

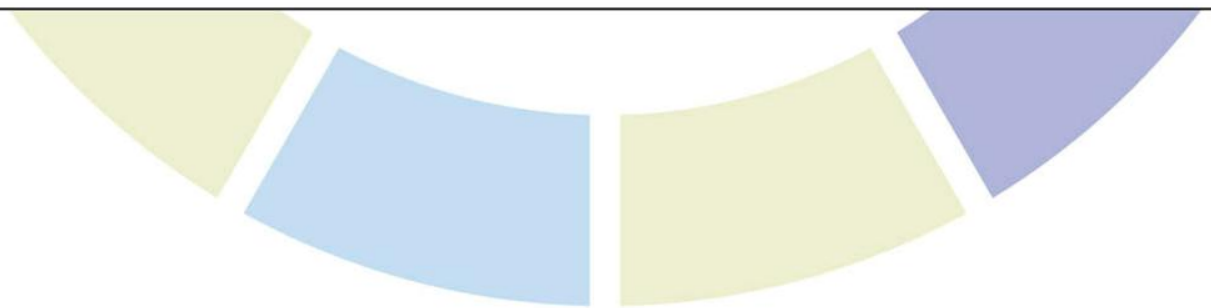


The Future of Commerce

Challenges and Opportunities in a Changing Retail Sector

Christian Verschueren, Director General, EuroCommerce

APED Congress, Lisbon, 18th January 2012



The changing environment of retail in the 21st Century

- Shift in demographics
- Price-conscious consumers
- More sustainability & health-conscious purchasing
- Cross border expansion
- Technology
- Shift in supply chain

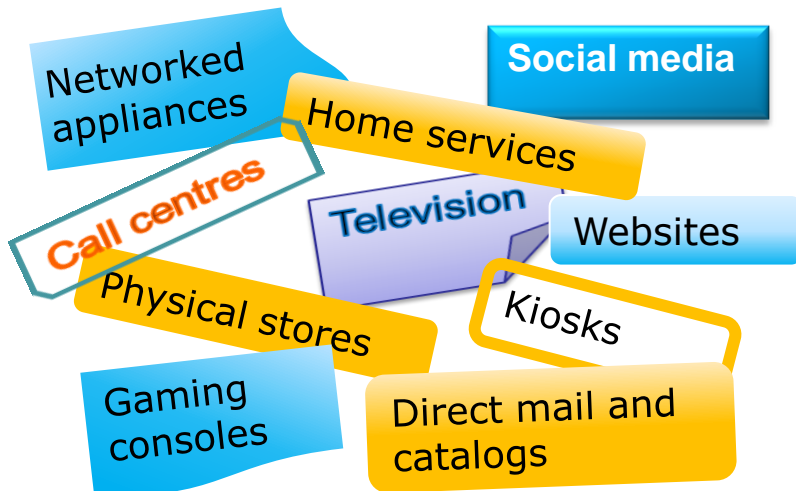


Multi-retail and Cross-channel

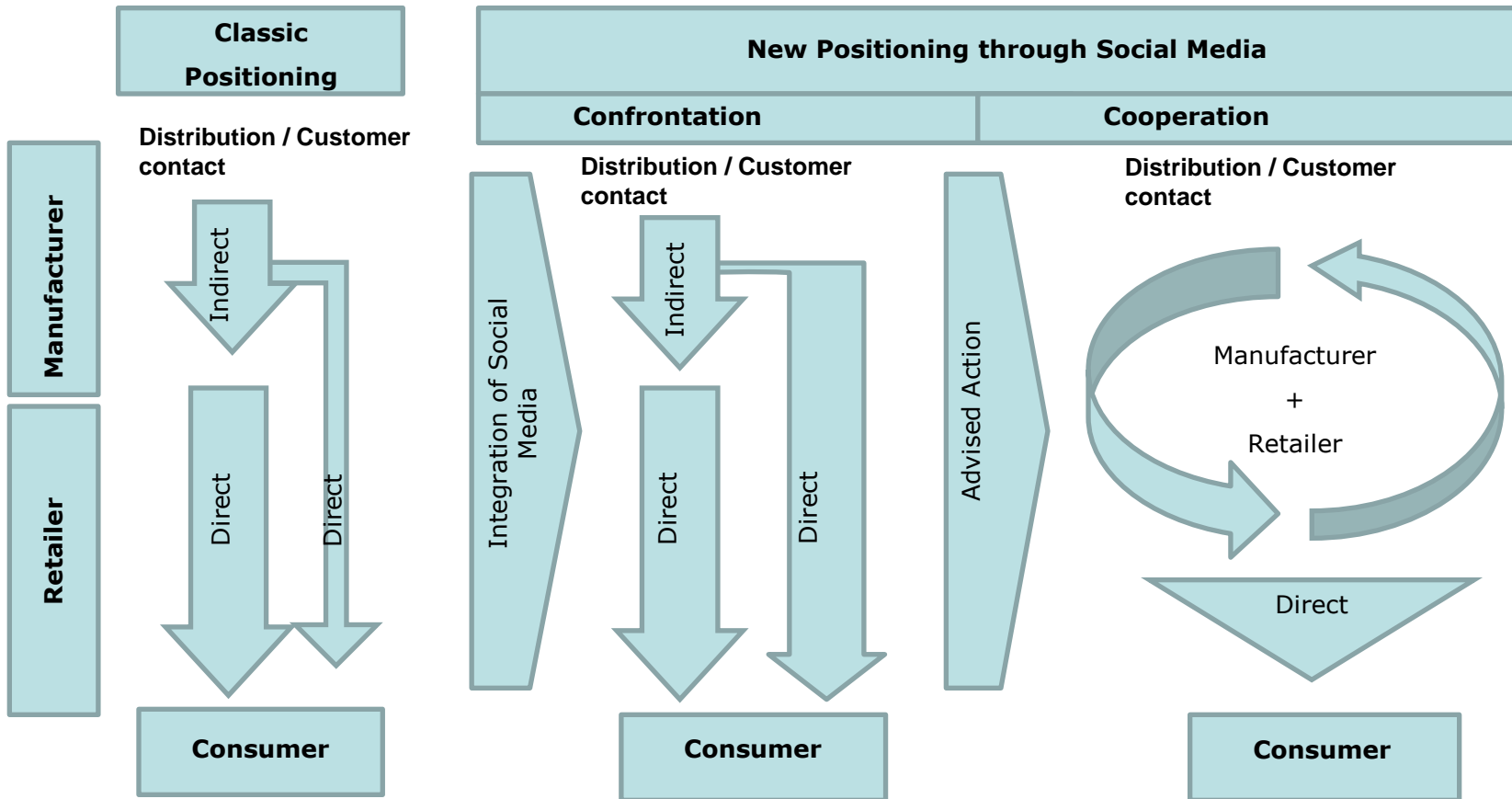
- In-Store vs On-Line
- Generalist vs Specialist
- Large vs Small
- Central vs Peripheral



