

PRESS RELEASE

E-COMMERCE GENEVA 2009:
Explore the Internet potential for companies

The **E-COMMERCE GENEVA** trade show's third edition is organized by the French company based in Lyon, E-Business Events, and will take place at the CIGC (International conference centre in Geneva) on May 28.

For the full programme and free registration: www.ecommercegeneve.com.

Lyon, March 12, 2009 – E-COMMERCE GENEVA is about to host 40 exhibitors, 100 conference lecturers (in 4 conference rooms) and 2,000 visitors, to unveil the vitality of a whole business sector in Switzerland.

Special focus will be given to four themes:

E-Commerce

Online shopping, secure payment, logistics, electronic catalogs

E-Marketing

E-Mailing, affiliation, referencing, sponsored links

B2B E-Commerce

Electronic invoicing, extranet, dematerialization

Tools and Techniques

Open source, Business Intelligence, infrastructures

« Until now, we have called this event « E-Business Convention », says Alain Laidet, General Manager of E-Business Events, but we have decided from this edition onwards to give special focus on the main aspect of the Internet that impacts companies today: the e-commerce business. ».

In the last three years, the e-commerce turnover in Switzerland has almost doubled, according to a survey conducted by the University of St-Gall. The main sectors that benefited from this growth are tourism, banking services and entertainment.

On May 28, the best Swiss and European e-commerce experts will converge to Geneva, to analyze the e-commerce potential power and leverages and to identify best practices for companies.

Conferences and the exhibition hall are access free, but pre-registration must be done online at: www.ecommercegeneve.com

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About E-Business Events:

E-Business is a company that was created in 1996 and organizes professional gathering events such as:

- E-Commerce Paris (350 exhibitors, 20,000 visitors in September 2008)
- E-Marketing Paris (150 exhibitors, 10,000 visitors in January 2009)
- Démat'Expo (100 exhibitors, 2,000 visitors in December 2008)

In 2008, E-Business Events hosted 25,000 visitors through several events and earned more than 1,200 service providers' trust.

www.ebusiness.fr