



# European Consumer Day

## The online economy: passive observer or activist shareholder?

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# Ecommerce Europe

The **VOICE** of the e-commerce industry in the European policy landscape

Representing **25.000+ companies** through lobbying, advocacy and networking



 **18** National associations

 **37** Company members

 **35** Business partners

 **565** Registered web shops



## Mission Ecommerce Europe

# Unlock the potential of cross-border e-commerce in Europe



## Consumers and traders are both **ACTIVIST SHAREHOLDERS** in the online economy!



If the consumer is happy, the trader is happy!



## How can we ensure that?

- By rising consumer awareness
- By increasing consumer trust in (cross-border) e-commerce



# How can “Better regulation” tackle barriers to cross-border e-commerce?

## TOP 3



1. Legal frameworks in EU
2. Logistics and/or distribution
3. Taxation systems, VAT and/or customs



## Why “Better regulation”?



As a mean to solve:

1. Fragmented consumer and contract law across the EU
2. Too complicated rules for both consumers and traders



## Better regulation



- Contribute to the work of the EU Institutions
- Stakeholder consultation groups and public consultations
- “Feed” the work of the Commission with feedback







Thank you!

Questions? [info@ecommerce-europe.eu](mailto:info@ecommerce-europe.eu) or Twitter: @Ecommerce\_EU

