

PRESS
Electronic Retail Association Europe joins EMOTA

04.07.2017

EMOTA, the European e-Commerce and Omni-channel trade association welcomes ERA Europe as its latest new member. Both retail organisations have a strong interest in the development of a Digital Single Market that is favourable to business. The EMOTA voice in Brussels will become stronger to promote the issues of common interest.

Dr. Julian Oberndörfer, Chief Executive Officer of the Electronic Retailing Association Europe; *We are very pleased to join EMOTA which will provide our members with unrivalled access to a number of benefits, including excellent connections in Brussels, vast knowledge and experience in the area of Public Affairs as well as specialised knowledge of the e-commerce sector. ERA Europe's Membership of EMOTA closes the missing link for the Multi-Channel Home Shopping industry. We see a large overlap of-business activities between ERA Europe and EMOTA which our member companies can enhance with their specialist expertise in sales via video, direct marketing, live TV channels and infomercials.*

EMOTA Secretary General Mr Maurits Bruggink: *“This new membership is a perfect fit. We notice a convergence of various distribution channels and the home shopping industry is a successful, new distribution channel that has many interests in common with e-commerce. We both address consumers off-premise and have similar issues in consumer protection, data privacy, parcel delivery, electronic payment and many others. We both share the ambition to persuade European policymakers to recognise the benefits that our new distributional models bring to our society and that they need a business friendly environment in which to thrive.”*

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About EMOTA: The European Multi-Channel and Online Trade Association, EMOTA, is the voice of online and distance sellers in the EU. EMOTA represents online and distance sellers from around Europe, with member associations in 19 countries and both corporate and supplier members. EMOTA interacts with the European institutions to improve trading conditions and regulations.

About 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. Please refer to: www.era-europe.eu for further information.

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