

From: [Art. 4.1(b)] (TRADE)
Sent: 14 September 2015 16:48
To: SCHLEGELMILCH Rupert (TRADE); GARCIA BERCERO Ignacio (TRADE);
 [Art. 4.1(b)]
 [Art. 4.1(b)] (TRADE)
Cc: [Art. 4.1(b)]
Subject: (TRADE)
 Today's meeting with EMOTA (European multi-channel and online trade association) on e-commerce in TTIP

(For registration in Ares)

Meeting of 14/9/2015 with EMOTA (European multi-channel and online trade association) on e-commerce in TTIP

EMOTA: [Art. 4.1(b)], secretary general, and [Art. 4.1(b)], legal affairs adviser
 TRADE: [Art. 4.1(b)]

Main points:

- Emota is interested in facilitating transatlantic e-commerce in the sense of online retailing
- Until the meeting, they thought that e-commerce was not a separate topic covered by TTIP (they mentioned that the EU TTIP website does not refer to e-commerce).
- Companies represented by EMOTA face e-commerce barriers in a number of areas (EMOTA shares to a large extent the assessment provided in COM report on SME and TTIP):
 - o Payment problems: obstacles to payment systems from the EU into US.
 - o Burdensome US customs procedures for goods sent by post, for instance because of rules relating to safety, IPR (counterfeiting) and consumer protection.
 - o Abuse of trademark system by some US operators to block EU companies willing to export to the US.
 - o High parcel delivery costs on US (especially for deliveries above 2kg) possibly due to diverging regulatory standards (for instance on size of boxes, safety measures etc.)
- EMOTA stressed the importance of transatlantic e-commerce for European industry. European companies are often very competitive niche players for low volume high quality goods. Rocket internet (famous for the "Zalando" online shoe store) is an example: headquartered in Germany and employs 40.000 people.
- It was agreed that EMOTA will further elaborate on these points in a position paper that they will send us before the October round.

[Art. 4.1(b)]