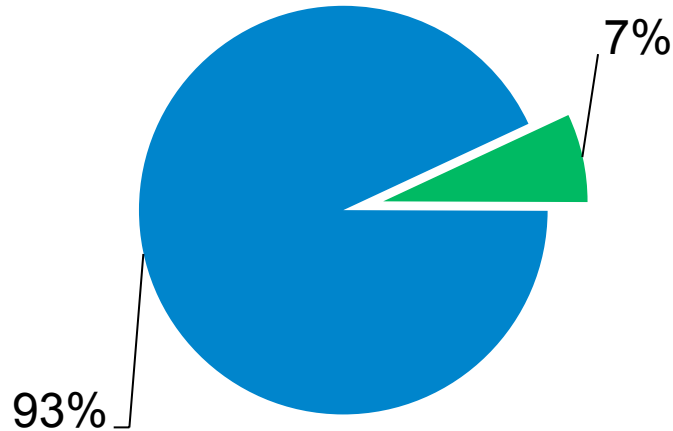


# **UTPs in non-food supply chain**

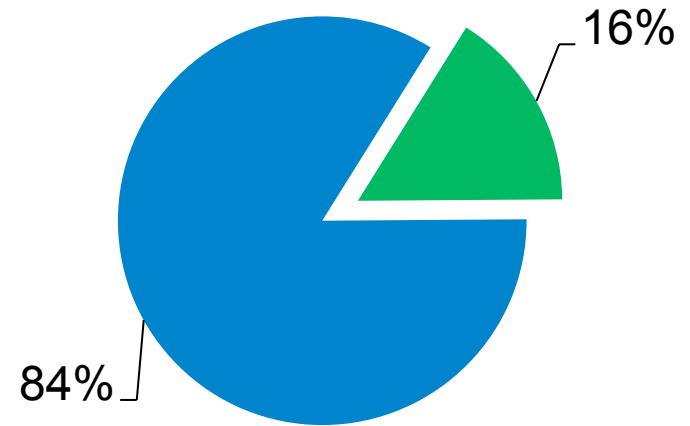
## **business perspective**

# Food supply chain vs non-food supply businesses

EU employment breakdown

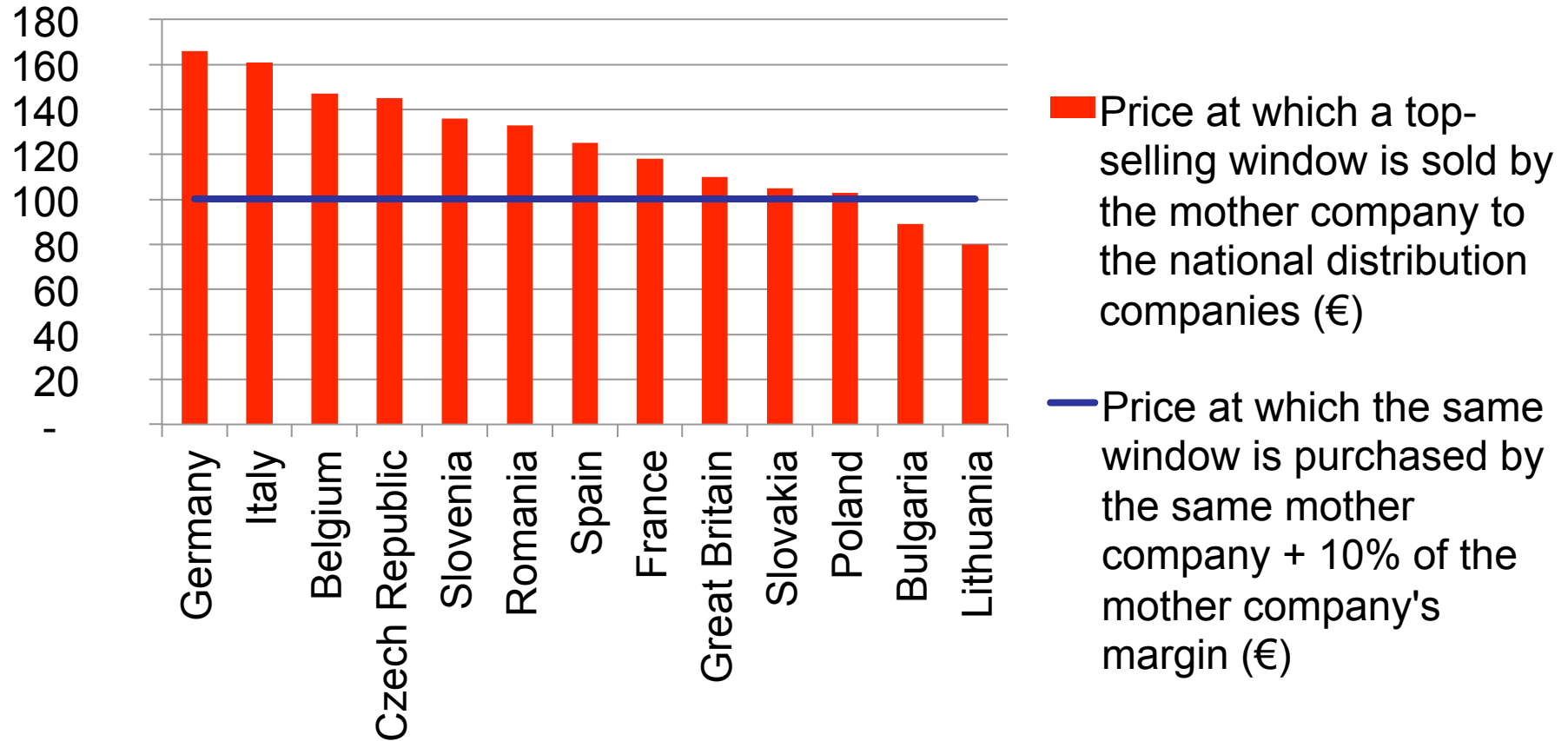


Average EU household expenditure breakdown

