



Case Study

Click for Growth



Case Study

ebay - 'Click for growth'

Details

Date: 9th June 2010

Client: ebay / Paypal / DHL

Venue: Sofitel Europe Hotel Brussels

Length: 1 day

Type: Invitation only/VIP

Number of Delegates: 132

The Client

eBay is The World's Online Marketplace® with a global customer base of 233 million. Founded by Pierre Omidyar in 1995, eBay has created a powerful marketplace for the sale of goods and services by a passionate community of individuals and small businesses.

PayPal is the faster, safer way to pay and get paid online. With more than 81 million active accounts in 190 markets and 24 currencies around the world, PayPal enables global ecommerce.

Deutsche Post DHL is the world's leading mail and logistics services group. About 500,000 employees in more than 220 countries and territories form a global network focused on service, quality and sustainability.



Deutsche Post DHL

Held in partnership with ebay, PayPal and Deutsche Post, the overarching goal of THIS (not 'the') event was to illustrate the contribution of the e-commerce supply chain to the EU economy and the importance of a well-defined policy environment and an integrated policy approach when it comes to the completion of the Internal Market.

The conference illustrated the importance of the sector and the much broader value of the supply chain services as drivers of growth and competitiveness which provide consumers with choice and value, and small businesses with access to a wider market, and ultimately aimed to encourage the development of an effective EU regulatory environment.

The event brought together top level speakers from industry, EU institutions and consumer organisations and we were glad to welcome such a diverse range of delegates.

"Forum Europe is a highly recommendable event provider for anyone planning a conference in Brussels. The Forum Europe team is both professional and reliable with a no-nonsense approach to organising events. They are great to work with and their hands-on approach proved invaluable in helping us put together a successful event."

Stefan Krawczyk, Senior Director and Counsel Government Relations Europe

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Speakers Included:

Jean-Francois Van Kerckhove

Vice President, Head of Corporate Strategy, eBay Inc

Pablo Arias Echeverria

Christopher Coonen

Vice-President and General Manager, PayPal Southern, Northern and Eastern Europe

Monique Goyens

David Mair

Head of Unit - Consumer Markets, DG SANCO, European Commission

Andrej Busch

Member of the Divisional Board Marketing DHL Parcel Germany

Delegates:

Delegates included representatives from: Google, IAB Europe, Amway, Nokia, PriceWaterhouseCoopers, Apple, Telefonica and the European Institutions.



Conference Banners



◀ **Melinda Crane**
Event Moderator

▼ **Jean-Francois Van Kerckhove**
Vice President, Head of Corporate Strategy, eBay Inc.



▲ **Stefan Krawczyk**
Senior Director and Counsel
Government Relations eBay Europe



▲ **Christopher Coonen**
Vice-President and General Manager, PayPal SENE



Click for Growth audience breakdown:
Based on 132 delegates

- 32% **European Institutions & National Government**
- 54% **Corporate Organisations**
- 8% **Not for Profit**
- 6% **Press**

