



24 March 2015

20:00 - 22:00

DINNER DEBATE

Digital Single Market: Barriers to e-Commerce

With a 'home market' of over 500 million consumers, e-commerce is a major pillar of the success of the Digital Single Market to create growth and jobs in Europe. However, today 14% of all EU enterprises are selling on-line to their domestic market and only 6% to other EU countries.

On the EU customers side, 50% shopped online in 2014 from sellers located in the same country but there were only 15% buying from another EU Member State. What are then the barriers preventing the merchants and consumers to sell and shop on line physical and digital products across the EU? The EIF dinner will provide the occasion to exchange with e-retailers and consumers on how to remove complexity, legal uncertainty and costs to unlock the potential of e-commerce in Europe.

programme- 24th March 2015

Welcome and introduction:

Vicky Ford, MEP and EIF Steering Committee Member

Speakers:

Clare Josa, Co-founder [EU VatAction](#) Campaign

Jörgen Bødmar, CEO & Founder of [Scandinavian Design Center](#); President of [EMOTA](#)

Oliver Prothmann, Founder of the Initiative [Choice in eCommerce](#)

Paul Alfinf, Authentication and e-payments requirements: Balanced and harmonized rules on internet authentication and e-payments to remove barriers for cross-border e-commerce, [Ecommerce Europe](#)

Ursula Pacht, Deputy Director General, [BEUC](#)

Exchange of views with participants

Speakers



Ms Vicky Ford

MEP and EIF Steering Committee
Member



Ms Clare Josa

Co-founder
EUVATAction Campaign



Mr Jörgen Bödmar

President of EMOTA
CEO & Founder of Scandinavian
Design Center



Mr Oliver Prothmann

Founder
Initiative Choice in eCommerce



Mr Paul Alfing

Authentication and e-payments
requirements: Balanced and
harmonized rules on internet
authentication and e-payments
to remove barriers for
cross-border e-commerce

Ecommerce Europe



Ms Ursula Pachi

Deputy Director General
BEUC

Venue

European Parliament, Members' Salon, Rue Wiertz 60, Brussels, Belgium



European Internet Forum



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