HOW RETAIL AND WHOLESALE CAN
BOOST GROWTH AND CREATE JOBS IN EUROPE

MANIFESTO FOR THE NEW PARLIAMENT AND COMMISSION
EuroCommerce represents the retail, wholesale and international trade sectors in Europe. Its membership includes commerce federations and companies in 37 European countries. Commerce plays a unique role in the European economy, acting as the link between producers and the nearly 500 million consumers across Europe, over 100 million times a day.

See page 10-11 for more facts and figures about retail and wholesale in Europe.

www.eurocommerce.eu

As of December 2013
JOB ENGINE AT THE CENTRE OF EUROPE'S ECONOMY

EuroCommerce
THE RETAIL, WHOLESALE AND INTERNATIONAL TRADE REPRESENTATION TO THE EU
FOREWORD

Wholesale is a major job engine - some 10 million employees in Europe - at the centre of Europe’s economy covering almost all goods and services. Though not always visible to the general public, it plays a pivotal role as the interface between producers, importers, manufacturers, retail and service providers. Companies in many sectors benefit greatly from the know-how and the product diversity offered daily by 1.8 million wholesalers across the EU, with the eventual savings being passed on to the consumers.

Because of this contribution, wholesale is a vital sector in Eurocommerce which also represents retail and a total of nearly 6 million SMEs. There is much overlap of interest between wholesale and retail, for example in minimising the costs and improving the quality of new legislation and in promoting free and orderly international trade.

This publication is intended to give an insight into the world of wholesale, a dynamic sector that is transforming continuously and responding well to economic challenges, past and future, and to the ever growing pace of new technology.

Wholesalers offer quality solutions for professional clients and their tailor-made services, both before and after sales, are highly valued by professional customers. The jobs they create are attractive and rewarding, offering a variety of career opportunities.

Welcome to the world of business-to-business trade.

Baroness Neville-Rolfe DBE CMG
President, EuroCommerce
Re: Congratulations, best wishes, and policy priorities for retail & wholesale

Dear Commissioner Malmström,

Congratulations on your recent confirmation as European Commissioner for Trade, and best wishes for a successful five-year mandate.

At EuroCommerce, we bring together leading retail companies and associations representing retail and wholesale businesses, large and small, in 31 European countries. We represent all retail channels, all types of wholesale, and all commerce business models in the EU. Retailing and wholesaling account for 1 in 4 enterprises in Europe, contribute 11% of Europe’s gross added value and provide 1 in 7 jobs. Our sector employs nearly 30 million people.

The next five years will be critical in returning the European economy to growth and job creation. Retail and wholesale can contribute, given the right economic and policy conditions. The sector, as Europe’s largest private sector employer, particularly of young people, has a prominent role to play in reigniting Europe’s growth and prosperity for the next generation.

For this to happen, we need the right policy framework. In your policy area of international trade, this means a plan for retail and wholesale competitiveness. The particular points we wish to make are the following:

- The EU needs to enable competitive global value chains through open markets, predictability and legal certainty for economic operators;
- We are committed to Corporate Social Responsibility and we support voluntary initiatives like BSCI, BEPI etc.;
- When addressing non-trade concerns in a trade policy context, we ask the Commission to focus on formats that cannot be instrumentalised by vested interests. The GSP plus is an example of good trade policy practice in this respect;
- We strongly support the conclusion of ambitious plurilateral and bilateral trade agreements in a strong WTO framework;
- The effective and timely implementation of the WTO Agreement on Trade Facilitation is a key priority of European commerce and we will continue to fully support the Commission’s efforts;
- We need a better informed debate in EU policy making and in the public on trade policy matters, including on TTIP. The transatlantic trade agreement is a free of charge boost for growth and jobs in Europe;
- We urge more and quicker progress in negotiations with key trading partners like...
India, Japan etc.;

- We insist on the importance of securing easier overseas establishment for EU retailers and wholesalers. In this context, we strongly support the TiSA negotiations with meaningful improvements for the distribution services sector;
- The ongoing modernisation review of antidumping and other EU trade defence instruments must deliver a balanced compromise between domestic producers' and importers' legitimate interests. A shipment clause for goods on the water is indispensable to ensure, at least, a basic level of predictability;
- We fully support the EU Market Access Strategy in order to remove barriers to the export of goods and distribution services;
- We need a customs policy with less focus on revenue collection and red tape, but more focus on competitiveness and partnership with economic operators;
- We ask the Commission to ensure the effective protection of Intellectual Property Rights;
- We are against mandatory origin marking for non-food products as in today's global value chains many products are literally "made in the world";
- Due consideration for the role of wholesale trade in the European economy.

Our key proposals for the incoming Commission are in the attached manifesto "Shopping for Growth". We hope that you will play your part in making it happen.

We look forward to working with you in the coming years. We would welcome the opportunity to meet with you to discuss these issues in more detail in the near future, and will contact your office to this effect.

Yours Sincerely,

[Signature]

Christian Verschueren
Director-General