



International Distribution Institute

E-COMMERCE INQUIRY & BRANDS FOR EUROPE COALITION

Setting up of the 'Brands for Europe' coalition

§ Kick off on 24 February (22 March, 22 April, 11 May – competition -, 1 June, etc.)

Objective of the coalition

§ To coordinate and structure advocacy efforts to challenge the Commission attempts to remove the current rules applying on distribution models in e-commerce. Preserve maximum commercial operating freedom.

Regular attendants

§ FESI, CECED, L'Oréal, Cosmetics Europe, ADIDAS, LVMH, Chanel, Henkel, Bose, J&J, asics, Nike, Samsung, Estée Lauder, Bic, Levi Strauss & Co., Mars.