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## News from Brussels

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Dear Members,

As every other year, we have recently conducted a satisfaction survey with our members. We had 37 respondents this time round, which represents an increase of 30% from the last time.

The outcome is very positive. The best ratings went to the assistance and advice to the members (average rating: 4.4, out of 5) and EurOps 2005 (4.4). The overall performance is stable at 4.0 and the lobbying and information and communication received ratings of 3.9. It is very satisfactory to note that 90% of respondents gave a 4 or 5 rating to this newsletter, as well as to our information for members.

The top 5 issues in the order of importance were: Currency, Diet and Nutrition, Standards, Food Hygiene and WEEE.

What do members feel gives them most value for their money as an EVA Member? Well, it is first the EVA Staff support (rating of 4.4), closely followed by the access to the EU (4.3), the network of associations, industry standards, access to committees and conferences (all ex-æquo at 4.1).

Suggestions for contents of next events include: Trends, Diet and Nutrition, Technical issues and Food hygiene.

Finally, we conducted a SWOT Analysis for the second time to identify the Opportunities and Threats for the Vending Industry, as well as the Strengths and Weaknesses for the EVA. The main outcome is the continuous and repeated complaint about the operators' suicidal race to the bottom. Luckily, respondents seemed to find at least as many opportunities, if not more, as threats, and among those were the consumers' increasing acceptance of vending and taste for coffee.

The EVA's main weakness had to do with its industry-wide representation and thus intrinsic heterogeneous nature. The strength that is repeatedly (and, I insist, voluntarily) mentioned is its staff.

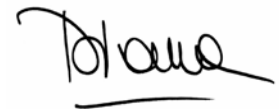
Which brings me to announce that my very loyal and efficient Deputy Nicole Rydén is leaving the EVA after 6,5 years of service to pursue an equally challenging position as "Chief Mother of Tilly".

I wish to publicly thank her for her high commitment and excellent work. All the best in this new career!

Rozenn Maréchal has already started in the beginning of November to take on some of Nicole's duties, but first and foremost to assist me with the ever bigger diet and nutrition dossier.

Let me take this opportunity to thank the members for their support and my staff for their enthusiasm and commitment.

Cordially,



Catherine Piana  
Director General



### ANNOUNCEMENT!

**"HEALTHY EATING: VENDING IS PART OF THE SOLUTION"  
CONFERENCE 2006**

SEE PAGE 3

### 1 AND 2 EURO BANKNOTES

An Italian Member of the European Parliament, Amalia Sartori (Forza Italia, Mr Berlusconi's party), has taken the initiative to launch a written Declaration requesting that the issue of 1 and 2 euro banknotes be re-opened. A majority of MEPs have signed the Declaration which has been published to the relevant EU Institutions.

The EVA has contacted the European Central Bank and the European Commission to reinforce the vending

industry's position with respect to low denomination notes, and has received reassurance that the report adopted by the ECB's Governors Council was still valid. The report had concluded that the cost outweighed the benefit, including for cash-intensive industries such as retail and vending.

EVA Contact: Catherine Piana

### BAN OF HCFs IN REFRIGERATION

At the end of October the European Parliament voted in favour of tougher measures to control and ban greenhouse gases in refrigeration and air conditioning, with the aim to help the EU meet its commitments under the Kyoto Protocol.

These measures imply that EU Member States can adopt even stricter legislation on an individual basis, and hence oblige manufacturers to adapt to different legislation as they sell their products throughout Europe.

The EVA currently surveys its member machine manufacturers to investigate the threat this ban poses to them. The EVA has pointed out the difficulties of working with different National legislation, the absence of cost-effective alternative refrigeration systems, the high cost inflicted by such legislation and not least the long transitional period.

The EVA will continue to monitor the proposed legislation.

EVA Contact: Nina Poumpalova

### FRENCH PLASTIC BAN

In October the French Parliament (Assemblée Nationale) voted an amendment to ban all non-biodegradable plastic bags and packaging in France as of 1 January 2010.

The General Delegate of the French Vending Association, NAVSA, Myriam Decoeur-Michel voiced concern that it would be difficult to apply these rules as soon as in 2010. Although plastic cups were not covered by the draft legislation, the proposed document would have had implications on the vending industry and therefore remained a threat.

The amendment triggered further objections from the French Federation of Commerce and Distribution (FCD) as the biodegradable packaging is neither

economical nor ecological. The biodegradable plastic bags would cost much more to produce and its production would demand a large quantity of water.

NAVSA continues to monitor the debate in the Senate, which currently points to a ban limited to non-biodegradable plastic check-out bags (and not all packaging). However the subject will be discussed between representatives from both the Parliament and Senate in December, which could bring new outcomes including a possible postponement of implementation to 2012.

