



International Distribution Institute

Is agency becoming an alternative to distribution in the EU?

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Several brands are implementing or studying a transformation of their distributors into agents or commissioners ?

Is it the case ? In which sectors ?

What are the reasons of this trend towards agency ?

Reduction of distribution costs, answer to the request of customers for a direct link to the brand, digitalisation, answer to a possible competition of platforms, better marketing mix and pricing policy ?



What are the pros and cons of agents compared to distributors ?

What are the main issues of the transition and transformation ?

How to implement this new organisation ?



The pros and cons of the option between agents and commissioners ?