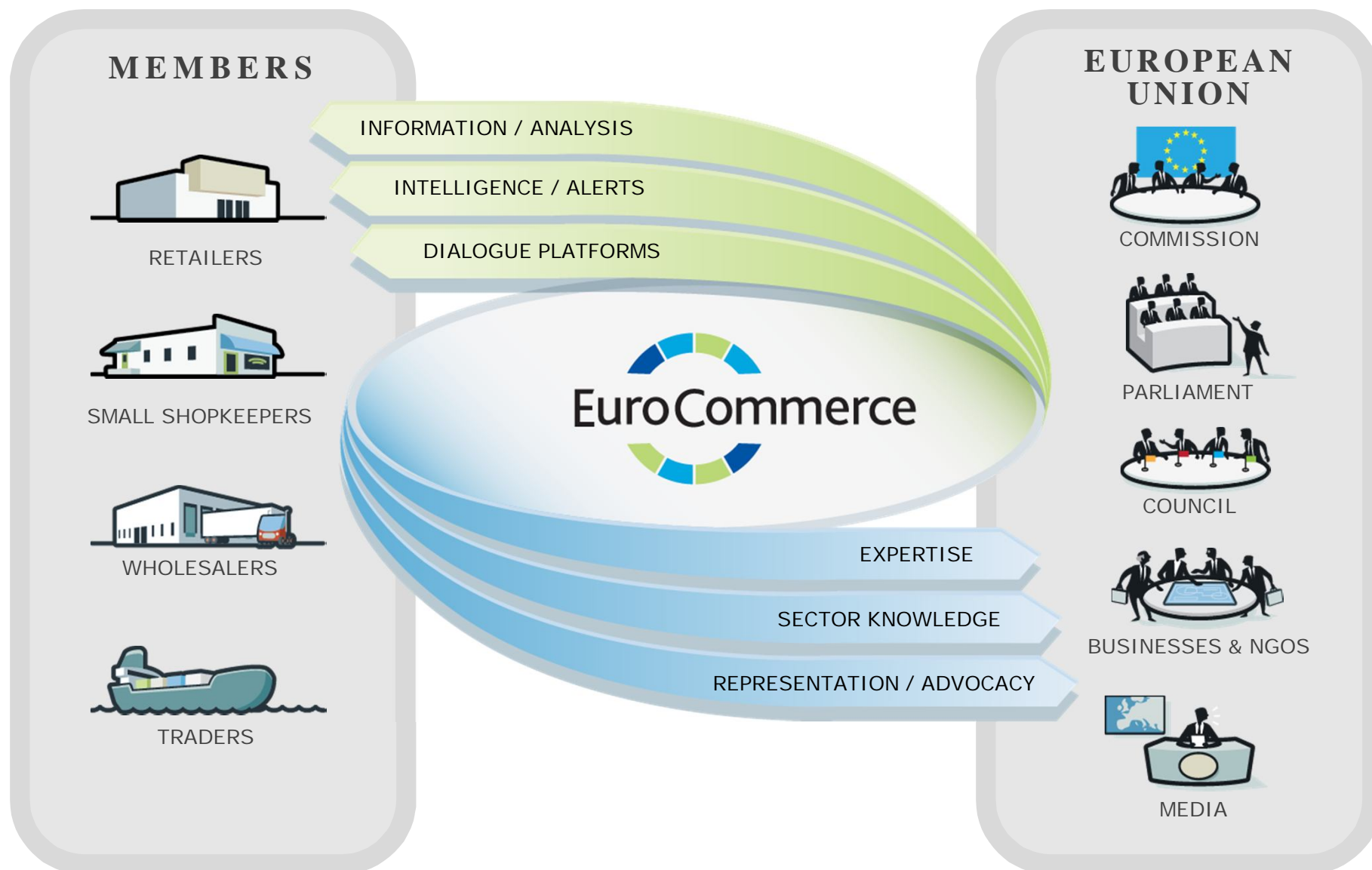




VOLUNTARY EUROPEAN B2B FAIR TRADE CODE: WHAT IT IS FOR BALTIC FOOD CHAIN COMPANIES?

