



*Bruxelles, 29<sup>th</sup> October 2020*

## **EUCER COUNCIL POSITION FOLLOWING THE IMPLEMENTATION OF NEW MEASURES DUE TO COVID-19 PANDEMIC: CONSUMER ELECTRONIC PRODUCTS MUST BE CONSIDERED AS ESSENTIAL GOODS.**

**The EuCER Council firmly states that, despite the dramatic rise in Covid-19 cases, consumer electronic goods' availability must be guaranteed every day, considering the essential nature of the products.**

Coronavirus outbreak radically changed people's lifestyle, as concerns routines, hobbies and new rules to follow. All around Europe, different approaches have been developed to face this crisis, introducing various restrictions in order to contain the growth of the virus.

Many of these restrictions extend to the electronic sector too. As an example, in some European countries, non-essential stores have been closed during weekends, including consumer electronics retailers.

It is fundamental for the EuCER Council to highlight the importance of including consumer electronic goods within the category of staple goods, in particular considering the need this pandemic had brought to implement remote work and distance learning.

In addition, electronic goods used for food preservation and personal care should be considered as essential as food products themselves.

It is undeniable the support deriving from the e-commerce, but this cannot replace, ultimately, the assistance offered in stores by the thousands of employees working in electronic stores, both during purchases and after-sale.

**EuCER Council**

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