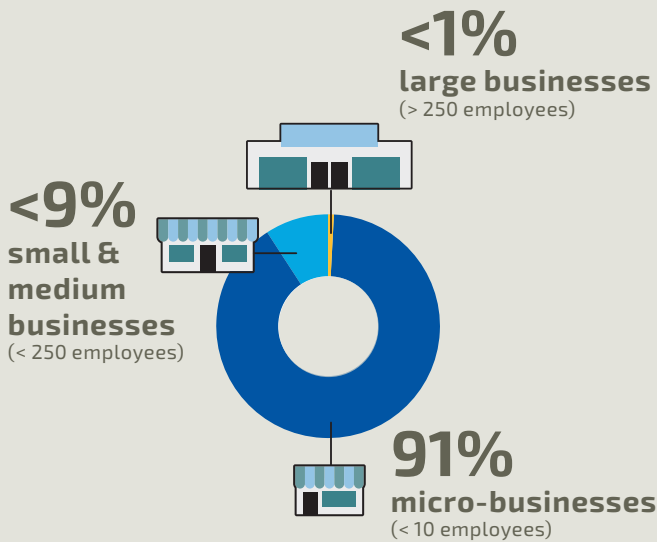


WHOLESALE IS THE ENGINE POWERING EFFICIENT VALUE CHAINS

2 million businesses in Europe



providing work to



10.6
million
Europeans

generating together a turnover of



5.5
trillion
euros

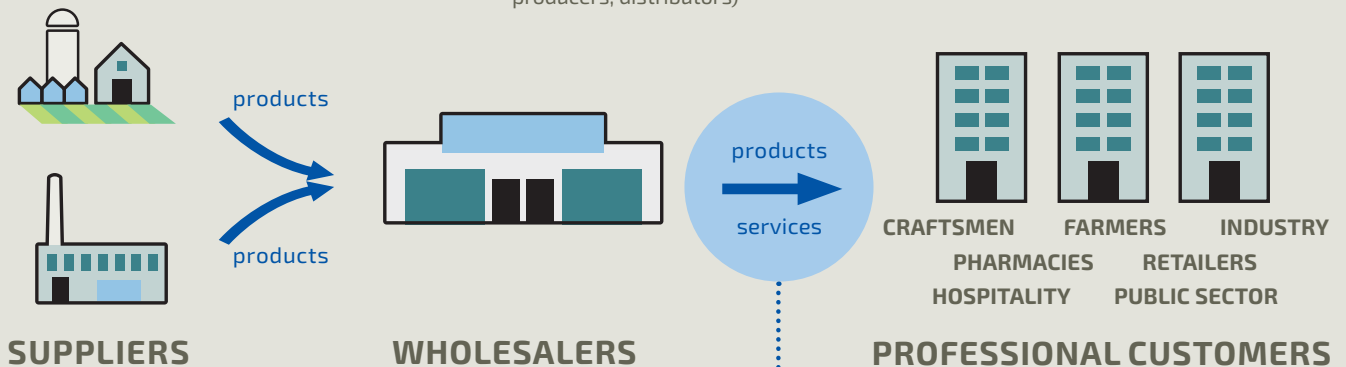
and working with low profitability

Wholesalers make business flow smoothly...

1 Service providers at the centre of often highly-specialised industrial value chains

2 Intermediaries between businesses
- Suppliers (manufacturers, producers)
- Customers (manufacturers, service providers, producers, distributors)

3 Operate globally as well as actors in local communities.



WHOLESALE PROVIDE...



storage & logistics



financing solutions



information & training on new products & services



adapting products to customers' needs



marketing & sales services



know-how



installation & maintenance



just-in-time delivery



market insight



quality jobs

EUROPE CAN HELP WHOLESALERS BY...

... **adopting a consistent policy approach to wholesale** and ensuring proper assessment of the individual and cumulative cost of legislation for their business.

... **helping them access digital skills**, go online and deal with sophisticated technology.

... **ensuring access to markets** and removing barriers to a properly functioning Single Market.

... **facilitating access to data**, while ensuring proper protection of trade secrets and know-how.

... **updating the taxation system** to allow everyone to pay their fair share.

... **supporting cooperation** between local, regional and national authorities to allow better access to city centres.

... **providing clear, fair, and consistent rules** of product responsibility/liability, taking account of wholesalers' limited control over product quality and use.

... **helping them access international markets** with free-trade agreements removing tariffs and regulatory barriers, and support in dealing with unfamiliar trading environments.

... **making wholesalers' information requirements** on substances in products under the Waste Framework Directive simple and appropriate.