



The **U.S. Commercial Service** is pleased to present a webinar series for **U.S. SMEs** looking to **boost their exports** to the European Union 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. However, internal barriers remain and only 15% of European online shoppers buy “cross-border” from another EU country.

What does this mean for U.S. exporters?

Join the US Commercial Service and our strategic partner The Grin 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 efforts to make digital marketing, logistics and online payments more consistent across European countries. Speakers will address big-picture ecommerce trends and offer practical advice to U.S. SMEs looking to do business in Europe.

May 16 Webinar: EU Cross-Border Logistics

This second webinar will explore the following questions:

- What current challenges exist for exporters when shipping from the U.S. to Europe or from within Europe?
- Do European customers expect the same level of speed and service as U.S. customers?
- How might the Digital Single Market improve ecommerce logistics in Europe?

Speakers include:

Scott Ashbaugh

VP of International Operations
DHL



Walter Trezek

Vice Chair, E-Logistics Working Group
eCommerce Europe



When:

Tuesday, May 16, 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

Moderated by:

Rick de Lambert, Senior Commercial Officer, U.S. Commercial Service, Helsinki, Finland

Do you have questions?

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Getting to Global