CHRISTEL DELBERGHE | 11 NOVEMBER 2014

EUROCOMMERCE: OUR VALUE PROPOSITION



Retailer - Supplier Collaboration

- Crucial for stable supply of goods and services
- Drives innovation and improvement
- Extends choice to consumers AND delivers greater benefits to society
- Ensures long-term competitiveness of retailers and suppliers

The context of our action

- High Level Forum on a better functioning food supply chain
- European Parliament reports
- Green Paper on B2B unfair trading practices and follow up communication on B2B unfair trading practices in the food supply chain
- Experience at national level



Together for good trading practices

EU level initiative developed by 7 EU level organisations to:

- Promote fair business practices in food supply chain as basis for commercial dealings
- Integrate principles of good practice into company day-to-day operations, and control their application
- Ensure companies address disputes in a fair and transparent manner



▶ Ten Principles of Fair Trading Practice

3 General Principles

1. Consumer Interests and sustainability
2. Freedom of Contract
3. Fair Dealing



7 Specific Principles

1. Written agreements
2. Predictability
3. Compliance with agreements
4. Information exchange
5. Confidentiality
6. Responsibility for risk
7. Justifiable request

Compliance with applicable laws including competition law

► The commitments

1st commitment: Respect the Principles

1. Consumer interests and sustainability
2. Freedom of Contract
3. Fair Dealing
4. Written agreements
5. Predictability
6. Compliance with agreements
7. Information exchange
8. Confidentiality
9. Responsibility for risk
10. Justifiable request

REMEDIES

Depend on dispute resolution option

2nd commitment: Respect the process

1. Registration by European CEO
2. Review and monitor compliance with Principles
3. Communicate internally, train staff for compliance
4. Inform business partners
5. Dispute resolution capability
6. Participate in surveys

REMEDIES / SANCTIONS

Proportionate and gradual
Decided by the Governance Group
(Rules of procedure)

Monitored by a Governance Group composed of representatives of the stakeholder associations

▶ Disputes and solutions – alleged breaches of principles

The choice of dispute resolution mechanism lies with the complainant unless otherwise stipulated by law (except for external mediation and arbitration)

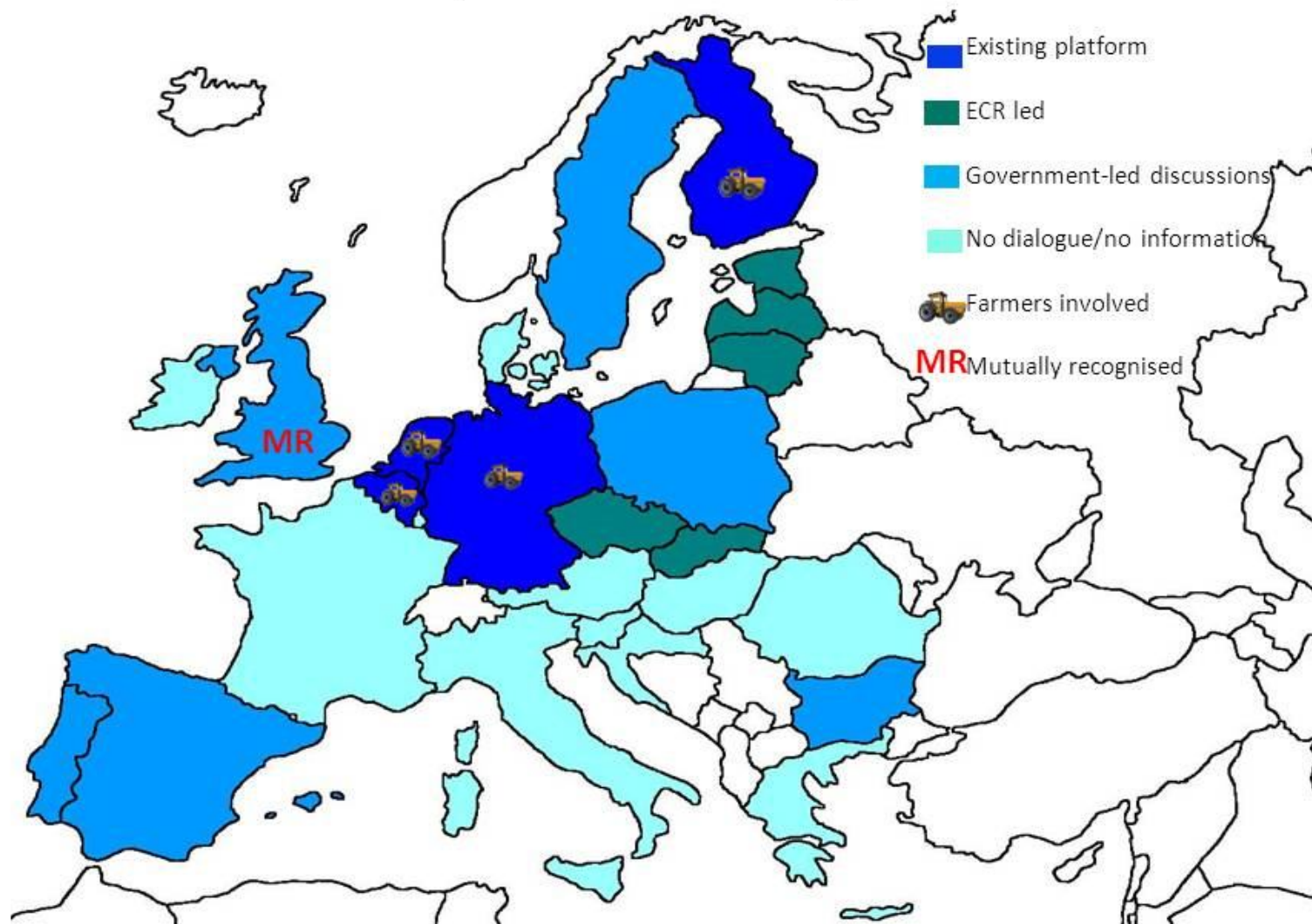
Individual disputes:
any of these options

