

## EU should support e-commerce innovation and strategic transport investments

*Brussels 22 April 2015 – Unlocking e-commerce potential is central to the development of the new EU Digital Single Market and Digital Economy stated the Alliance for European Logistics (AEL) during today's [7<sup>th</sup> European Logistics Summit](#).*

AEL believes the time has come to update the existing regulatory framework to fully exploit the potential of e-commerce and to stimulate investments and innovation across Europe ([See e-Commerce and Logistics Position Paper](#)).

In 2015, worldwide e-commerce revenue is expected to exceed 1 trillion USD and e-commerce sales are projected to exceed 1 trillion USD in China alone by 2018<sup>1</sup>. If all Member States applied the same rules for e-commerce, more than half of companies would start or increase their online sales to other EU countries, with small and medium sized businesses as the main beneficiaries<sup>2</sup>. EU consumers could save €11.7 billion each year if they could choose from a full range of EU goods and services when shopping online and the full realisation of the **digital single market** could generate € 340 billion in additional growth.

Speaking at the Summit, the President of AEL, **Mathieu Grosch**, said *“it is time to improve the efficiency of the supply chain and encourage e-commerce innovation in Europe through digitalisation”*. He added, *“as a sector, we need to continuously adapt to an increasingly interconnected economy. Regulators have an opportunity to bolster the European private sector’s contribution to the global flow of goods”*.

Enabling e-commerce is just one of the opportunities. Transport infrastructure investments were also discussed as AEL urged European policy-makers to consider infrastructure projects in the [President Juncker’s flagship 315 billion euro Investment Plan](#). The completion of the Internal Market for freight transport services should continue to be a priority for the EU if it is to ensure fair competition and the most efficient use of its transport infrastructure.

*“Globality in transport modes and smart infrastructure investments should be prioritised over allocating funds per country, while obstacles in transport infrastructure and cabotage should be removed in a fair internal market”* concluded **M. Grosch**.

*Deutsche Post DHL, duisport, Hapag-Lloyd, Hutchison Whampoa, Kuehne + Nagel, Michelin, Zebra Technologies and SAP.*

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**About AEL:** The [Alliance for European Logistics](#) (AEL) is a “one-of-a-kind” industry coalition that represents the logistics supply chain at EU level. It brings together companies that provide and organise their own logistics services in Europe. AEL builds on a shared commitment to raise the profile and understanding of the logistics industry amongst European policymakers. Follow us on Twitter [@EU\\_Logistics](#) and visit [www.logistics-alliance.eu](#)

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<sup>1</sup> eMarketer global retail market [forecast](#)

<sup>2</sup> Digital Single Market [factsheet](#)