



The U.S. Commercial Service is pleased to present a webinar series for U.S. SMEs looking to boost their exports to Europe through ecommerce.

Webinar Series: eCommerce Trends in the EU

In 2015, the European Commission unveiled the Digital Single Market strategy, making the growth of the digital economy an important priority for Europe. Ecommerce sales in Europe reached €455.3 billion in 2015, up 13.3% from the previous year. Yet currently just 15% of Europeans buy online from another EU country.

What does this mean for U.S. exporters?

Join the eCommerce Innovation Lab and the U.S. Commercial Service in Europe, in partnership with the Getting to Global initiative and the Global Retail Insights Network (the GRIN Labs), as we explore the implications of the EU Digital Market Strategy for U.S. exporters. Over the course of the series, European-based expert speakers will provide insight on several key facets of digital commerce, including policies and trends to make digital marketing, shipping and logistics and online payments more consistent across European countries. Big-picture ecommerce trends will be explored alongside practical advice from successful U.S. vendors and experts.

May 9 Webinar: EU's Digital Single Market

This first webinar will explore the following questions:

- To what extent does Europe function as a single market for ecommerce trade?
- What are the must-know tips for U.S. firms when it comes to cross-border ecommerce in Europe?
- What are the top online retail sites in Europe and how are they segmented?
- How will Brexit impact ecommerce in the region?

Speakers include:

Gabrielle Hase
Founder and Director
Soleberry Advisory



Yash Mukherjee
Research Analyst
Frost & Sullivan



When:

Tuesday, May 9, 2017
12:00 pm Eastern Daylight Time

Where:

The webinar can be accessed from your home or office computer (internet connection required)

Registration:

Interested participants can sign up for the program by clicking [here](#)

Price:

Free of charge to U.S. exporters

Moderated by:

Joshua Halpern, Founding Director of the E-Commerce Innovation Lab at U.S. Department of Commerce

Carl Miller, Managing Director of the Global Retail Insights Network

Questions?

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