- Commercial track
- Contract options
- Internal Procedure
- Mediation or arbitration
- Jurisdictional method

Aggregated disputes

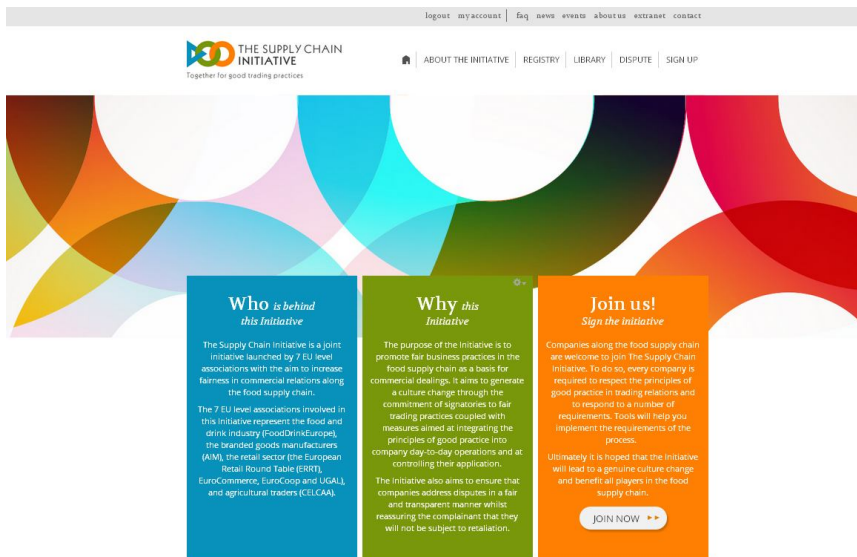
- National and EU dialogues
- EU level: only for cross-border disputes or in absence of national dialogue
- Anonymity and confidentiality of the parties ensured
- **Produces guidance**
- **Does not seek to solve a dispute**

National platforms - Status on 14 April 2014



► Tools

- Website - www.supplychaininitiative.eu
- Self-assessment, Q&As, guidance, etc.
- E-learning in 8 languages
- SME Button



