



Electronic Retailing Association Europe
The Association for the Multi Channel Home Shopping Industry

PRESS RELEASE
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FOR IMMEDIATE

THE ELECTRONIC RETAILING ASSOCIATION EUROPE APPOINTS
SABINE CHRISTMANN AS INDEPENDENT SELF-REGULATION OFFICER

Brussels, January 2017 - The Electronic Retailing Association Europe (ERA Europe) has newly appointed Sabine Christmann LL.M. (LSE) as its independent Self-Regulation Officer, effective December 2016.

In its self-regulation charter, the Electronic Retailing Association Europe has defined industry standards to protect consumer interests and guarantee their rights in order to achieve our mission to enhance consumer confidence in electronic retailing and multi-channel home shopping. The consumer protection programme was established to encourage fair, ethical and responsible marketing practices that promote consumer confidence in electronic retailing. This self-regulation charter must be signed and adhered to by all ERA Europe members. The compliance of our members is monitored by an independent Self-Regulation Officer. Members in good standing are entitled to display the “shop with confidence” seal.

Dr. Julian Oberndörfer, Chief Executive Officer of ERA Europe, said, “We strongly believe that the most precious asset is the consumer confidence in the reliability and sustainability of our members’ customer relationship. We are therefore very pleased that we have found in Sabine Christmann a lawyer and specialist with vast media, customer relation and compliance experience to continue and further develop the programme which was successfully established by her predecessor, Klaus Parchent. Klaus initially developed our programme as a board member and then has acted as our Self-Regulation Officer with his Düsseldorf based law firm, Parchent Rechtsanwälte, for many years. We thank him for his valuable contribution over all these years and regret that due to a change of his professional focus he is unable to continue working for us.”

“In a digitally fragmented environment, it has never been more important than today that consumers feel confident that they will be treated fairly and with high ethical standards. I am looking forward to being a part of and further developing this great programme”, stated Sabine Christmann.

About Sabine: Sabine Christmann, LL.M. has more than fifteen years of professional experience in international companies in the media- and distribution industries. She was responsible for implementing and handling compliance issues and procedures in her role heading the “Regulatory & Public Policy” department at the pay-TV provider Sky.

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The Electronic Retailing Association Europe (ERA Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA Europe is the voice and network for businesses that offer innovative products to consumers through audio visual presentation, the internet and other electronic media, according to a recognised code of ethics. ERA Europe advocates and supports the interests of our members and their customers in Europe and the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. Please refer to: www.era-europe.eu for further information.

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