MOVING FORWARD – SINGLE MARKET FORUM 2021
THE SINGLE MARKET FORUM – CLOSING

25 June 2021, Lisbon, Portugal
How digitalization services are integrated into EEN’s daily services – with a focus on Single Market issues

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Why help SME’s to sell online?
The facts!

- Changes in consumers habits due to COVID crisis
- Need to find new commercial channels
- Lack of practical and legal knowledge
- E-Commerce as a pillar of the Digital Single Market
How we support SME’s in their online selling process

Specific support services:

1. Basic services:

   • Provide general information and raise awareness about E-commerce as an internationalization development strategy particularly during and after the COVID-19 crisis

   • Provide general Information on relevant EU legislation and policy on E-commerce, consumer law rules for online goods selling: Digital Single market

   • Organize webinars and training sessions on the previous mentioned subjects and legislations

   • Link with local stakeholders and host organization experts in e-commerce
Specific support services:

2. Advanced Legal services:

- E-commerce Terms and conditions drafting/proof reading
- Advice to comply with EU legislation: GDPR, Geoblocking rules, consumer law
- E-commerce VAT rules recasting from 1st July 2021
3. Partnership services:

Ex: Retaissance Live event November 2020 (more than 200 companies from whole EU)

Inspiring plenary sessions, informative seminars and exclusive Meet the Buyer session to gain knowledge, boost trade and innovation in the e-commerce/retail sector.
Specific support services: EEN SECTOR GROUP ACTIVITIES

4. E-commerce guide: how to crack online sales in Europe

The guide gives practical insights on:

- The e-commerce market in the European Union
- How to start selling online
- Options of e-commerce solutions with concrete examples
- Country factsheets with market characteristics and tips for implementation