

ComCo approves Swisscom and Coop's online marketplace

The Swiss Competition Commission (ComCo) has given the green light for Coop and Swisscom's plans to launch a joint online marketplace. Swisscom owns a 50% stake in Eos Commerce AG, a company founded by Coop that is set to go live with its new online marketplace Siroop in 2016. Partners Coop and Swisscom want to invest their expertise in digitisation, e-commerce, marketing and retail in the start-up company.

Siroop.ch will be available to all market players. Employees at the start-up company are currently working on developing the platform and evaluating third-party retailers. Siroop will initially launch a regional pilot. The marketplace will cover the whole of Switzerland in 2016.

Berne, 15 October 2015