

European Consumer Centres' Network



Country	Period of sales
Austria	Usually from July till the end of August
Belgium	1st July - 31st July
Bulgaria	Normally from the end of July till the end of August (sales last max. for one month)
Cyprus	Start on 1 st Monday of August, end on 4 th Saturday of August
Czech Republic	Normally from 1 st July till the end of August
Denmark	From June till the end of August
Estonia	Usually sales start in the end of June and last till the end of July
Finland	Usually sales start on 25 th June and last till the third week of July
France	Sales start in the end of June (in the South – a bit later) and last for 6 weeks
Germany	Normally from the end of August till the end of September
Greece	From 15 th July till 31 st August
Hungary	Usually sales start mid-summer and last until early fall
Iceland	Usually start at the beginning of July and last till the middle of August
Ireland	Usually from the end of June till the end of July
Italy	Depends on region; in many regions sales start in July and last till the end of August (Lombardia – Milan: 3 rd July - 31 st August)
Latvia	No exact period, usually sales start mid-summer
Lithuania	Start in June and last for 30 days
Luxembourg	Sales are fixed every year by a "Règlement Grand-Ducal"; this year - from 26th June 2010 until 10th July
Malta	No exact period, most sales (particularly for clothing) are normally held in June
The Netherlands	Usually from the end of June till the end of August
Norway	No exact period, shops fix sales periods by themselves
Poland	Usually from July till the end of August
Portugal	15th July – 15 September
Romania	1st August – 31 October
Slovakia	From the beginning of July till the end of August
Slovenia	Sales start on 2. Monday of June and last for 60 days
Spain	Depends on region; dates of sales periods are fixed in every region (Comunidad Autónoma) by the competent authorities. Usually sales last for six weeks during June-July.
Sweden	Usually sales start at the end of June and last till the end of July
United Kingdom	No exact period, shops fix sales period by themselves

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