



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. And 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 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 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 23 Webinar: Payment Trends in the EU

This third webinar will explore the following questions:

- What is the level of fraud risk when selling to Europe compared to the U.S?
- What options exist to handle foreign currency transactions in the different European markets?
- How do European consumers' payment preferences differ from those of their U.S. counterparts?

Speakers include:

Matthew Cannon

VP of Business Development

GoInterpay



Francis Barel

Head of Market Growth

PayPal France



When:

Tuesday, May 23, 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:

Heming Bjorna, Senior Commercial Specialist, U.S. Commercial Service, Oslo, Norway

Do you have questions?

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Global Retail Insights Network



Getting to Global