

## Electronic Retailing Association Europe

### PRESS RELEASE

NR. 005/JUNE 2016

### THE €LECTRONIC HOME SHOPPING CONFERENCE WELCOMES ATTENDEES FROM MORE THAN 40 COUNTRIES TO BARCELONA

#### Business is booming at the ERA Europe Conference

Brussels, June, 2016 - The Electronic Retailing Association Europe (ERA) annual conference is home to attendees and exhibitors from over 40 countries, representing all of the continents. The multi-channel Home Shopping revenue grew in 2015 within the European market, contrary to the trend in North America.

Julian Oberndörfer, Chief Executive Officer for ERA Europe said: "We are very pleased with the turnout this year and have seen that registration, albeit more last minute, has equalled and in some cases surpassed last year. We are especially looking forward to tomorrow night when we will host the first *EMMA Awards* for the European Home Shopping Industry."

The *EMMA Awards* are being presented for the first time during the ERA Europe Home Shopping Conference. *The EMMA's* will be presented during a ceremony that will honour the Home Shopping Industry's most respected individuals. The event will provide an awards ceremony that will distinguish networks, suppliers and individuals for their ingenuity and creativity and to reward outstanding achievement. The highlight of the evening will be the presentation of the *Life Time Achievement Award*, which will honour an individual that has contributed to the Home Shopping Industry and who has been continuously instrumental in the growth of the industry.

The conference is also a major platform for launching new and innovative products and for inventors to showcase their latest inventions. One of the companies featured at the Home Shopping Conference is Sankom. Oksana Mazourik, CEO of Sankom is pleased that business has been good during the conference: "We have been busy all day as there is a keen interest in health products, and in particular our health products which improve posture. We are seeing more demand for compression wear, not only for women but for men as well. It was important for us as a company to provide scientifically designed products that incorporated natural products in their design, such as bamboo and aloe vera fibres. We also tested our products on over 2.000 women to insure that we have the supporting research."

The ERA Europe Home Shopping Conference is known for the introduction of innovative products.

END

The Electronic Retailing Association Europe (ERA Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA Europe 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 recognised code of ethics. ERA Europe advocates and supports the interests of our members and their customers in Europe and the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. Please refer to: [www.era-europe.eu](http://www.era-europe.eu) for further information.

CONTACT INFORMATION: Meike Peplow at Global Focus, <mailto:pr@era-europe.eu> or +49 (8151) 55 66 198