

European Markets as a growth territory for North American DR product marketers - By Marcel Avargues, Executive Director of ERA Europe.

As Executive Director of ERA EUROPE (the European affiliate of ERA), I am asked the following two questions almost daily:

1. US marketers of successful DR products, are eager to expand into the major markets of Europe, but don't know where to go, whom to deal with, or what the legislative issues are.
2. New European manufacturers and product owners want to expand through DRTV, in Europe and in the US, but have heard that the best infomercials are produced in the US, and that it will cost them a fortune. They want to know what other options there are.

At ERA EUROPE our mission is to bridge this knowledge, understanding and networking gap, and to facilitate education and networking between DRTV professionals around the world.

My personal opinion, supported by the privileged observational position I have at ERA EUROPE, is that this industry may be only scratching the surface of trans-Atlantic cooperation.

The 2011 Annual DRTV Industry gathering in Europe, the **Electronic HomeShopping Conference & Trade Show, June 26-28** in Stockholm, will be structured like a *Trans-Atlantic DRTV Business Club*.

We will have sessions specifically designed to encourage international business, with DR experts from around the world ready to answer your questions and receive your business cards. ERA Europe can also serve as your 'conciierge for business'. We take great pleasure in putting the right people together and are always delighted to hear when these introductions lead to new business.

A dedicated group of DRTV professionals have shaped a couple of panels and sessions where both veterans and those new to the industry will be able to introduce themselves to peers of all profiles and markets, from the other side of the sea. Just one conversation could open for you long term, achievable and profitable partnerships unthinkable of in your home markets.

Here are the issues and debate we will open in Stockholm:

Why it's not always possible to launch successful infomercials created and produced in the US in the major markets of Europe. What is the correct strategy and operational solutions?

Is it totally out of reach by a small or medium size DR product marketer to establish its own operation in Europe. Is the classical distribution rights business model the only way forward?

Why the infomercial production high cost model can be a deterrent to having more good DRTV products from Europe, supported by state-of-the-art shows, in North America. Can "low cost" high quality productions, adapted for the US and European markets exist, through a more efficient mapping of resources on both continents?

To find out more, please [contact](#) me or visit the conference website www.e-homeshopping.org.