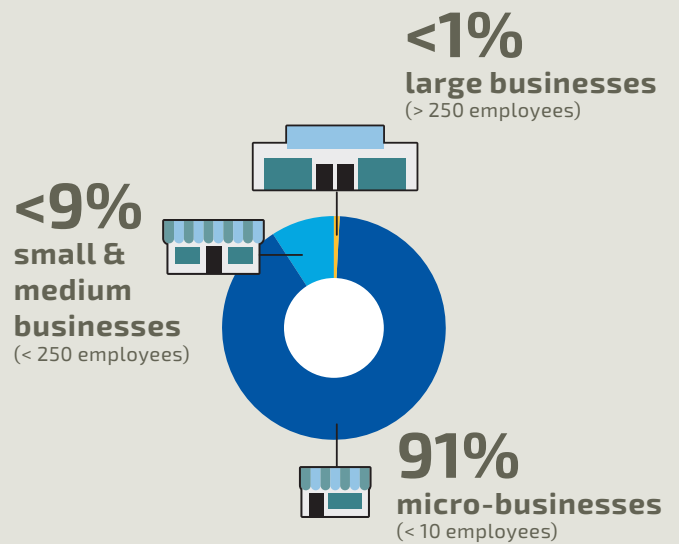
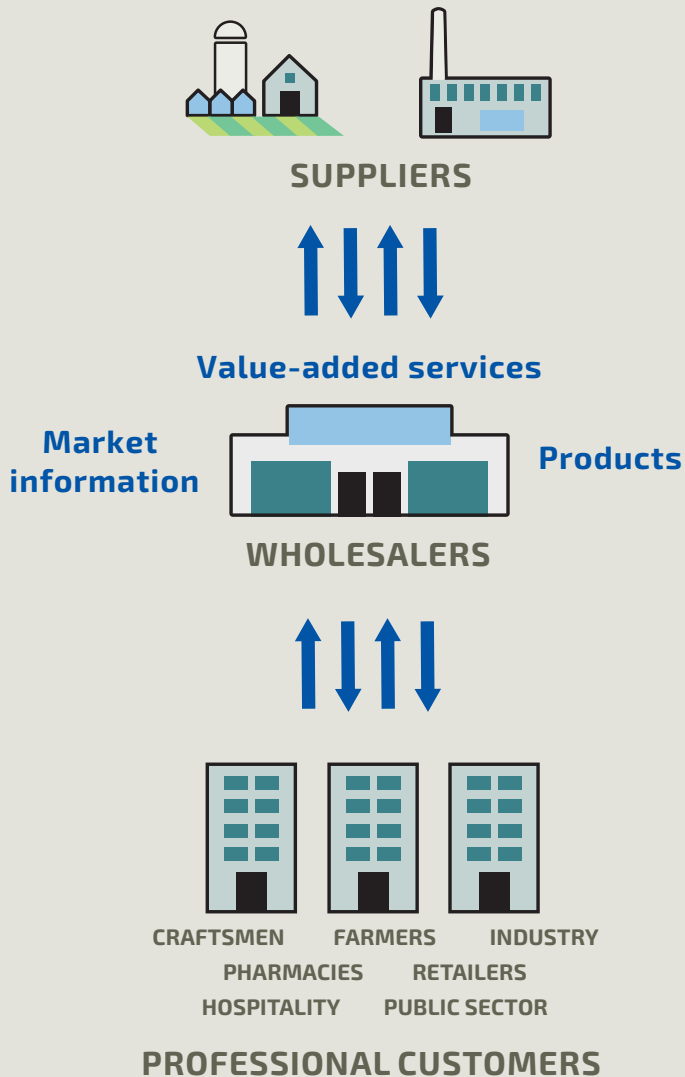


# WHOLESALE AT THE HEART OF EUROPE'S ECONOMY

2 million businesses in Europe

## Wholesalers make business flow efficiently



providing work to



**10.6**  
million  
Europeans

generating together a turnover of



**5.5**  
trillion  
euros

and working with low profitability

## Wholesalers provide...



storage & logistics



marketing & sales services



tailor made services



financing solutions



know-how



market insight



information & training on new products & services



installation & maintenance



quality jobs



adapting products to customers' needs



just-in-time delivery

# EUROPE CAN HELP WHOLESALERS BY...

## ... supporting digitalisation

- ▶ ... encouraging better understanding of the impact and cost of digitalisation on wholesale in a competitive landscape
- ▶ ... supporting access to and use of new digital technology
- ▶ ... supporting wholesalers' access to digital and green skills
- ▶ ... facilitating access to data, while ensuring proper protection of trade secrets and know-how
- ▶ ... supporting innovation in big data and artificial intelligence
- ▶ ... ensuring a level playing field between all channels of distribution in a digital environment

## ... supporting mobility and sustainability initiatives

- ▶ ... supporting cooperation between local, regional and national authorities to align sustainable urban logistic plans and ensuring fluidity of deliveries of goods and services from peripheral areas to urban centres
- ▶ ... engaging in a dialogue with wholesalers on the implementation of sustainable urban logistics plans (Intelligent traffic management, night deliveries, last mile consolidation centres/distribution hubs)
- ▶ ... supporting an economically viable transition to cleaner urban logistics
- ▶ ... exchanging and promoting best practices aiming at more coordinated and harmonised policies and rules for access to urban centres for logistics
- ▶ ... ensuring greater consistency between sector-specific legislation to help strengthen circular economy models and help overcome regulatory barriers
- ▶ ... providing clear, fair, and consistent rules of product responsibility/liability linked to the specific role of wholesalers in the supply chain as distributors of products
- ▶ ... making wholesalers' information requirements on substances in products under the Waste Framework Directive simple, removing unnecessary duplication
- ▶ ... providing incentives for both supply and demand sides to engage in taking forward the creation of a circular economy

## ... facilitating access to new skills

- ▶ ... facilitating access to digital skills, green skills and apprenticeships