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Participants	<p><u>Visitors' delegation:</u></p> <p>EuroCommerce (84973761187-60)</p> <p>RETAIL/WHOLESALE LEADERS</p> <p>AHOLD DELHAIZE   </p> <p>AS WATSON </p> <p>BENELUX</p> <p>AUCHAN RETAIL   </p> <p>CECONOMY </p> <p>COLRUYT   </p> <p>GRUPO IFA </p> <p>INDITEX   </p> <p>KAUFLAND </p> <p>KESKO </p> <p>LIDL </p> <p>MARKANT  </p> <p>MUSGRAVE </p> <p>GROUP </p> <p>REWE GROUP   </p> <p>SONAE MC </p> <p>TESCO </p> <p>EuroCommerce staff:</p> <p></p> <p><u>COM:</u> EVP Timmermans, Antoine Colombani</p>
References	Ares(2022)3495588, Ares(2022)3631940, Ares(2023)44143
Issues raised & follow-up	<p>The Executive Vice President attended a “ Meeting” of Eurocommerce to discuss the Green Deal and its implications in the wholesale and retail sectors.</p> <p>The participants emphasised the importance of the EU Single Market and enforcement of its rules; the need for regulatory clarity for achieving Green Deal objectives and EU-wide standards/solutions as opposed to a proliferation of national approaches. They stressed the importance of the circular economy agenda and the forthcoming Commission initiative on green claims. They expressed the willingness to be “partners” of the green transition.</p>

	The Executive Vice President explained the state of play of the rollout of the European Green Deal Agenda. He emphasised the profound transformations in the sector, also linked to digitisation. He stressed the role that the sector could play to enable the green transition, especially as regards climate and the circular economy, and the importance of ensuring reliable green claims and fighting greenwashing.
Note taker	Antoine Colombani
Copies	