



The **U.S. Commercial Service** is pleased to present a webinar series for **U.S. SMEs** looking to **boost exports** to the European Union through **e-commerce**.

## Webinar Series: Exploring European E-commerce

In 2015, the European Commission unveiled the Digital Single Market strategy, making the growth of the digital economy a priority for Europe. In 2016, E-commerce sales in Europe reached \$628 billion, up 15%, with 261 million consumers shopping online

### What does this mean for U.S. exporters?

Join the US Commercial Service as we explore the implications of the EU Digital Market strategy for U.S. exporters. Over the course of the series, experts will provide insight on how to find best markets, getting goods to market and tips on e-commerce VAT. Speakers will offer practical advice to U.S. SMEs looking to do business in Europe.

### June 14 - Finding Europe's Best E-commerce Markets

- Regional market segmentation in Europe
- Using data to target the best e-commerce markets
- E-commerce Europe entry strategies

**Speaker:** Finnian O'Cionnaith, Head of Research and Development, GEODIS

### June 19 - E-commerce Distribution for Europe

- Logistics and distribution challenges when fulfilling orders from Europe
- Service expectations of the European customers
- Cost structures based on sales volume

**Speakers:** Stan de Caluwe, Sr. Manager Supply Chain Solutions, Holland International Distribution Council;  
Chris Boyle, President, Global Access

June 26 – VAT fulfillment for E-commerce

- What is VAT and how is it paid
- Differences in VAT fulfillment between standard exports and eCommerce
- Properly invoicing customers on B2C shipments

**Speakers:** Zdenek Vajnlich, Senior VAT Manager, Meridian International VAT Consulting;  
Joshua Aikens Chief of Staff, Zonos

### When:

#### Webinar 1:

Thursday, June 14, 11:00 am ET

#### Webinar 2:

Tuesday, June 19, 11:00 am ET

#### Webinar 3:

Tuesday June 26, 11:00am ET

**Where:** The webinar can be accessed from your home or office computer (internet connection required)

### Registration:

Interested participants can sign up for the program by clicking [HERE](#)

### Price:

\$75 for the series  
All three webinars

### Questions?

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