



Retail Excellence represent Ireland at eCommerce Europe meeting in Brussels

Retail Excellence Head of Public Affairs Lorraine Higgins and Head of eCommerce David Campbell today attended eCommerce Europe's quarterly meeting to discuss various online issues affecting retailers. Retail Excellence represent Ireland's online interests on the European wide Committee.

€598 billion will be spent by European consumers in 2017 and eCommerce Europe have spearheaded a campaign to increase trust online with the introduction of an eCommerce Trustmark which helps instil confidence in consumers online whilst increasing sales for businesses displaying the Mark. Retail Excellence holds the license for Irish distribution.

Head of eCommerce at Retail Excellence David Campbell said "We are delighted to represent Ireland and contribute to the eCommerce Europe network. It is an important network because of the significance of online to the retail industry. €598 billion will be spent online by consumers in Europe this year and today presents an opportunity for us to learn about the latest European eCommerce trends and European best practice so we can pass it on to our retailers".

"Today's meeting encompassed all things online where participating countries discussed the specific challenges including logistics, language, Member State legislation and regulations. GDPR 2018 was also discussed and Retail Excellence's work in preparing our members for the significant legislative responsibilities coming down the tracks.

"As the largest retail representative body in Ireland we are delighted to be at the cutting edge of online trends with our membership of eCommerce Europe. With €850,000 being spent on line by Irish consumers our participation is critical to ensure our members get the best online support from us" David Campbell concluded.

Ends.

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About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,650 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.