For further information, please contact NAVSA: [www.navsa.fr](http://www.navsa.fr)

## ANNOUNCEMENT! "HEALTHY EATING: VENDING IS PART OF THE SOLUTION" CONFERENCE 2006

Date 27 April 2006

Venue Brussels

Target EVA members and other companies and associations representing food and drink industries.

Aim improve the industry's understanding of the obesity issue and the industry's capacity to tackle the issue in a consistent way.

## MCDONALD'S WORKSHOP ON CONSUMER UNDERSTANDING AND ATTITUDES TO NUTRITION INFORMATION

On 14th November, McDonald's held a workshop related to the Platform on Diet and Nutrition over nutrition information. Research carried out by both companies and consumer associations pointed to the consumers' preference for simple and consistent nutrition information on the products. Consumers would enjoy signposting in front of pack and information related to GDA (Guideline Daily Amounts)

and calories. Pre-packed food would be the target. Once more, the Commission called upon the industry to self-regulate, failing which it would consider legislation.

The EVA will continue to monitor the issue on nutrition labeling.

EVA Contact: Rozenn Maréchal

## WATER SAFETY AND QUALITY

At its last meeting on 11 October the EVA Hygiene and Food Law Committee discussed whether or not to produce a common European vending guidance on water.

Whilst there is no evidence of health risk of bacteria in water, the perception of water differs from country to country it had been suggested to discuss the production of a common guidance. The project was however voted down as the committee felt that there was no sufficient incentive for such a document.

Expertise knowledge as to how to produce guidelines in this area is available within the EVA membership.

Following the Council Directive 98/83 the AVA (Vending Association representing UK and Ireland) took the initiative to produce guidance for their members, which is currently revised to accommodate recent information.

Members interested in producing their own guidance are welcome to contact the EVA Secretariat and the Committee on Hygiene and Food Law who are available for further advice.

EVA Contact: Rozenn Maréchal

## FREE EVA STANDARDS ENORMOUS SUCCESS

Beginning of October, the EVA released all its industry standards (EVA-DTS, EVA-CVS, EVA-EMP, EVA-TMP and EVA-MPS) free of charge and downloadable from the EVA website [www.eva.be](http://www.eva.be)

The decision to release all standards free of charge from the EVA website was taken following a recommendation by the EVA Standards and Technical Committees with the aim to better promote the use and understanding of the global vending standards.

After one month of free access a total of 361 standards had been downloaded from companies from all over the world. The most wanted standard so far have been the EVA-DTS (92 downloads) closely followed by the EVA-CVS (80 downloads).

How to access your free EVA standard? By simple registration on [www.eva.be](http://www.eva.be) you will get a password that will enable you to download any of the EVA standards. This registration system allows the EVA to

automatically inform users of any future standard updates and to collect user comments prior to issuing these.

For a description of all EVA standards, just click "Industry Standards" on the website where explanatory leaflets are available for your information.

EVA-CVS	Cashless Vending Specification,
EVA-DTS	Data Transfer Standard,
EVA-EMP	Energy Measurement Protocol,
EVA-MPS	Mobile Payment Specification
EVA-TMP	Temperature Measurement Protocol

Also in cooperation with the EVA, the US Vending Association NAMA are publishing the MBD/ICP specification for free on their web site: [www.vending.org](http://www.vending.org)

EVA Contact: Véronique Simon

## JOINT EVA CASHLESS AND TECHNICAL COMMITTEES - CVA - MIASZ - PVS - SVA (BUDAPEST)

On 22 September the EVA organized a joint EVA - CEEC meeting in Budapest. After the Prague meeting in 2003 and Bratislava in 2004 this was the third time that the EVA successfully brought together the New Member Associations to exchange information on vending issues ranging from technical issues to burning ones such as the obesity debate. This was also an opportunity to review on-going subjects and harmonize the work programme between the EVA and the National Associations.

In the evening, MIASZ, the Hungarian Vending Association, hosted a dinner in a traditional Hungarian restaurant, famous for its .... Belgian beers !

EVA Contact: Nina Poumpalova



Attila Kadar (Miasz) - Nina Poumpalova (EVA) - Robert Bohunicky (CVA)

## WIDE VENDING REPRESENTATION IN TVA

On 20 October the EVA organized a kick-off meeting in Istanbul to set up a Turkish Vending Association (TVA). During the meeting representatives from all vending sectors came to an agreement to work together in further establishing the Association!

