



THIS IS RETAIL & WHOLESALE TODAY..



SINGLE MARKET

BRINGING VALUE TO CUSTOMERS



CONVENIENCE

QUALITY

CHOICE

PURCHASING
POWER

SERVICE

... BUT
THE WORLD
IS CHANGING...

... RETAILERS &
WHOLESALE
ARE MOVING
AHEAD...

... THE EU NEEDS
TO SUPPORT FAIR,
COMPETITIVE AND
SUSTAINABLE
RETAIL &
WHOLESALE...

OPPORTUNITIES

Access to **1 market** with **500 m customers**

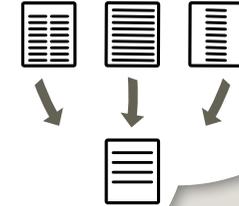


EU competes
on a par with US and China

No tariffs
or customs **barriers**



Same or equivalent
rules & standards



CHALLENGES

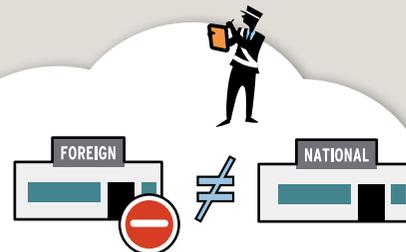
The single market is not yet a reality,
either for services,
or even for goods



An unfinished
and fragmented
single market costs
consumers & businesses
€ 615 bn / year

Discriminatory treatment

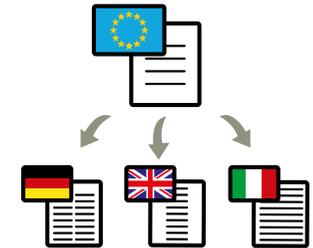
and operational restrictions
against foreign retailers
and wholesalers



THE EU SINGLE MARKET



Goldplating EU legislation,
adding
different rules...



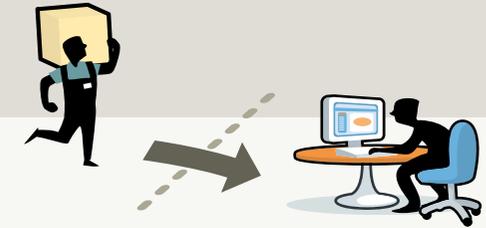
... and still many barriers

- > Permits & authorisations for commercial establishment
- > Product testing & labelling
- > VAT administration & taxes
- > Cross-border selling or sourcing





Many retailers **set up shops in other markets** as soon as they see opportunities and suitable rules.



The internet knows no borders. The Digital Single Market gives plenty of **opportunity for e-commerce.**

Thousands of new webshops are opened every day, selling goods, services and digital contents.



RETAILERS AND WHOLESALERS ARE STRONG SUPPORTERS OF THE EU SINGLE MARKET

THEY GO ACROSS BORDERS AND...

... INVESTMENT IS MADE



For example, Western retailers have invested **€100 bn** in Central & Eastern Europe (2000-2014).

... SUPPLIERS BENEFIT

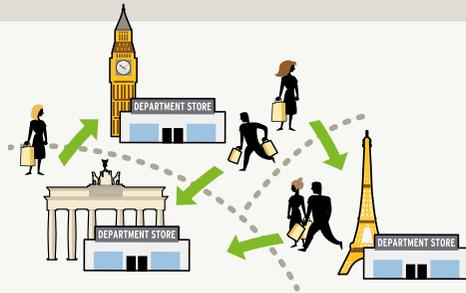


By working with local suppliers, retailers and wholesalers:

- > help them develop
- > take them to other EU markets
- > modernise entire supply chains

... CONSUMERS BENEFIT

... JOBS ARE CREATED



Flagship department stores and fashion retailers offer tourists and visitors **great shopping experiences.**



+ 400,000 jobs
in Central & Eastern Europe in retail
(2000-2014)

With open borders, there is **more competition** among **retailers, and consumers** enjoy:



More choice



Better prices



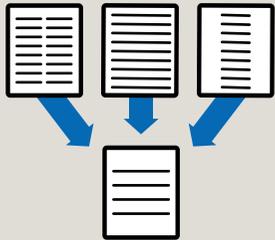
Improved
consumer rights



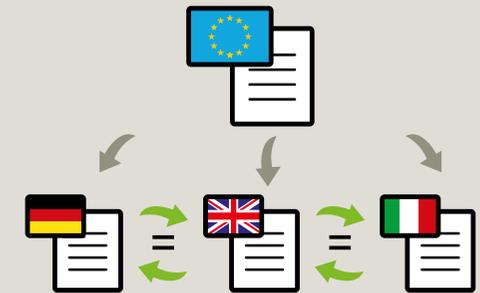
Better services



WE NEED
A PROPERLY WORKING
SINGLE MARKET

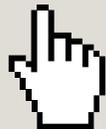


With simplified and **harmonised product information and product safety** requirements

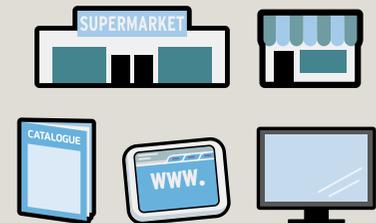


Where countries:

- **stop goldplating** EU rules
- **mutually recognise** each others' **rules** as **equivalent** to their own (as they should already do now)



With improved **access to information** and easier authorisation for all businesses, in particular SMEs, to become active in other markets (e.g. through a single digital gateway)



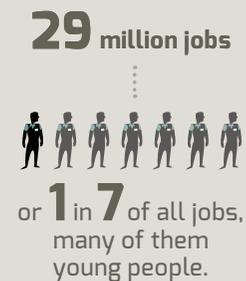
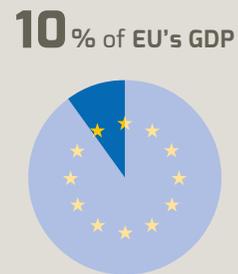
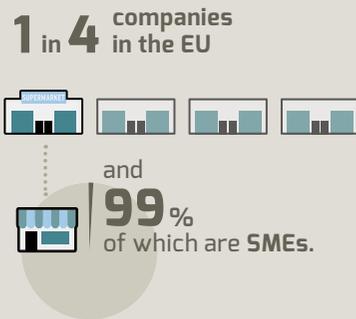
That provides a **level playing field** for all businesses and all **retail channels**



That **eliminates discriminatory national laws** and unjustified **operational restrictions** on commercial establishment, cross-border selling or sourcing



EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 31 countries and 5.4 million companies, both leading multinational retailers such as Carrefour, Ikea, Metro and Tesco, and many small family operations. Retail and wholesale provide a link between producers and 500 million European consumers over a billion times a day. It generates 1 in 7 jobs, providing a varied career for 29 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.



www.eurocommerce.eu

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