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Mercateo pushes ahead with internationalisation

Mercateo launches its B2B platform in Switzerland

With immediate effect, Mercateo AG is going online in Switzerland with its procurement platform. At www.mercateo.ch both existing international customers as well as new customers based in Switzerland now have the opportunity to connect Mercateo to their ERP system as a European-wide system solution. The company is therefore responding to the growing demand from customers and primary suppliers for a presence in Switzerland. Mercateo is therefore represented in 13 other European countries besides Germany.

Business customers all over Europe are using the procurement platform to standardise and digitalise the purchasing of indirect procurement and networking with their business partners. These mainly include SMEs, freelancers and associations but also public organisations and corporations.

Mercateo is now offering its numerous Swiss customers using Mercateo as a system solution for electronic purchasing, catalogue hosting and an open range for procurement of periphery requirements as a first step. Initially, the Swiss platform can only be accessed by companies who are connected to Mercateo via the Open Catalog Interface (OCI). In the medium-term, the Swiss marketplace and procurement solution should be available to all business customers. The providers are local Swiss companies. This range includes IT supplies, business and warehouse equipment as well as products from construction, trade and agriculture. The range is being constantly expanded which is why partner enquiries from local providers are explicitly encouraged. Mercateo is a member of the HKSÖL (Chamber of Commerce for Switzerland, Austria and Liechtenstein).

Christoph von Lattorff, Mercateo Country Manager for Austria and Switzerland, explains this step: “Being at the heart of Europe, Switzerland is an exciting market with huge potential and special challenges. We are delighted to be able to respond to the strong demand from our customers and primary suppliers with a Swiss platform as numerous major companies have their own national subsidiaries and some even have their head office here. They are already using Mercateo throughout Europe, a presence in Switzerland is therefore only logical.”

Peter Ledermann, Director for Personnel and Finances at Mercateo AG, on the strategy for internationalisation: “We have created an infrastructure in Europe that allows companies as both purchasers and providers to process transactions simply and efficiently across countries. In a global business world this is the best method for many companies to standardise their purchasing processes. This helps them to get rid of unnecessary processes, save on costs and create the freedom for strategic tasks without losing direct contact with their providers. We will continue to develop this network strategy in future.”



Peter Ledermann, Mercateo Director. Photos: Mercateo



Christoph von Lattorff, Country Manager for Switzerland and Austria.



Mercateo networks companies in 14 countries all over Europe.

Mercateo is now also launching its service in Switzerland. Making it the 14th country where the procurement platform is active.