

EU Startup and Scaleup Strategy: Retail and wholesale as catalysts

As the Commission [published its Startup and Scaleup Strategy](#) today, EuroCommerce - the European retail and wholesale association – calls for recognition of its role as a market for innovation and closer ties with EU research and startups.

Christel Delberghe, EuroCommerce Director General, said: “Retailers and wholesalers adopt innovation daily in their operations and they’re also delivering innovation to millions daily. While the Commission’s Startup and Scaleup Strategy may overlook our sector, our capacity to help scale innovation is immense. We need fast access to technology to stay competitive in an increasingly global market.”

Retailers and wholesalers are major contributors to the EU economy. Fair competition and a well-functioning Single Market drive innovation and benefit businesses and consumers. The sector offers huge opportunities for innovation, both within its own operations through advances like green transport and energy-efficient buildings, in their customer service and in the everyday lives of consumers. This includes more sustainable consumer electronics, clothing, greener construction and electrical equipment for homes and offices, and more sustainable private label food options.

“It will be a loss to the EU’s competitiveness if the opportunities that EU retailers and wholesalers offer are not seized. We may not be the obvious candidate for the EU’s innovation ecosystem but inviting retail and wholesale in will offer scale and opportunities to many startups,” concluded Ms Delberghe.

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EuroCommerce is the principal European organisation representing the retail and wholesale sector. It embraces national associations in 27 countries and 5 million companies, including leading global players and many small businesses. Over a billion times a day, retailers and wholesalers distribute goods and provide an essential service to millions of businesses and individual customers. The sector generates 1 in 7 jobs, offering a varied career to 26 million Europeans, many of them young people. It also supports millions of further jobs throughout the supply chain, from small local suppliers to international businesses. EuroCommerce is the recognised European social partner for the retail and wholesale sector.