

- **As the CEO of Heureka Group, one of the largest groups of e-commerce platforms for comparison shopping in the region, you have a priceless insight in online shoppers on one hand and web retailers on the other hand – are their expectations synchronised?**

Well, the expectations are very different, actually. The shoppers want to buy for the cheapest possible price and the e-shoppers want to sell for the highest possible price. But that is the beauty of retail, in general. The price, on the other hand, is not the only “attractor” and the retailers can make up other interesting USPs: product uniqueness, perfect customer care, pick-up points etc. And in this way they can be interesting for particular customers differently from having the cheapest price.

- **You come from Czech Republic that is often described as the most developed e-commerce country in the region. To what do you attribute this success?**

I think it is because we Czechs are natural entrepreneurs and every Czech wanted to have a shop as soon as it was possible. And, on the other hand, we Czech are keen to buy for the best possible price, to find the best deals. And that is the reason we have the most shops per capita in the world and one of the biggest share of online on retail.

- **Europe is a fragmented market but this can also be an opportunity. Why do web retailers have to go beyond the borders of their own country?**

It is perfect way how to grow. Once an e-shopper has build all the necessary thing to run a shop like warehouse, web, customer care etc., it is not that difficult to expand abroad these days. So why to keep it just for your own market?

- **On this years E-commerce Day you will speak about which foreign countries should web retailer conquer next. Can you reveal what you will talk about – a short sneak peek?**

I will tell you more information about the countries around you and try to figure out which could be the most potential ones for the expansion.

- **Who are the real value builders in retail today?**

Every successful e-shopper is a value builder in a certain respect. :-)