



European Marketing Distribution

24 September 2019

## **New International Data Sharing platform at EMD**

- **From 2020, industrial partners can access to exclusive sales data from core members like Kaufland International, Globus International, ESD Italia, Euromadi Spain or Lenta Russia**
- **With this offer, EMD launches an additional service which extends its added value to its cooperation with the A-Brand industry**
- **EMD to strengthen its role as strategic and collaborative partner to the industry**

**Pfäffikon**, 24 September. The international associated group EMD, with headquarters in Pfäffikon/Switzerland, launched a unique service providing a substantial value to selected industrial partners worldwide: starting from 2020, manufacturers of branded products will be able to access directly the relevant international data pool which will be made exclusively available by selected EMD member companies such as Kaufland International, ESD Italia, Globus International, Euromadi Spain or by the Russian hypermarket company Lenta.

With the assistance of the technology of AC Nielsen, EMD created a data platform on which industrial partners can find reliable and pertinent information about sales performances in the participating sales markets.

This platform offers therefore to the producers of Fast Moving Consumer Goods (FMCG) the possibility to cooperate in the future more closely and customer-oriented with the EMD member companies.

Unique is the consistent and transparent pricing for the new service, which underlines EMD's positioning as a sustainable and trusted partner for the industry.

The project was presented to EMD's industrial partners last 19 September in Berlin, during EMD's supplier event and 30 years anniversary, which brought over 300 guests from retail and industry together.

Philippe Gruyters, Managing Director of European Marketing Distribution says: "With this new service, EMD distincts itself in the market by offering substantial performances that grow our business with its industrial partners"

## **About EMD**

European Marketing Distribution AG has been acknowledged since 1989 as an efficient and high-performing partner for Fast Moving Consumer Goods (FMCG) by the consumer goods industry. The leading associated group operates in 20 countries in Europe, Oceania and Asia.

## **For further information, please contact:**

### **Rosmanith & Rosmanith**

#### **The Art of Communication**

Uwe Rosmanith  
Unter den Eichen 7  
D-65195 Wiesbaden  
Phone: + 49/611/716 547 920  
uwe@rosmanith.de