



International Distribution Institute

Developing an omni-channel strategy

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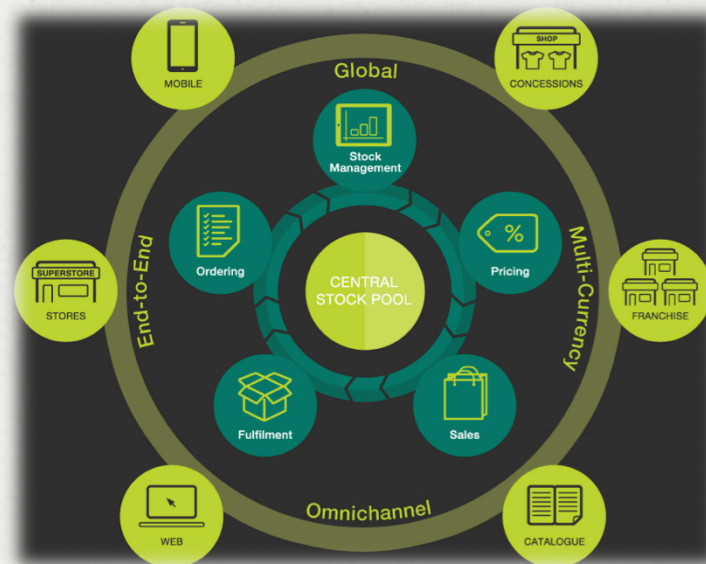
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Does your company implement an omnichannel strategy?

If so, why?

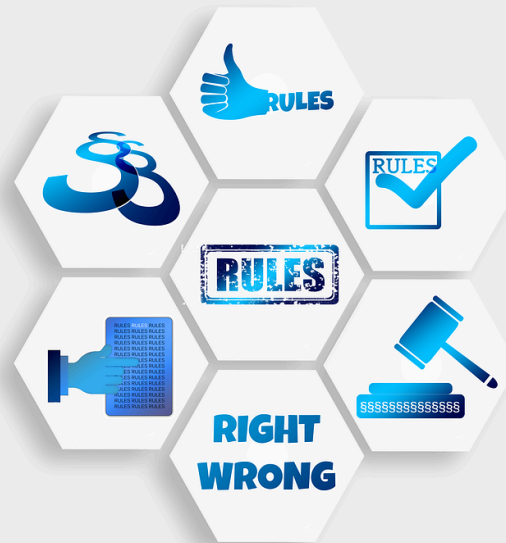
What advantages do you see?

How can companies respond to upcoming trends as omnichannel?



Who are the parties involved? (e.g. B&M distributors, e-tailers, ..)

What issues do you face both from legal or different point of view?



**What role do you, as legal professional,
play in the implementation of the
omnichannel strategy?**





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Thank you for your kind attention!



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