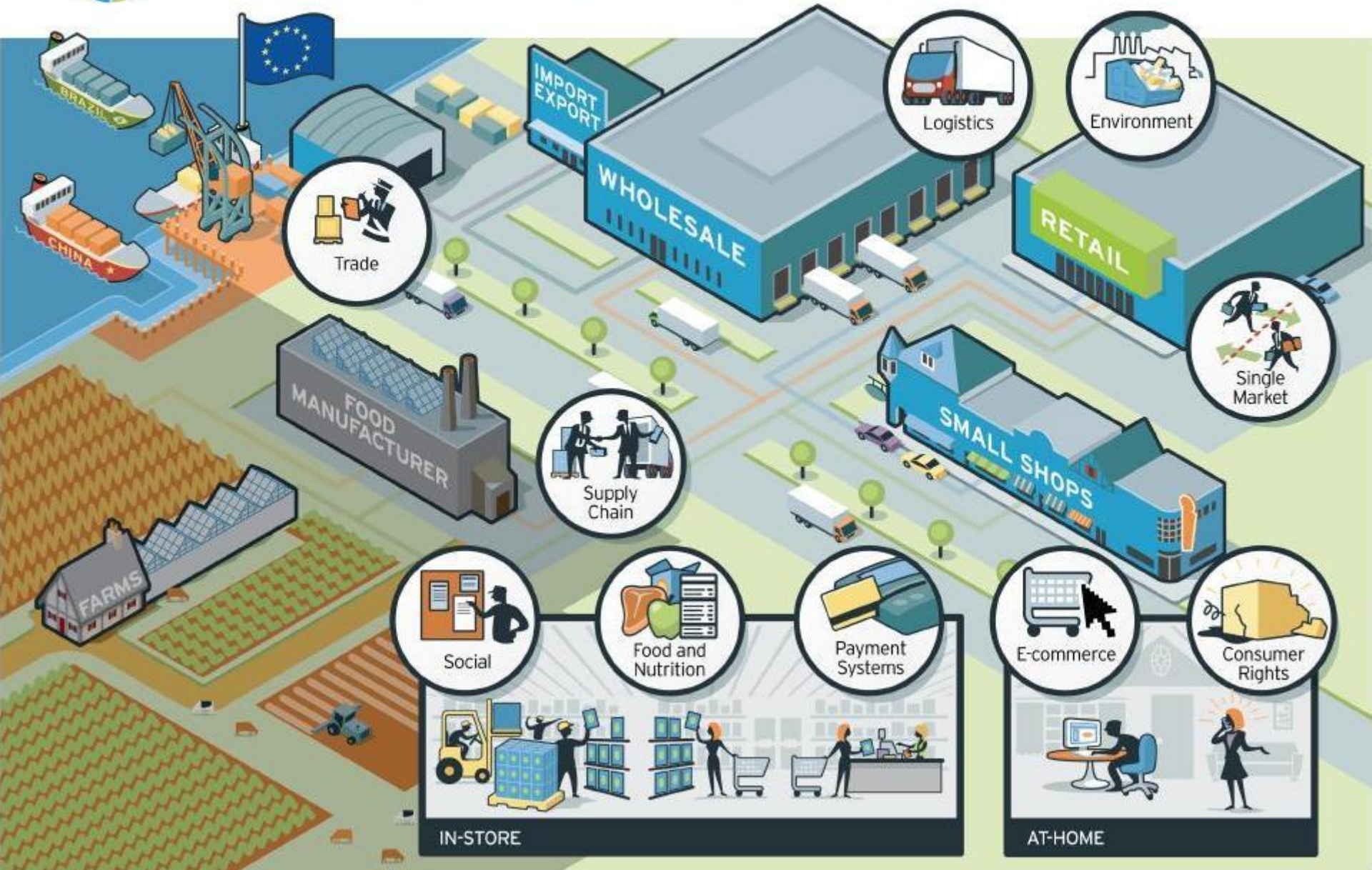
- Greater choice
- Instant consumer knowledge
- Personalised experience



Evolution of Retail – Multi-channel retailing



Our Value Chain & Priorities



Key European political priorities

- Action Plan for the European retail sector
- A competitive environment for European payment providers and fairer fees for end-users
- Employment flexicurity
- Environmental sustainability
- Principles of good practice in the supply chain