The EVA Director-General, Catherine Piana gave an introduction to the EVA and the benefits of setting up Associations with testimonials from new EU Member States associations. Ali Orhan Karagülle, General Manager of Vend Café/ Karman and one of the founders of the Turkish Vending Association made a presentation on the national market and highlighted the importance of a wide representation of vending players getting involved in the Association. He felt that the economic context was right for vending to develop in Turkey. The meeting was timely, as the EU Accession negotiations had just started. Finally, the introduction of the new Turkish Lira coins in 2005 gave the needed signal for vending.

With the support from the EVA, the Turkish Vending Association has already come a long way in the setup process. Prior to the kick-off the founding member companies had already submitted a set of statutes to the authorities, which have been approved in mid-November.

EVA Contact: Nina Poumpalova



## EVA IN BULGARIA

The EVA was represented at this year's Business Vending Forum, which took place in Sofia, Bulgaria on Friday 28 October during the international exhibition Balkan Food & Drinks / Vending World.

Nina Poumpalova was invited to speak at the Forum on behalf of the EVA. She focused on the vending market in Europe with some elements from the US,

thanks to the input of NAMA. She then outlined EU legislation with an impact on vending, which is currently being dealt with within the EVA. The presentation was rounded up with a summary of the benefits for the Bulgarian vending industry to set up a vending association.

EVA Contact: Nina Poumpalova

## HUNGARIAN VENDING CONFERENCE - BUDAPEST 23 SEPTEMBER 2005

On 23 September MIASZ (Hungarian Vending Association) hosted a conference entitled "Ingredients and Health Nutrition" focusing on the obesity issue and the many questions it had brought to the vending industry in Europe. The conference was aimed at vending operators and other players of the industry.

The EVA Director General, Catherine Piana was invited to speak about the EVA's role as founding member of the EU Platform on Diet, Nutrition and Physical Activity. The message was well received and the Hungarian association confirmed they were to be founding members of the national platform on DPAH - to be officially launched in December.

The Hungarian Authorities had initially decided to follow the French Government and ban vending

machines from schools. However, together with the Hungarian Food Industry, MIASZ had actively promoted vending as a convenient food distribution channel.

The Hungarian Ministry of Health requested that the National Institution of Food Safety & Nutrition draft a recommendation for school canteens/vending machines. Thanks to the active involvement of MIASZ in the drafting the final recommendation reflects the interest of vending.

It should also be noted that MIASZ issued a Best Practice Guidance based on the EVA document.

EVA Contact: Catherine Piana/ Rozenn Maréchal

## RECORD ATTENDANCE AT DIRECTORS' COMMITTEE MEETING

All major European associations made the trip to Brussels to attend the Directors Committee on 12 October, including the last association that has joined, PSV (Polish Vending Association). The outcome of the meeting was excellent and a number of actions were agreed to be dealt with until the end of the year 2005.

The Directors received a sneak preview of the Food Safety Management System CD by the Hygiene Committee Chairman, Hugh Hose, and agreed that the document was an excellent tool for the implementation of the HACCP rules to come into force on 1 January 2006.

The Directors also discussed the diet and nutrition conference to be held in the Spring, as well as the revision of the Best Practice Guidance: "Vending in Schools: a matter of choice".

The Directors Committee is key in improving the cooperation between countries and in optimising the efficiency of National Associations.

EVA Contact: Nina Poupalova

## EVMMA CHANGE OF CHAIRMAN

At its last meeting held on 30 September the Chairman of the EVMMA Council, Arnaud Van Amerongen from ETNA Vending Technologies b.v. handed over the EVMMA chairmanship to the Designated Chairman Jürgen Utschig from Sielaff GmbH & Co. KG for the period 2006-2007. The Council

further elected Luca Adriani from FAS International S.p.A. as new Vice-Chairman. Considering the Italian weight represented in European machine manufacturing this designation was warmly welcomed.

## EVA STAFF REPLACEMENT



Rozenn Marechal

Nicole Rydén, Deputy Director-General is leaving the EVA. After more than six years at the EVA Secretariat she decided to leave for personal reasons.

A new staff member has already been recruited. Rozenn Maréchal who joined the EVA on 7 November is bringing working experience from the European Commission as well as from a startup active in payment keys (GlobalSign). She will be the Adviser to the Director-General / Communication Officer.

Rozenn's mother tongue is French and she speaks English, German and Dutch.

We would like to welcome Rozenn to the EVA Team and look forward to introducing her to you at the 1 December AGM here in Brussels!

We seize the opportunity to thank and congratulate Nicole on her high commitment to the EVA and members, and wish her the best in her new life.

## MEMBERS NEWS

### MIASZ

Miasz has appointed a new Secretary General Dr. Noemi K. Mihaly who is a Hungarian lawyer specialized in EU Law and Business Law has been in the profession since 1996. She joined the Hungarian Association in September and will be working halftime for MIASZ to coordinate the growing workload of the association.