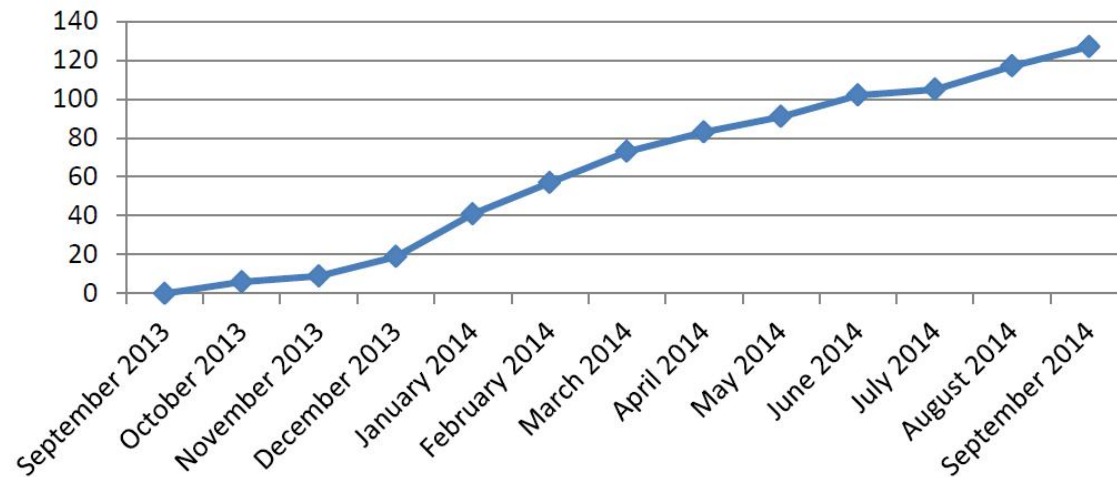
▶ Success achieved (16 Oct 2014)

	# companies
Total groups	140
Total SMEs	70
Total of operating companies	834
Geographical coverage	EU- 28
Additional groups with intent to register	57

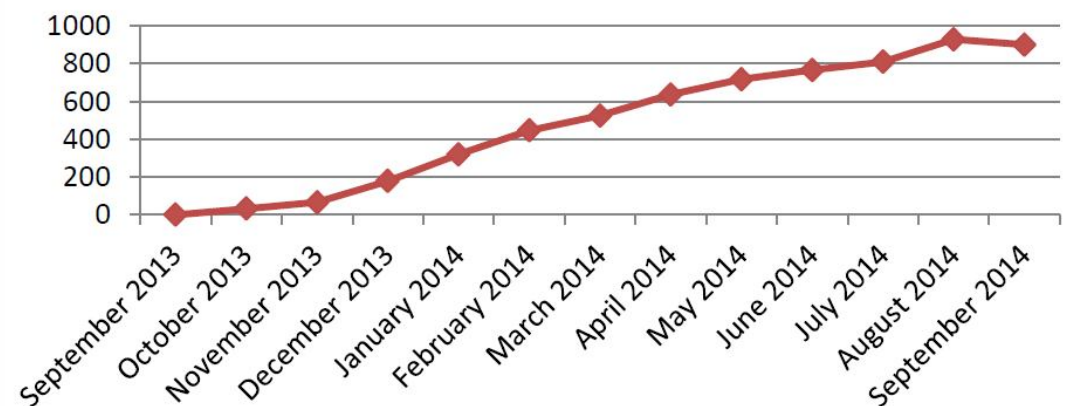


Progress made

Registered groups/companies



Registered national operating companies



Some registered retailers

METRO GROUP
MADE TO TRADE.



TESCO

SOK

ICA
GRUPPEN



DELHAIZE GROUP

Ahold



Tai, ko nori tu



Maksā mazāk, dzīvo labāk!



JERÓNIMO MARTINS

KESKO



TUKO
LOGISTICS



Superunie



SONAE

JUMBO
supermarkten



Some registered Manufacturers



Coca-Cola

MARS



FERRERO

Mondelēz
International



MUNAKUNTA



Kellogg's



iberfruta®



Exotic Fruits



Cloetta



FOODMARK

Rydbergs



ALMENDRAS LLOPIS SAU

PEIJNENBURG



▶ Benefits of signing up

- Reputation
- Voluntary
- Speed
- Tailored
- EU-wide scope
- Transparency
- Support

▶ To conclude

- Value of dialogue
- Give this process a chance
- Encourage more signatures, development of national platforms
- Review in due time on the basis of evidence



Together for good trading practices

More info:

<http://www.supplychaininitiative.eu/>