



Case Study

The 3rd Annual European E-commerce Conference

EDiMA
Shaping Internet Policy in the EU

emota
European E-commerce and Mail Order Trade Association

Forum
europe 

Case Study

The 3rd Annual European E-commerce Conference 2011

Details

Date: Annually
Clients: EDiMA & EMOTA
Venue: The Stanhope Hotel, Brussels
Length: 1 day
Type: Open
Number of Delegates: 225

The Clients

EDiMA - The European Digital Media Association, is an alliance of new media companies whose members provide new media platforms offering European consumers a wide range of online services, including e-content, media, E-commerce, communications and information/search services. EDiMA represents the interests of the new media sector in Europe in policymaking.

EMOTA - The European Multi-channel and Online Trade Association, is the umbrella organisation of at present 23 national associations representing the interests of e-retailers and multi-channel distance sellers.



Held in partnership with **EDiMA** and **EMOTA** the annual E-Commerce conference is the leading forum where policymakers and stakeholders come to discuss and debate the most pertinent issues affecting the “sector”.

The 2011 event featured a morning, high-level plenary followed by focused parallel sessions in the afternoon. These sessions dealt with specific areas, including, IPR and copyright, notice and takedown, online dispute resolution, payments, data protection, postal services and logistics.

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Speakers Included:

John Dalli
EU Commissioner for Health and Consumer Policy, European Commission

Jean-François Rochet
General Manager - Northern, Central and Eastern Europe, PayPal

Hein Pretorius
CEO, MIH Internet Europe

Werner Stengg
Head of Unit - On-line services, European Commission

Delegates:

Apple, BskyB, BT plc, eBay Europe, Estee Lauder, EU Commission, European Parliament, Facebook, Google, MasterCard, Microsoft, PayPal, PricewaterhouseCoopers, Procter & Gamble Services Company nv, Sony Pictures Entertainment, Thomson Reuters, U.S. Mission to the EU, UK Government, Visa Europe, WorldPay, Yahoo!



▼ **Jean-François Rochet**
General Manager - Northern, Central, and Eastern Europe, PayPal



◀ **John Dalli**
EU Commissioner for Health and Consumer Policy, European Commission

▼ John Bergavin receiving his award from Walter Devenuto



▲ Parallel 2 discussions



E-commerce audience breakdown:

Based on 275 delegates

- 34% **European Institutions & National Government**
- 54% **Corporate Organisations**
- 5% **Press**
- 7% **Non Governmental Organisations**



▲ **Hein Pretorius**
CEO, MIH Internet Europe

