



European Marketing Distribution

Media information

June 5th, 2014

25 years of EMD, Successful, Unique, United:

Europe's alliance of independent retailers celebrated in Zurich

In 1989, EMD was founded as an alliance of independent retailers and has grown into Europe's leading strategy and procurement alliance connecting 15 members across 16 countries. For many years now, EMD has been the leading retail alliance for independent retailers across Europe jointly representing a retail turnover exceeding 140 bn. Euro, reaching a market share of 12%.

On June 4th, EMD celebrated the first 25 years of existence with a broad variety of activities in Zurich. Some 130 guests, including the leadership of the EMD members and key suppliers from across the world gathered in Zurich for this special occasion.

At the opening of the conference organized for this occasion Philippe Gruyters, Managing Director of EMD stated: „We have put this evening under the slogan, successful, unique, united': Successful we have been as no. 1 in Europe for 25 years; unique we are in our structure, our approaches, and our results; united we are in our common goals and our common spirit.“

With this event, EMD entered into the next quarter-century of consequent and target-oriented work for our independent retail-members across Europe.

About EMD "The Power of Partnership"

EMD is the largest alliance for independent trading companies in Europe. Its 15 members represent some 500 retailers in 16 European countries operating 150,000+ outlets with a market potential of over €140 billion. The active involvement and cooperation of its members across borders generates added value for both the retail and its suppliers. By doing so, The Power of Partnership – the motto of the alliance – became an everyday business reality for its members and industrial partners.

Contact person for enquiries

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