



PRESS RELEASE

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For immediate release

ERA GLOBAL ANNOUNCES APPOINTMENT OF NEW CHAIRMAN

Brussels, Belgium, 5th October 2021 – ERA Global is pleased to announce that Dieter Schneider has been appointed by the Board as the new Chair of the association and formally takes post from 5th of October 2021, succeeding Ken Daly, who has served since June 2019.

Dieter Schneider, co-owner and CEO of Schneider Holding GmbH, the majority share-holder of MediaShop, has served as ERA Global Treasurer from June 2019 until his recent transition to Chairman.

Dieter was CEO of Mediashop Holding GmbH from 2006-2012. In this role he had overall responsibility for the management, strategic and financial matters of the company. In 2012 he changed into the role of strategic advisor.

Ken Daly, CEO JML and former ERA Global Chairman, will continue to govern over the ERA Global activities and finances and will take over Dieter's responsibilities as a Treasurer. effective 2021 – 2023.

I would like to thank Ken for the enormous contribution he has made to ERA Global and the community spirit. Ken and Dieter have been of great support and made it possible to maneuver our association through troubled seas, skillfully avoiding all cliffs and the ship sinking in these two last years of the pandemic. According to our statutes, the Chairman of the Board may not renew for two consecutive terms, stated Dr. Julian Oberndörfer, CEO ERA Global, at the Annual Board Meeting in Malta, first-ever in a hybrid format.

Dieter Schneider, Chairman of the Board of Directors, shared the following message at the beginning of his mandate: *It's a great honour to take on the role of Chair of ERA Global after serving as treasurer during a period of very tough times. Now it's time to make the organization even more global, digital and powerful and bring our successful conferences back on track, beginning with Amsterdam in June 2022!*

In the following two years, Dieter Schneider will preside over the most international board in the ERA Global's history, a true reflection of the global focus of the association, with its directors representing the interests of European, Asian and American companies in the international multi-channel and home shopping industry.



Our Board members are:

Chairman	Dieter	Schneider	Media Shop	Austria
Treasurer	Ken	Daly	JML	UK
Co-Chair APAC Chapter	Jonathan	Gregory	Oak Lawn Marketing	Japan
Chair Americas Chapter	Poonam	Khubani	Telebrands	USA
	Philip	Bouldstridge	Industex	Spain
	Jeffrey	DeVeer	ITV	The Netherlands
Co-Chair APAC Chapter	Eric	Golani	TV Products	HK
	Jason	Kong	GHS	China
	Andi	Latimer	Blue Water Media	USA
	Mateja	Lustek	Studio Moderna	Slovenia
	Sergei	Mazourik	Sankom	Switzerland
	Andrew	Malcher	Brand Creations	UK
	Sylvie	Mouradian	Teleshopping	France
	Sergio	Myers	Surging Media	USA

Following the recent cancellation of the annual conference and the US show, due to the ongoing worldwide travel restrictions, the association announced earlier this year that it would focus on the 2022 activities, with the conference in Amsterdam from June 21st to 23rd already in planning and a conference in Las Vegas in fall 2022. If the pandemic allows us, we expect further activities around the globe.

The 3-day conference addresses the product patent owners, multi-channel and direct-to-consumer companies that sell worldwide on TV, online or via electronic media. Besides the incentivizing panel discussions and the great business networking hub consisting of business club tables and spacious meeting rooms, the 2022 ERA Global Conference in Amsterdam includes a generous exhibition area. The registration will open later this year.



For further details about ERA GLOBAL:

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About ERA GLOBAL

ERA GLOBAL* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia, and Australia, and are active all over the globe. ERA GLOBAL is the voice and network for businesses that offer innovative products to consumers through audio-visual presentation, the internet, and other electronic media, according to a recognized code of ethics. ERA GLOBAL advocates and supports the interests of our Global members and their customers.

* following the decision of the General Assembly of the Annual General Meeting 2021, the association will proceed with the registration of its new official name, Electronic Retailing Association Global/ ERA Global Asbl, BE 0867.005.301,RPM Brussels