@Echelle webinar: Distribution transformations

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Watch @Echelle event live on YouTube on Monday 15 June at 11 a.m., with the special participation of Enrique Martinez, CEO of the Fnac Darty group to address the following themes: online sales, omnichannel strategy, future of the physical store, Covid-19 crisis.



Isabelle de Silva will present the Autorité's study, which has just been published, on distribution and e-commerce.

This study reviews the action of the Autorité de la concurrence in areas relating to online sales: analysis of competition between physical distribution networks and online sales sites, review of the delimitation of relevant markets, approach to restrictions on online trade, anti-competitive practices concerning digital platforms.

This event will also involve Jacques Creyssel, General Delegate of the FCD (Fédération du Commerce et de la Distribution), and Yves Puget, Managing Editor of LSA, will also provide an update on how the distribution sector has weathered the crisis linked to the Covid-19 pandemic: how did the store

networks react to ensure the supply of French people? Has e-commerce played a role substitution? Can this period lead to more structural developments?

Finally, we will discuss the future of the physical store: should we invent new formats (shop in shop, corners)? Reinvent the role of the seller? Invest in more innovative and digital sales technologies? Should the store become a place of exhibition more than a point of sale?

How to attend and ask questions?

Given the healthcare situation, the event will be held without an audience and will be broadcasted live on our YouTube channel.

To attend the event, it is preferable to register by sending an e-mail to: evenementatechelle@autoritedelaconcurrence.fr

You will receive a link and you will be able to ask questions which will be asked to the speakers during the event.

To follow the reactions live on Twitter: **#AtEchelle**