and others. EDiMA's members provide Internet platforms offering European consumers a wide range of online services, including E-content, media, E-commerce, communications and information/search new media companies whose members provide a wide range of online services including amongst other E-Commerce services.

www.europeandigitalmediaassociation.org

2nd Annual European E-Commerce Conference 2010: www.eCommerce-Conference.eu