

Protecting a selective distribution network that covers only part of the EU against sales by unauthorized distributors



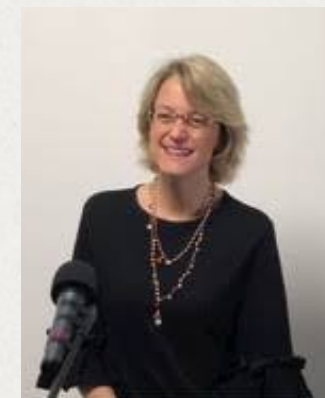
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Agenda

- Introduction
- Case study
- Panel discussion
- Questions

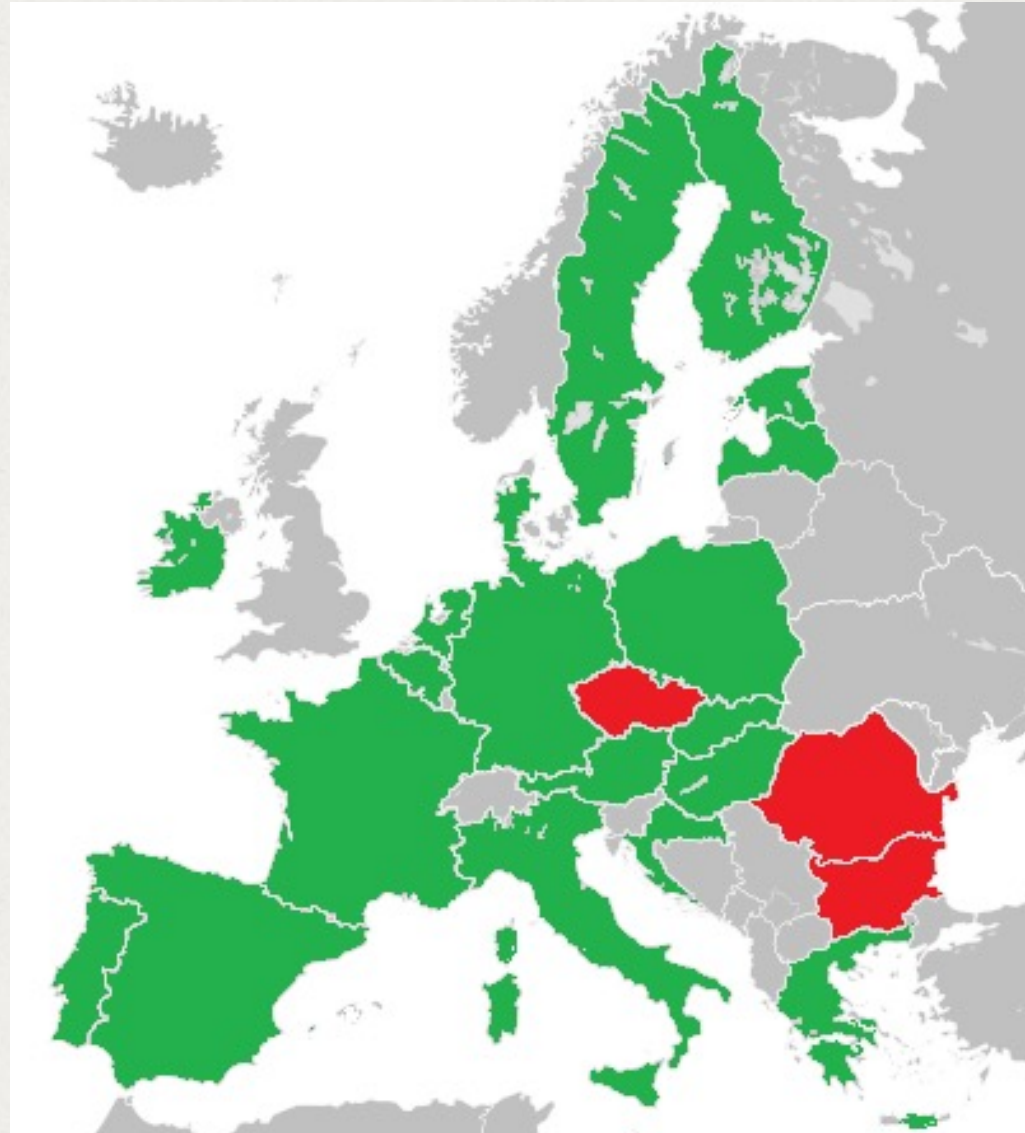
Case

Danish Retail has established a **selective distribution network** across the EU, except for Czech Republic, Bulgaria and Romania. The selected retailers are directly supplied by Danish Retail.

The selective distribution agreements allows cross-sales to other selected retailers and prohibits to sell the contractual products to unauthorised retailers.

However, a Greek member of the network decides to sell huge quantities of products to a Romanian wholesaler who delivers them to unauthorised German retailers who are selling the products at extremely low prices.

Question: Can Danish Retail go against the Greek retailer?



Questions

- Is the New VBER an improvement for enforcement?
- Would (genuine) agency be a better choice?
- Are there any other situations not yet covered by the new VBER?