



**Conference
+
AGM 2014**

***“Maximising your
success for the next
20 years”***

**11th December, 2014
Brussels, Belgium**

Sponsors of the event:

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History of EVA

The first 20 years of the European Vending Association...

This year, the European Vending Association (EVA) is celebrating 20 years since its foundation in Brussels in 1994. There have been many changes, and many different challenges throughout these last 20 years, but the essence and aim of the EVA has remained the same – to best represent and serve the needs of the industry.

Beginnings

The origins of a European-wide association for the vending industry can be traced back to the European Federation of Vending Associations (EFVA) which was founded in 1976. This loose network of national associations under the EFVA umbrella was transformed in 1994 into a structured organisation for the vending industry, named the 'European Vending Association' and was located in Brussels for close proximity to the European Institutions.

In **1994**, Moritz Röttinger was appointed the first Director-General of the newly-formed EVA, under the auspices of President David Hoskin. Three years later - in 1997 - Röttinger's successor, Catherine Piana, became Director General, and in the following 16 years successfully managed to encompass the whole vending industry under a common umbrella, while also developing the EVA into a widely respected trade organisation to lobby the European Institutions.

Presidents of the EVA

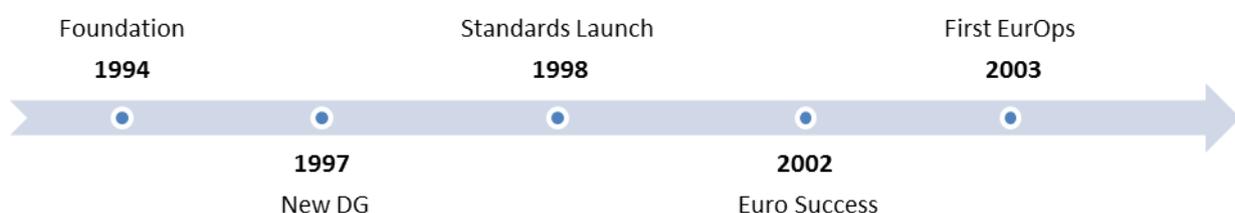
1994 – 1999	David Hoskin
2000 – 2002	Pierre Pernet
2003 – 2003	Roger Williams
2004 – 2007	Augusto Garulli
2008 – 2013	Arnaud van Amerongen
2013	→ Jan Marck-Vrijlandt

Lobbying and EurOps

The decision by the European Union in the **1990's** to adopt a single currency of course brought its own challenges for the vending industry and the EVA. However, one of the EVA's greatest lobbying successes at this time was to achieve a modification to the proposed design of the new 50 Euro Cent coin to allow better validation by vending machine coin acceptors. This achievement ensured a smoother transition to the new currency for vending machines when the Euro officially entered circulation in **2002**.

2003 marked a milestone in the EVA's history when it organised its own trade event for the first time. EurOps targeted European vending operators, with the first show being held in Barcelona. The last EurOps conference was held in May 2013.

Since **2005**, the EVA has been an active Member of the EU Platform for Diet, Nutrition and Physical Activity, and has undertaken a range of successful projects in order to promote and encourage a more nutritious offering in vending machines, yet at the same time dispelling any negative perceptions of our industry.



International cooperation and standards

In 2006, the EVA and the National Automatic Merchandising Association (NAMA) of the USA created the Worldwide Vending Association (WVA), with the aim to encompass and encourage all world regions to secure a more global collaboration of the vending industry. While this Association was eventually absorbed into the EVA and officially disbanded in 2011, international cooperation continues to be an important focus for the EVA and close relations are maintained with other vending associations outside Europe, in order to learn from each other and share best practices and common issues. Indeed, the EVA collaborates with other Associations, particularly the USA Vending Association (NAMA), for the issuing of various vending standards.

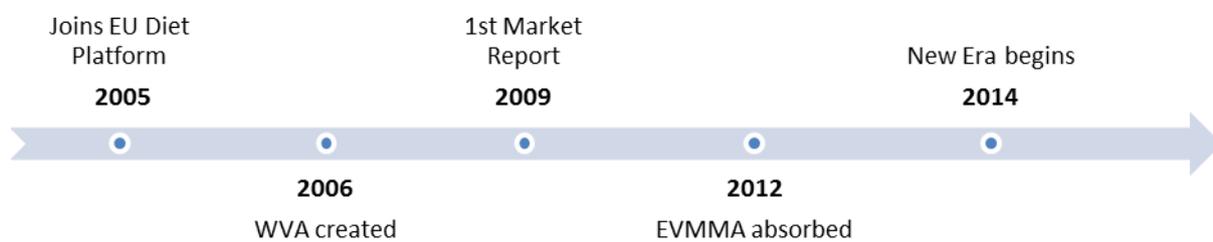
The EVA launched its EVA Data transfer Standard (EVA DTS) in 1998, followed by the EVA Energy Measurement Protocol (EVA-EMP) standard in 1999, and the Electronic Payment Specification (EVA-EPS) in 2013. The EVA is a strong advocate of having standards that are designed and determined by industry experts in the EVA Committees that can be used by the whole vending industry to promote closer integration and harmonisation.

Market Studies and Expansion

In order to obtain a current and accurate view of the European industry, the EVA commissioned its first market studies report in 2009. This was done in collaboration with Datamonitor, and covered 21 European countries. The report on the European market has now become an annual service provided by the EVA, and since 2012 the EVA has undertaken this valuable market reporting work independently. This detailed report is available for EVA Members for free as one of their many benefits.

