



Inventors Pitch at the €lectronic Home Shopping Conference: HSE24 and the Electronic Retailing Association Europe (ERA Europe) jointly announce a competition for new product innovations.

The winner will receive the EMMA Best Newcomer Award 2017

Brussels/Ismaning, 25th April 2017 – Looking for creative ideas: For the first time, HSE24 and the Electronic Retailing Association Europe (ERA Europe) have initiated an “Inventors Pitch” due to take place at this year’s €lectronic Home Shopping Conference in Venice. The competition is directed at inventors of innovative products suitable for selling direct to the consumer via TV and Internet, from the areas of Household, Kitchen, Sport and Beauty. Interested developers should apply at inventors@hse24.de by 19th May, 2017. The best applications will be selected to take part in the Grand Finale at the €lectronic Home Shopping Conference on 20th June 2017, where the inventors will be invited to present their innovations to an expert jury. They will also receive an individual coaching from HSE24 to make their products fit to market via the Ismaning based omni-channel retailer. The winner will be awarded the EMMA Best Newcomer Award 2017.

Eva Brüning, Executive Vice-President Purchasing/Product Development and member of the Management Board at HSE24 explained: “With this Inventors Pitch, we offer creative minds an excellent platform to present their innovations and access a wide audience. As an experienced home shopping company, we know the necessary steps to turn a product idea into a bestseller. This makes us the ideal partner for all inventors who would like to gain a foothold in the home shopping market.”

Dr. Julian Oberndörfer, Chief Executive Officer, ERA Europe, said: “We are delighted to organise this competition together with HSE24. The €lectronic Home Shopping Conference in Venice is the perfect event for such an initiative: here creative inventors can find experienced companies with whom to exchange information about new products. The product is the star in our industry, and the more stars we have, the brighter our industry shines.”

The €lectronic Home Shopping Conference and trade fair will take place from 20th - 22nd Juni 2017 in the Hotel Hilton Molino Stucky in Venice. As the only 'direct to consumer' business oriented trade fair and conference in Europe, it offers unique networking opportunities for young entrepreneurs. The conference is designed for multi-channel companies who market their products direct to millions of consumers worldwide via TV, online, mobile and other forms of electronic retailing. In addition to the trade fair, the conference also features the EMMA Awards ceremony (ERA Europe Multi-channel Multi-screen Awards) which honours networks, suppliers and individuals for their ingenuity and creativity and rewards outstanding achievement in the Home Shopping Industry.

Interested companies can find further information about the Inventors Pitch and all relevant documents at:

http://www.hse24.com/en/aktivitaet/hse24_deutschland/partner/hse24_partner_inventors_pitch.html

For more information about the Electronic Home Shopping Conference see:

<http://e-homeshopping.org>



Electronic Retailing Association Europe

The Electronic Retailing Association Europe (ERA Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA Europe is the voice and network for businesses that offer innovative products to consumers through audio visual presentation, the internet and other electronic media, according to a recognised code of ethics. ERA Europe advocates and supports the interests of our members and their customers in Europe and the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. For further information on ERA see <http://era-europe.eu>

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HSE24 Group

The HSE24 Group is an international omni-channel home shopping company. With its exclusive and varied product range, the digital retailer offers its customers an emotional shopping experience 24/7. The inspiring lifestyle range primarily comprises the segments Fashion, Jewelry, Beauty and Home & Living. In Germany, Austria and Switzerland, the HSE24 Group operates through the channels HSE24, HSE24 Extra and HSE24 Trend. In Italy, it operates through HSE24 and in Russia through the channel Shopping Live. With its integrated interactive TV, online and mobile platforms, the HSE24 Group is the driver of innovation in modern home shopping. The HSE24 Group closed the 2015 financial year with net sales of €715 million and a strong increase in profit. The Group currently has a workforce of about 1,300, plus more than 3,000 employees operating at call centers and logistic partner companies. Since it was founded in 1995, HSE24 has remained on a sustainable growth path. The investment company Providence Equity Partners has been the majority shareholder since 2012. Ardian and HSE24 Management also hold stakes in the company

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