The EVA has already met with Noemi Mihaly to brief her on current EVA activities and looks forward to working closely with her in the future.



Nicole Ryden (EVA) and Noemi Mihaly (Miasz)

### NAVSA 50th Anniversary

On the occasion of their general annual meeting on 2 November NAVSA celebrated their 50<sup>th</sup> anniversary. EVA Director General, Catherine Piana was invited to speak on the hot issues of Brussels, these currently

being: Obesity in Europe, the Food Safety Management System CD and the launch of the Worldwide Vending Association - WVA.

### Vending Poland 2005

This year the Polish Vending Association (PSV) organized their first vending exhibition "Vending Poland". The event took place in Warsaw on 9 and 10 November with a full programme offering seminars on the first day followed by an exhibition on the second day.

For more information on the Polish Vending Association:

PSV: [www.psv.org.pl](http://www.psv.org.pl)  
or visit [www.vendingpoland.com](http://www.vendingpoland.com)

### VIDA

Election of the new President

After 5 years with Vida, Ben van de Wouw left his position of Chairman. Jan van Zundert is taking over. We welcome him and wish him much succes in his new mission. The EVA thanks Ben van de Wouw very much for his excellent cooperation.

### Venditalia 2006

Next years' Italian vending exhibition will take place in Milan between 29 March - 1 April 2006. Visit their web for more information: [www.venditalia.com](http://www.venditalia.com)



### New members:

The EVA would like to welcome two new members!

Waterlogic [www.waterlogic.com](http://www.waterlogic.com)



The Vending Corporation [www.thevendingcorporation.com](http://www.thevendingcorporation.com)

### Members Out:

Meridian Business Solutions

# European Vending Association

**Publisher:** Catherine Piana,  
Director General

**Editor:** Nicole Rydén,  
Deputy Director General

**Layout:** Véronique Simon,  
Office Administrator

European Vending  
Association Aisbl - EVA  
Rue Van Eyck 44  
B-1000 Brussels

Phone: +32-2-512 00 75  
Fax: +32-2-502 23 42

Email: [vending@eva.be](mailto:vending@eva.be)

We're on the Web!

[www.eva.be](http://www.eva.be)

## *The EVA is the vending industry's gateway to the EU*

*The European Vending Association represents the whole of the vending industry: machine, machine component and accessories manufacturers, ingredient suppliers and operators. The primary aim of the EVA is to optimise the industry's commercial interests within the EU legislation, serve as a forum of discussion and exchange of ideas and experience for its members as well as draft standards for the industry.*

*The EVA's members are 16 national associations and 52 companies. They participate through the Committees and working groups.*

*We will be pleased to answer your questions and send you any further information upon request.*

## **The EVA Brussels Secretariat**

**CATHERINE PIANA**, Director-General  
Your contact for the Currency Committee, Diet and Nutrition Task Force  
Direct email: [catherine.piana@eva.be](mailto:catherine.piana@eva.be)

**NICOLE RYDÉN**, Deputy Director General  
Information, Communication and Conference Manager  
Your contact for: Press, Executive Committee, Directors Committee, Machine Manufacturers Group (EVMMA), Hygiene Committee.  
Direct email: [nicole.ryden@eva.be](mailto:nicole.ryden@eva.be) - direct phone: 32-2-6500562

**NINA POUMPALOVA**, Committee Coordinator & Member Recruitment Officer  
Your contact for: Cashless Committee, Technical Committee, Central & Eastern European Countries.  
Direct email: [nina.poumpalova@eva.be](mailto:nina.poumpalova@eva.be) - direct phone: 32-2-6500563

**VÉRONIQUE SIMON**, Office Administrator & Committee Coordinator  
Your contact for: IT (database, web), Accountancy, Statistics, Publications layout and coordination, Standards Committee.  
Direct email: [veronique.simon@eva.be](mailto:veronique.simon@eva.be) - direct phone: 32-2-6500564

**ROZENN MARECHAL**, Adviser to the DG – Communication Officer  
Information, Communication and Conference Manager  
Your contact for: Press, Executive Committee, Diet and Nutrition Task Force, Hygiene Committee.  
Direct email: [rozenn.marechal@eva.be](mailto:rozenn.marechal@eva.be) - direct phone: 32-2-6500562

## **Publications available**

- EVA-EMP Energy Measurement Protocol
- EVA-DTS Data Transfer Standard
- EVA-CVS Cashless Vending Specification
- HACCP (for members only)
- Hygiene Awareness Booklet
- Position Papers
- Press releases
- Why join EVA?