

Media alert

.eu supports e-commerce at eShow Barcelona

Brussels, 27 February 2013 – EURid, the .eu registry, will attend eShow Barcelona in Spain on 13-14 March 2013 to promote .eu as a valuable online asset to more than 8 000 e-commerce professionals and to further raise the top-level domain's visibility in the local market.

eShow is an annual international trade show which presents the latest developments in the e-commerce industry, including the online marketing, hosting and cloud, and social media sectors.

In addition to its exhibition (stand no. 54), EURid will attend 'eCoffees' – a unique opportunity to meet in small groups with online industry experts to debate the most current issues.

.eu registrations grew by 11.1% in Spain between Q3 2011 and Q3 2012, a great achievement in the current global economic climate. In terms of total number of registrations, Spain is one of the top 10 countries in the European Union.

World-class speakers

An important guest at this year's eShow will be EMOTA, the European Multi-channel and Online Trade Association (www.emota.eu). On 14 March, EMOTA will host an international e-commerce forum in association with eShow Barcelona. The forum is a one-day conference where industry practitioners can share their ideas and insights on profitable cross-border trading and discuss the core issues that will define and shape Europe's digital commerce agenda.

EURid's Liaison Manager for Spain, Adriana León, will be available for interviews on both days of eShow. For more information, please contact press@eurid.eu.

About .eu and EURid

The .eu domain ranks among the largest top-level domains in the world, connecting 500 million people in 27 EU countries to one Internet identity. More than 3.5 million .eu names have been registered since the domain opened for registration in 2005. Many companies and brands use a .eu website as a practical solution to convey a clear European identity and their business ambitions, including Fairtrade International, Foot Locker, Louis Vuitton, the MAN Group, Microsoft Corporation, Orangina and Toyota.

EURid is the not-for-profit organisation that operates the .eu top-level domain, following a tender process and appointment by the European Commission. EURid works with over 850 accredited registrars and provides support in the 23 official EU languages. EURid is registered by the EU Eco-Management and Audit Scheme (EMAS), which is an expression of EURid's environmental commitment. With headquarters in Brussels (Belgium), EURid also has regional offices in Pisa (Italy), Prague (the Czech Republic) and Stockholm (Sweden). More information at: <http://www.eurid.eu>.

For media information, please contact:

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