Press release

Ecommerce Europe appoints Xavier Court, Associate and Co-founder of vente-privee.com, to its Board of Directors

Recently founded to represent the key players in European e-commerce, the association names its board of directors

Paris, 11 June 2012

Professional e-commerce organisations and major e-commerce players from seven European countries (Belgium, Denmark, France, Italy, the Netherlands, Norway and Sweden) have joined together to found the Ecommerce Europe association. Its primary task will be to work with European Institutions to represent the interests of e-commerce and to promote the development of the sector in Europe. The association named its directors during its first board meeting at the recent Global e-commerce Summit in Barcelona.

Among the directors named was **Xavier Court**, vente-privee.com associate and co-founder in charge of business development and communication*: "Given the continuing growth of online retailing in Europe, it is critical that all the e-commerce players join together to discuss the new challenges that sector is facing and make their voice heard in Europe. It is an honour to join the board of Ecommerce Europe and to represent vente-privee.com, global leader and pioneer of online sales events for more than 10 years. We are aware that on a European level, those involved in e-commerce need to speak with one unified voice in order to make the digital commerce revolution happen",* Xavier Court comments.

"Only 1 in 10 Europeans have made an online purchase from the website of another European country. The Ecommerce Europe association will promote a single European online market to allow e-shoppers to access the full range of possibilities offered by all the players in European online sales."

The Ecommerce Europe board of directors will be chaired by François Momboisse, the President of FEVAD (*French E-commerce and Home Shopping Federation*):

François Momboisse, Chairman	*President of FEVAD*	France
Wijnand Jongen, Vice-Chairman	*Director of Thuiswinkel.org*	The Netherlands
Annette Falberg, Treasurer	*Director of Associations for Danish Internet trade*	Denmark
Gerard Anthun	*Director of Norwegian Mail Order Association*	Norway
Xavier Court	*Associate and Founder of Vente-privee.com*	France
Ulric Jerome	*Executive Director of Pixmania*	France
Bo Lindell	*Director of Swedish Mail Order Association*	Sweden
Roberto Liscia	*President of Netcomm*	Italy
Carine Moitier	*Director of Becommerce*	Belgium
Marc Lolivier	*Director of FEVAD*	France
Paul Nijhof	*CEO of RFS Holland Holding BV*	The Netherlands

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To open the Global E-commerce Summit, Ecommerce Europe held three pre-conferences around the topics of e-regulation, e-payment and e-logistics.

According to François Momboisse,Chairman: *"Europe is a still a patchwork in terms of legislation and payment. This can be extremely discouraging for businesses looking to take on the European market and speak to European e-shoppers. We want to help companies by promoting their best interests and consequently contribute towards the creation of a truly European e-commerce market."*

The association's ambitious goals are to enable a wider standardisation in terms of payment transactions, logistics and legislation, as well as to become an efficient and trustworthy partner of the European Commission.

►About vente-privee.com

vente-privee.com founded the online sales event concept and is the global leader in the sector. Specialising in selling brand overstock since 2001, online sales are exclusive to its 16 million members in Europe. Registration to the vente-privee.com club is free and with no purchase obligation. Sales are for a limited time only (3 to 5 days) and are organised in close collaboration with over 1,500 major international brands in all product categories: ready to wear, fashion accessories, music, homeware, toys, sports equipment, high-tech, gastronomy…Thanks to its partnerships with brands, vente-privee.com offers irresistible discounts (50-70% off). With 1,500 employees in 8 European countries, vente-privee.com generated 1.073 billion Euros (900 million pounds) in gross turnover in 2011, an 11% increase from 2010. In 2011, the website launched in the United States in partnership with American Express.

► About Ecommerce Europe

Ecommerce Europe is the association representing companies selling products and/or services to consumers in Europe. Founded by leading national e-commerce associations, its mission is to advance the interests and influence of e-commerce in Europe through advocacy, communication and networking.

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