



International Distribution Institute

Engaging on the Internet in parallel with a traditional distribution network

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The speakers

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- Maria Pereira, Senior Legal Counsel Logo International B.V., the Netherlands
- Massimiliano Camellini, General Counsel Max Mara Fashion Group, Italy

The preliminary issue

- Selling on the internet in parallel with the existing network.
 - Is it a good choice for my products?
 - Is it a necessary choice (because I must follow my competitors)?

Choosing the right channel

- Selling through my own website
- Website in my name managed by a third party acting as reseller
- Using internet intermediaries
- Selling through third party platforms

Limiting interference between the two channels

- Which means can be used to avoid disrupting the off-line channel?
 - Product differentiation
 - Customer differentiation
 - Involving the traditional channel



Structuring agreements with distributors/resellers/franchisees

- The existing exclusivity clauses need to be changed? Does the sale on internet imply a breach?
- Drafting clauses that reserve internet sales to the manufacturer
- Possible compromise solutions

Dealing with markets having different price levels

- Managing price differentiation by territory on the internet
 - through my own website
 - through third party platforms
- Defending the geographic differentiation