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## 2nd Own Business Day: METRO celebrates independent businesses



Dusseldorf (ots) -

Whether it's the guy making us a coffee in the morning or the chef who prepares our favourite food - business owners do not only make our lives convenient and more colourful, they also play an important role for our community to stay vibrant and full of liveliness. To pay tribute to their enduring dedication and recognise their accomplishments, last year METRO Cash & Carry initiated the "Own Business Day", which will be renewed for the 2nd edition this year on October 10 in all countries where the company is operating.

Inspired by the successful first Own Business Day with more than 20,000 registered specials, Pieter Boone, Chief Operating Officer (COO) and member of the Management Board of METRO AG, said: "At METRO, we feel a strong connection with the millions of business owners around the world, who are often the hidden heroes but important and indispensable for our communities. We share the same passion and dedication that make own businesses more successful in our daily work to bring more value to our customers. Because we know: Our success depends on the success of our customers."

The second Own Business Day will take place on 10 October 2017 in all countries in which METRO operates, targeting all small and independent businesses including 21 million METRO professional customers. The company intends to establish the day as an annual global event scheduled for the second Tuesday of each October.

Given the importance of business owners for society, this year METRO has commissioned an international study to build up a deeper understanding of the general public's attitudes towards business owners. Additionally, this study gives insights into owners themselves: e.g. the challenges they face, their experience how ownership can be promoted.

Full press release: <http://ots.de/jCeYf>

Contact:

METRO AG

Tel: +49(211)6886-4252

Fax: +49(211)6886-2001

E-Mail: [presse@metro.de](mailto:presse@metro.de)

Twitter: @METRO\_News



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