



European Vending Association

Your gateway to the EU



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www.vending-europe.eu
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European Vending Association aisbl (EVA)
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Message from the Director General



The vending industry faces many challenges, and the EVA is there to help industry players tackle them successfully. Possible adverse legislation is the threat that we are best at fighting. The EVA Brussels Team and the EVA Committees combine unique talents and expertise towards that goal. The EVA is wherever vending interests need promoting.

The organisation of meetings and events give a great additional opportunity for major vending players and newcomers alike to network and get the latest on future threats and opportunities.

Finally, the EVA, as a founder of the Worldwide Vending Association is also a door to global vending.

This brochure gives you an overview of our activities and I am sure will convince you that if you are in vending in one way or another then joining the EVA is your next move.

I look forward to welcoming you to our community.

*Catherine Piana
Director-General*



Activities

The mission of the EVA is

“To promote the interests of the European Vending Industry with any given party that may affect it so as to optimise the business, administrative and legislative environment in which it operates.”

Created in 1994, the EVA is primarily a lobbying organisation that promotes the interests of the vending industry. Under the guidance of the Executive Committee, the EVA consultants carry the mission of the EVA.

The EVA covers the **various activities of vending**:

- machine, component (e.g. payment systems or water filters) and accessories manufacturing;
- ingredient supplying (e.g. food products or vending cups suppliers);
- operating (e.g. managing, filling and maintaining the machine field base).

As a lobbying organisation, the EVA has established itself in Brussels as the reference organisation for vending vis-à-vis the EU Institutions and other major stakeholders in Brussels. It maintains regular contacts with the various EU Institutions and bodies: the European Commission, European Parliament, Council of Ministers, the European Economic and Social Committee, the European Central Bank. EVA also maintains close links with the various Mints in Europe and with the Permanent Representations of the 27 EU Member States.



Committee Work

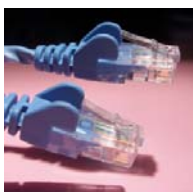
To conduct effective and successful lobbying actions, the EVA works through committees of industry experts. These allow the EVA to contribute to the EU decision-making process by making detailed, and where necessary technical, comments on a wide range of subjects. This enhances the credibility of the EVA position papers, which in turn multiplies the chances that they are taken into account.

EVA is pro-active. It drafts standards and operator’s manuals to interpret legislation, it organises seminars on topical issues. It aims to analyse the needs

- Cashless
- Currency
- Banknote Group
- Coin Group
- Diet & Nutrition
- Hygiene
- National Associations
- Operators' Forum
- Standards
- Technical
- Vending Data

of the business and identify solutions. It is also a business catalyst bringing together the decisive actors of the vending industry.

EVA Successes



- *Currency*: the introduction of the euro, establishing excellent relations with the European (and worldwide) mints and ensuring a successful euro introduction
- *WEEE - RoHS - EuP*: obtaining a different treatment for business to business
- *Hygiene*: publishing a HACCP Guide in all EU languages, a Hygiene Awareness Booklet (30 languages to date) and a Vending Food Safety Management Software
- *Obesity*: eliminating a recommendation from a crucial WHO report that promoted banning vending machines in schools, being amongst the founding organisations of the EU Platform on Diet, Physical Activity and Health, agreeing on a Best Practice guidance for vending in schools
- *Standards*: agreeing to common standards with NAMA (US Vending Association). Free download on the website www.vending-europe.eu
- *Cooperation with EVMMA*: integrating the Machine Manufacturers association (EVMMA) within the EVA
- *EU Enlargement*: setting up viable associations in new European Member States and establishing contacts in candidate ones
- *Global network*: establishing excellent relations with NAMA, JVMA (Japanese Vending Association) and other vending associations worldwide and being at the basis of the Worldwide Vending Association (WVA)
- *Conferences*: organising a number of highly successful events on a wide range of issues (for example the highly respected Europs)
- *Publications*: publishing a newsletter with about 2,000 readers, in 13 European languages
- *Press highlights*: ensuring a high visibility of the vending industry in crucial times, establishing a long-term cooperation with the trade press
- *Satisfaction survey, marketing plans*: adapting business tools to improve the way the EVA is managed; seeking to improve the service to meet members' expectations



Why they are members

“We believe that standards and protocol are necessary for sustainable development in a small and unique industry like vending. We especially appreciate the fact that the industry remains in the driving seat at the decision-making level. The EVA allows us to participate actively in these processes: why watch a match on TV when you can play in the real game?”

Luca Adriani - Managing Director - **FAS**.



“To be an EVA member is a good opportunity for Coges; through the working groups, our company can share its experience in the vending industry and payment systems. We think it is very important to have a relationship with different companies in the vending market, together we can find new protocol standards and new ways to improve the cashless system use in the vending industry.”

Stefano Bertoldo - Marketing Manager - **Coges**



“For a European operator like Autobar, being a member of the EVA gives a focal point to challenge not only EU bureaucracy but also through its association with the Worldwide Vending Association, the opportunity to positively influence international views on vending in Europe.”

Andrew Bristow - CEO - **Autobar Group Ltd.**



“Being an active EVA member offers a range of benefits and opportunities. Participation in EVA Committees gives members the opportunity to network with industry peers as well as being informed about possible challenges to our business in a very timely fashion. The EVA influences and guides decision-making in Brussels (and beyond) and helps us to shape the market in which we operate.”

Gillian White - Business Development Director - **Mars Drinks**



CONTACT

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