

Oxatis Launches its E-commerce Platform in the UK!

9 April 2009: Oxatis, the leading e-commerce solution in Europe, is continuing its European development and today announced the opening of the UK version of its e-commerce website creation platform. Thanks to this entirely English version, Oxatis is now available to all future e-merchants in the UK and around the globe!

The e-commerce market potential in the UK is huge, representing 27 million online shoppers in 2008. Out of a population of 61 million people, the UK has more than 35 million Internet users, 76% of whom shop online... great potential for boosting the sales of British and European SoHos and SMBs!

In the United Kingdom, online sales increased by 28% in 2008, reaching GBP 59.8 billion. Nearly 3 million small and medium-sized businesses have a company website, but only 200,000 of them already have online shops. This means significant opportunities for new online shop development. Tania Chamma, Oxatis' UK Country Manager, states the objectives of Oxatis for the UK: **"Entering into such a dynamic market, we are expecting to open more than a hundred sites within the first few weeks."**

The Oxatis platform is a simple, fast and economical solution for creating an online shop that should be much appreciated by British SMBs! All websites are hosted on Oxatis servers, which guarantee high-level security and continuous service availability for customers. Lastly, unlimited technical support and access to the help center are provided with all Oxatis services. Oxatis is made up of multicultural teams and takes pride in the quality support system it is able to provide to its diverse clientele.

This new version strengthens the position of Oxatis as the European leader of e-commerce platforms. After gaining a foothold in France, Spain, Italy, Belgium and Switzerland, Oxatis now has a back-office is now available in 4 languages (English, French, Spanish and Italian) and offers 6 languages for sales (English, French, Spanish, Italian, Dutch and German)!

To meet high levels of market demand, Oxatis intends to continue its international development with the upcoming launch of a Canadian version in a few months' time, as well as future versions for Eastern European markets. Marc Schillaci explains his strategy: **"The pertinence of our offer and the expectations of international markets have driven us to intensify our development based on the model tried and tested in Spain and Italy."**

About Oxatis

Established in 2001 by Marc Schillaci, Oxatis is the leading platform for the creation of online shops in Europe, with 5,000 confirmed customers. Oxatis enables SoHos and SMBs, craftsmen, retailers and freelancers to create and manage their own e-commerce site, with no prior technical skills, no long-term obligations and for a very reasonable investment. Oxatis welcomes 350 new sites every month and is present in France, Spain, Italy and now in the UK.



Marc Schillaci recently authored "**Réussir sa boutique en ligne**" ("Create a **Successful Online Shop**", currently being translated), a practical step-by-step guide for creating an online shop and making it successful, using real examples and case studies.

Oxatis : www.oxatis.co.uk

Marc Schillaci's Blog : <http://en.marcschillaci.com>

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