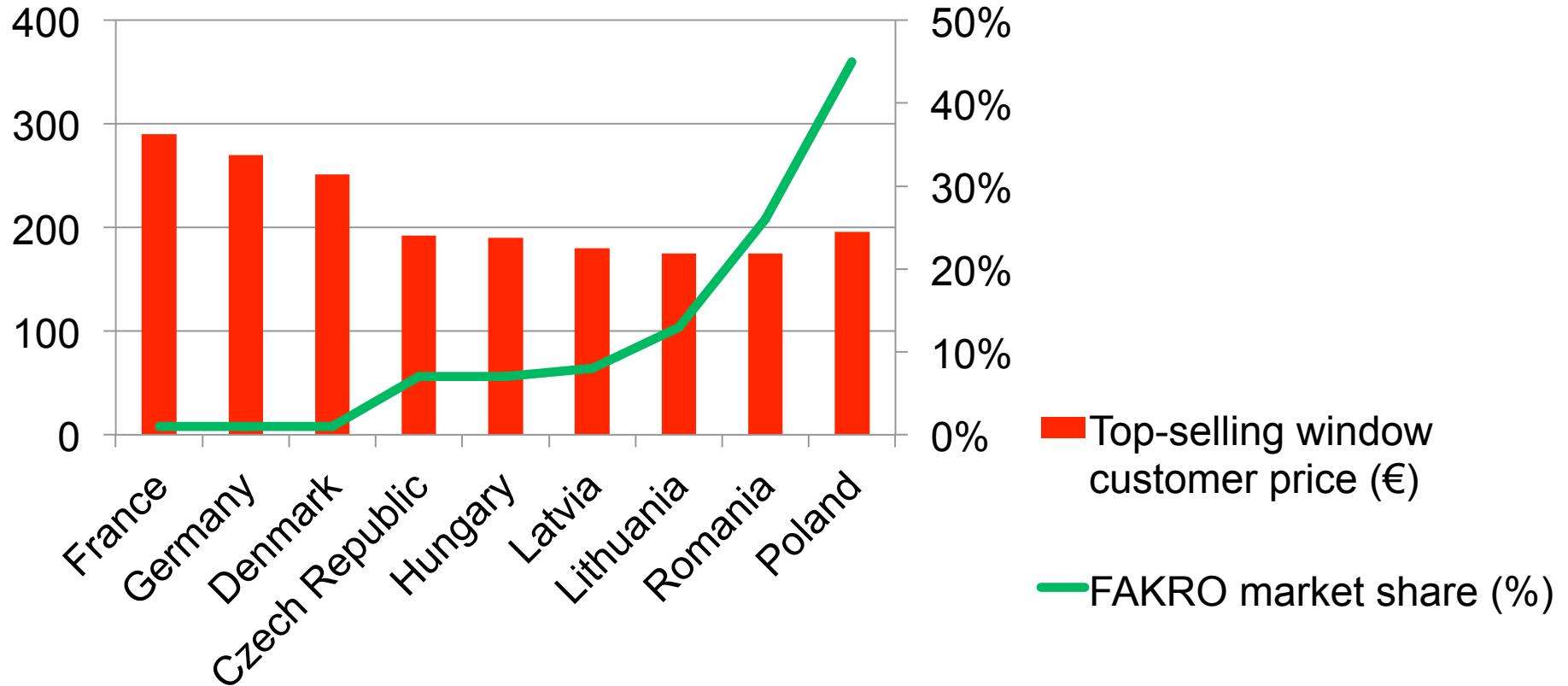


- Food supply chain
- Non-food supply chain businesses

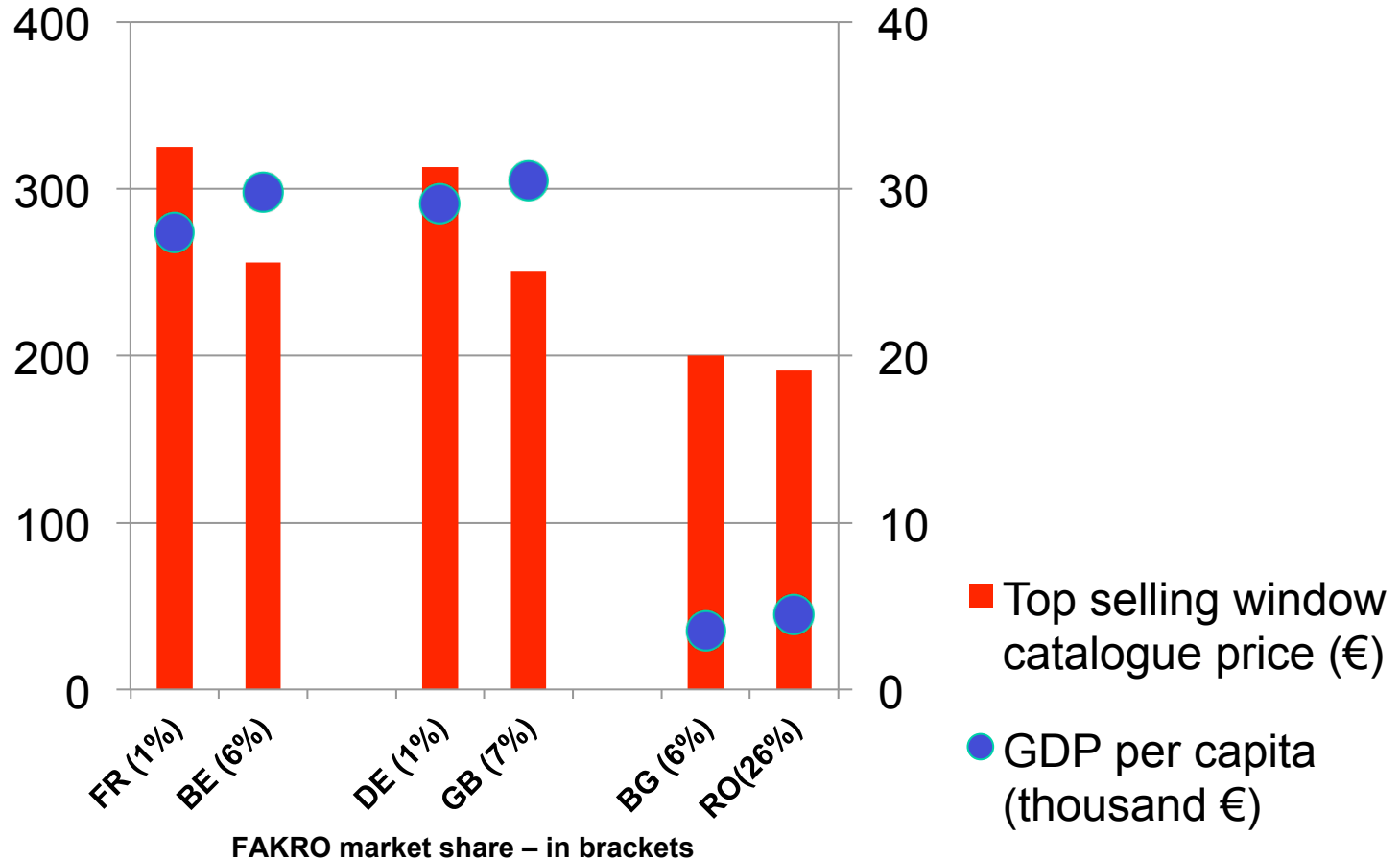
## Artificial distortion of the EU single market



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**A remedy to artificial distortion  
of the EU single market?**

**Parallel trade!**

**Unfair trading practices  
- a method to hamper parallel trade**

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**The stronger the position of the entrepreneur using UTPs,  
the bigger the harm!**

**Thank you  
for your attention**