

## **SME Connect – always up to date: The new E-Commerce Working Group**

On 10<sup>th</sup> September, the inauguration of the new E-Commerce Working Group of SME Connect proceeded at their premises. After a short welcome speech by Ivan Stefanec MEP, Dr. Horst Heitz, Secretary General of SME Connect, further introduced the occasion with a few opening words.

Through the initiative of ZPP (Union of Entrepreneurs and Employers), the E-Commerce Working Group is led by SME members. Nevertheless, all interested stakeholders and institutions are invited and welcome to get on board, since E-Commerce is a topic of high interest for many small and medium-sized enterprises, as Marcin Nowacki, Vice-President of ZPP made clear: “Winter will mark a year of our membership at SME Connect and a year of joined engagement advocating SMEs’ priorities and needs for continued development in digital policy. Today, also together, we stand strengthened by our partner Allegro in the E-Commerce WG – a new initiative that aims at providing a stronger voice for SMEs”.

Said partner, Allegro, was represented by their Head of Regulatory Affairs Magdalena Piech, giving insights into the work of Allegro and the shared use of the SME E-Commerce Working Group: “At Allegro, we enable over 140,000 SMEs to reach their full potential by giving them the tools they need to grow and scale up their business. We are excited to join the E-Commerce working group at SME Connect and we are looking forward to helping our sellers grow more successful and competitive every day – together.”

After the closing remarks by Joergen Warborn MEP, the inauguration of the WG E-Commerce officially came to a celebratory end.

Even though only just launched, the Working Group already consists of the following members:

- [ZPP – The Union of Entrepreneurs and Employer](#)
- [Ukrainian-Austrian-Association](#)
- [CodeBridge Softwareentwicklung GmbH](#)
- [Allegro](#)

We hope to welcome even more participants in the near future, uniting over the field of E-Commerce in the context of European SME policy.