



UN MOMENTO CHIAVE PER IL RILANCIO DELL'ITALIA:
Il ruolo del Retail Specializzato, dai piccoli negozi ai grandi Centri Commerciali

PRESENTAZIONE DI

HANS CARPELS

*President, Euronics Int'l
President, EuCER Council
EuroCommerce Board Member*



Hans Carpels

- President Euronics Int'l
- President EuCER Council
- EuroCommerce Board Member

Rome, 15 December 2021



Albino
Sonato

Founder
of Aires in 2005



Specialized Retail

Because the Specialized Retail brings

Technologies for the person and the home,

they are the spearhead of Innovation.

«Our home is our castle»


Electronic Products make our life easier
as well as our homes more comfortable and safe.


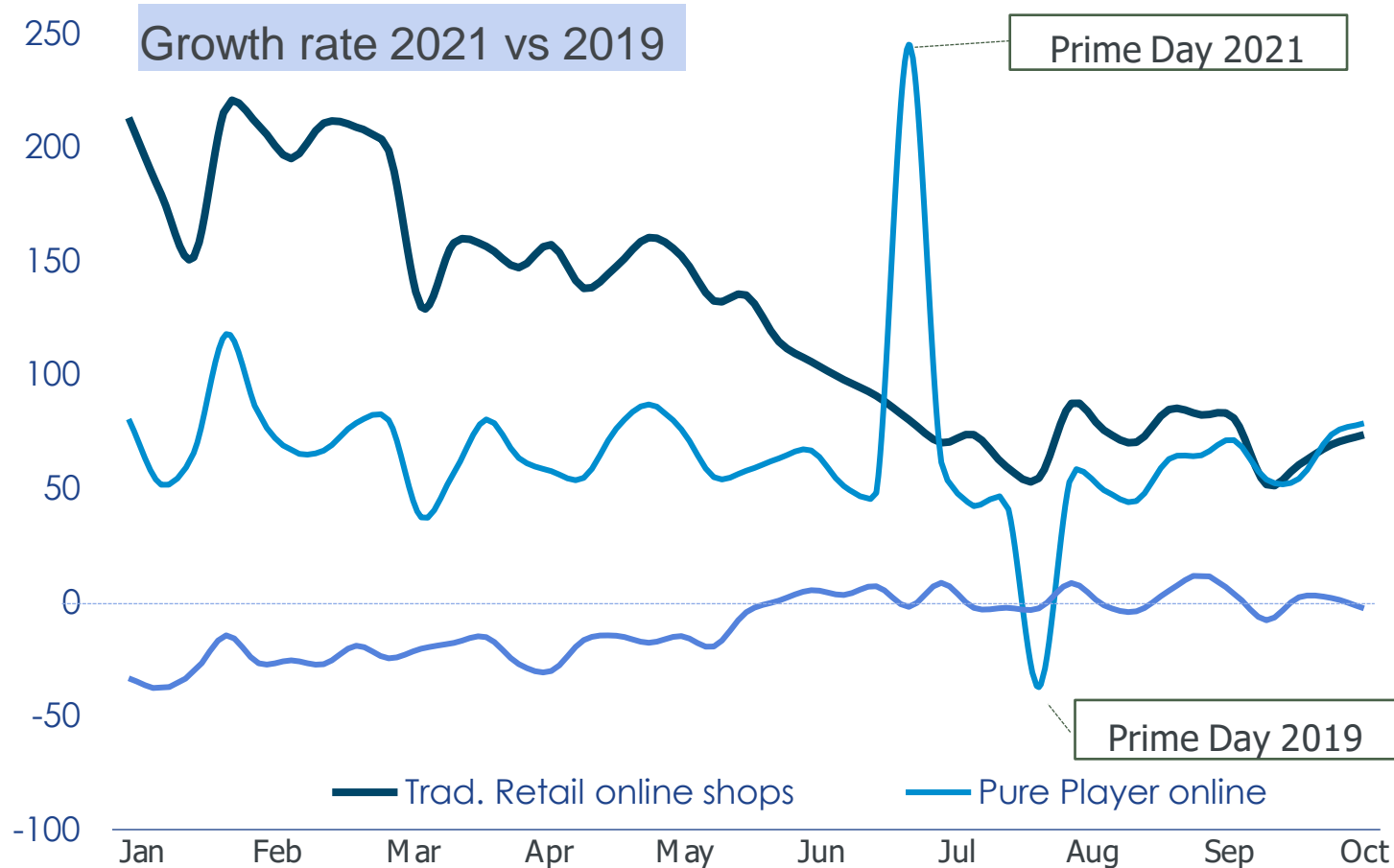




Specialized **omnichannel** Retail is the Future.


Omni-channel Retail doubles the growth of pure players




EU5
 TCG | value
 growth %YoY
 CW 01/20 –
 39/21

 W1-39 : **+124%**
 Trad. Retail
 online shops

 W1-39 : **+63%**
 Pure Player
 online

 W1-39 : **-11%**
 Traditional
 retail only

Source: GfK Market Intelligence, EU5, CW1/20 – CW 39/21 sales value EUR growth % YoY, Technical consumer goods include: Telecom: Smartphones, headsets – IT: Mobile/Desk computing (excl. Media sticks/boxes), media tablets, monitors, keying devices, pointing devices – Office: Laser and inkjet printers – Consumer Electronics (CE): TVs, audio home systems, soundbars – Major domestic appliances (MDA): Cooling and washing machines – Small domestic appliances (SDA): Vacuum cleaners, shavers, food preparation, dental care, hot beverage makers; Value is in EUR NSP (non-subsidized price).
 General Assembly November 17th, 2021



Competition



- We love competition.
- Competition is jeopardized.
- The consumers' interest has been sidelined.
- The E.U.-Commission has finally realized we need a change of rules in order to guarantee competition and block monopolies.



**For EuCER, a dominant retailer cannot
at the same time own a dominant marketplace.
As we have seen, they abuse their power.**

Marketplace

Instead of keeping a monopoly on its data, platforms should offer all data they have, to the sellers which use the platform.



Opinion Lex

✓ Added

Amazon/antitrust: €1.13bn Italian fine will set the tone for other EU competition watchdogs

Regulators are happy to fight a war of attrition on a case-by-case basis

The immense **power** of intermediation **platforms** requires new specific legislation to avoid **Asymmetric competition**.

Direct-to-Consumer



Is that what consumers want?

Less choice? No comparisons?

Specialized Retail is the guarantee for the consumer of correct information and choice.

Green Deal... What about retail?



Guarantees, compliance, environmental protection must be the basis of **Sustainability** and **Social Responsibility** policies

Sustainability in TCG

- **Durability:** longer lifetime
- **Connectivity:** upgrade the product.
- **Repairability:** instead of new product, 3D-printed spare parts.
- **Recyclability:** save resources.
- **Energy consumption:** less is more



Our advocacy always aims
at finding a **balance** between
entrepreneurial targets and **public interest.**