In 2012, the European Vending Machine Manufacturers Association (EVMMA) was absorbed into the EVA, which strengthened the role machine producers have in the EVA. The work of EVMMA is still maintained today as a specific EVA Committee, to discuss the issues relevant to manufacturing and to agree solutions.

2013 was a significant year for the Association as it marked a new chapter in EVA history, both in reach and in leadership. An extension of the statutes and scope of the EVA was agreed by Members at the end of year AGM, so that Coffee Service and Water dispensers were incorporated alongside more traditional vending. At the same time, the era of EVA leadership as Director-General by Catherine Piana grew to a close.



The start of a new era

At the beginning of this year, Erwin Wetzel became the new Director-General to help implement this exciting new period for the EVA under the strategic direction of recently-elected President Jan-Marck Vrijlandt.

Let's hope the next 20 years are as successful as the last!

The programme



11 December

- 10:00-11:00 **Welcome coffee & Registration**
- 11:00-15:00 **Conference "Maximising your success for the next 20 years"**
- 11:00-11:45 **How to adapt your business to changing consumption habits?**



"Coffee and coffee consumption has changed during recent times. What are the milestones and current changes in coffee? Which factors will influence future coffee business and what effect will this have on the entire coffee industry?"

Speaker: **Dr. S. Schwarz**, Coffee Consulate

- 11:45-12:20 **Interpreting fiscal policy trends in the EU**



"The European vending industry and especially smaller companies suffer from fiscal policy and tax administrations. What are the recent trends in Europe's fiscal policy and how SMEs can influence it to avoid additional burdens and to make life easier for those companies? Tax policy is still decided by unanimity at European level, which slows down any decision making processes significantly. However, there are recent developments, which have impact on vending companies too. Strategies to ensure that companies' interests are heard have to be built on best practices and have to be designed together with national organisations to make a difference."

Speaker: **G. Huemer**, Director Economic & Fiscal Policy, UEAPME (Trade Association for SMEs)

Including a question & answer session

12:20-13:00

Our industry in 20 years



"How do we imagine the future in a world of constant evolution? How will innovations taking place today change our life in 2034? How will the vending machine industry look like in 20 years?"

Let's discover the potential future of vending machines. Get inspired!"

Speaker: **F. Semlali**, Business Coach, Quantum Resources

13:00-14:00

Lunch

14:00-15:00

Understanding the potential of intelligent branding to attract new customers



"In order to attract new customers you have to know what they want. In addition you need to understand what they expect from your brand. The challenge is how can you surprise them in how you deliver that request in an on-going basis. Starbucks consumers are looking for more than just a product; they want an experience. I am happy to share the approach Starbucks Coffee Company is taking to engage with our consumers in the premium self-serve environment."

Speaker: **M. Haley**, Director of Premium self-serve EMEA, Starbucks

Including a question & answer session

15:00-16:00

Industry innovations presentations

Short presentations by EVA members about the latest innovations in the industry. An award will be provided to the most creative concept.

Advantech/Intel
 24Vend/Unicum
 Ingenico
 Microtronic

Coveris
 N&W
 Mars

16:00-16:20

Coffee Break/Networking

16:20-18:00 **EVA Annual General Assembly**

16:20-17:30 **AGM meeting**

17:30-18:00 **EVA 20 years review + Awards**



Pierre Pernet



Norbert Monssen



Moritz Röttinger



Roger Williams



Arnaud van Amerongen



Catherine Piana

18:00-18:15 **Closing remarks by the EVA President**

19:00-00:00 **Cocktail & dinner at the Belgian Comics Museum**

Venues

EVA Conference "Maximizing your success for the next 20 years" & AGM

Location Hotel Le Plaza
 boulevard Adolphe Max 118-126,
 1000 Brussels

Cocktail and Dinner

Location The Belgian Comics Museum
 rue des Sables 20,
 1000 Brussels

Dress code Smart casual



Participation fee

Event fee

The package includes attendance at the Conference, "**Maximizing your success for the next 20 years**" and the AGM of the EVA, coffee breaks, a buffet lunch, cocktail & dinner at the Belgian Comics Museum.

The content of this package cannot be modified.

- EVA members (and NA's members): 250€
- EVA non-members: 490€
- Partner/spouse (cocktail+dinner): 90€

-> These prices do not include Belgian VAT (21%)

End date for registration: 4/12/14. After this date it will not be possible to register for this event.

Payment

Event payment can be made by credit card only (Visa or MasterCard. **No AMEX**). Should you have any questions regarding payment, please contact Julie Barth at:

jb@vending-europe.eu

Accommodation

The EVA has negotiated a special rate for your stay at the Hotel Le Plaza*****:

- Double room, single use: 140€ including American buffet breakfast
- Double room, double use: 169€ including American buffet breakfast

The above mentioned rates are per room, per night and include VAT, breakfast and service charge. A city tax of € 9.85 per room, per night is not included.

End date for negotiated room rate at the Hotel Le Plaza: 11/11/14*

*After this date, we can neither guarantee the availability of rooms, nor the preferential rate. You will need to check directly with the hotel.

If you are interested in taking advantage of this negotiated rate, please send the booking form directly to the hotel (the form is available under the "Accommodation" section on the event registration website).

Contact



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