

Issue 10-02
April 2010

EVA Newsletter

European Vending Association

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A word from the Director General...

Dear Friends of Vending,

Thank you for the large response we received to our survey about the EVA newsletter. I would like to share some of the results with our readers and inform you about how we plan to further improve it.

Firstly, we found out more about our readership, namely, that all segments of the industry read the newsletter. We will therefore make sure that this remains the case.

A surprising fact is that a majority (56%) of respondents actually read the newsletter in English, and this includes both English native and non-native speakers. The EVA will discuss the utility of continuing to provide all the national versions, bearing in mind the translation costs incurred.

With respect to the various sections of the newsletter, all sections stimulate much interest, but the most popular topics amongst our readers are lobbying and EU news, with over 90% of members indicating their interest in these.

We gave the opportunity to our readers to suggest new areas that

could be covered in future editions of the newsletter, and the issue that raised the most interest was "market trends". We will see how we can meet that expectation.

Finally, we asked the readers by which medium they receive the newsletter, and the vast majority receive it via the EVA email. As great interest is shown for all sections, we can only encourage our readers to "pass it on" to colleagues and business contacts alike, thereby helping us to increase our readership base and coverage of the latest vending issues.

Thank you for your support!

Cordially,

Catherine Piana



EU Legislation and Lobbying

EU Platform on Diet, Physical Activity and Health



EU Platform on Diet, Physical Activity and Health

The European Vending Association is a member of the EU Platform on Diet, Physical Activity and Health. If you would like to read more on the activities of the platform, you can visit their website: http://ec.europa.eu/health/ph_determinants/life_style/nutrition/platform/platform_en.htm.

The last Platform meeting took place in Brussels on 10 February 2010 with special

focus being placed on physical activity.

Each member of the Platform had to make certain commitments. The European Vending Association, for example, made a commitment to share its best practices for a more balanced vending.

For this purpose the EVA's website has a webpage dedicated to "Health Initiatives" (<http://www.vending-europe.eu/en/subejct-areas/diet-and-nutrition/health-initiatives.html>) where our members share their experience and initiatives on balanced diet options for the vending industry. Do not hesitate to send us yours. Initiatives range from, the reformulation of ingredients in a product, health and fitness programmes offered by a company to its employees, etc.

Send your initiatives to rm@vending-europe.eu!

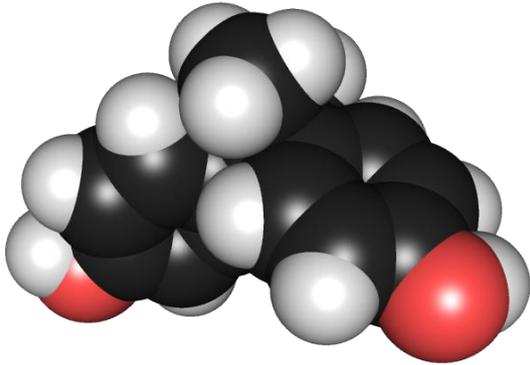
The EUP (Energy Using Products) Directive

The European Commission is conducting an impact assessment on the Energy Using Products (Ecodesign Directive) for refrigerated vending machines.

In order to help the Commission in this study, and with a view to defending the interests of

the vending industry, the EVA's Technical Committee is contributing with its knowledge. In parallel, one of the CENELEC Working Groups (the European Committee for Electrotechnical Standardization) is working towards having the EVA EMP adopted (Energy Measurement Protocol) as an official standard.

FAQs (Frequently Asked Questions) on Bisphenol A



Recently, there have been some concerns about the use of Bisphenol A (BPA), which is found in certain plastics used in food and drink packaging. The European Vending Association has released an “FAQ” to clarify matters for its members in order to avoid potential disruption to their business activities and to allow their vending businesses to continue to operate smoothly.

Concerns have arisen amongst customers, who are asking about the safety of BPA use in vending.

The European Vending Association has looked closely at the main questions being raised and has written an FAQ, with explanatory points

on the topic. The aim of the note is to reach most of the European operators through the EVA members’ National Associations. Bisphenol A can be found in certain plastics, especially in polycarbonates that are often used in food and drink packaging. The FAQ explains in detail where the BPA can be found and what could be the health risks related to issues such as food migration according to the European Food Safety Authority and the Food and Drug Administration (from the United States of America).

Finally, the FAQ explains the status and consequences of BPA use in the vending industry.

For more information on this topic, please contact your National Association.

EVA meets with CEFIC

Rozenn Maréchal, the EVA Coordinator of the Hygiene and Food Law Committee, attended a CEFIC (European Chemical Industry Council) Working Group Meeting. The subject discussed was food contact additives, including multi-material and multi-layer materials.

The EVA and CEFIC now have links, which could be the start of cooperation between the two bodies.

It is important that the European Vending Association, as an end-using industry, is known to CEFIC.

EVA on-the-go

Vending Days in Avignon, France



NAVSA (The French National Vending Association) organized their first conference and meeting point for professionals of the vending industry this year.

The so-called “Journées de la DA”, “Vending Days,” took place on 11 and 12 March, 2010 in the Southern French city of Avignon.

The event took off with a plenary session, opened by Mr. Nigond, NAVSA’s President, and was followed by a key presentation given by Pascale Hebel, Director of the Consumer Department of the French Institute of Research CREDOC.

In the course of both days, an exhibition space was provided for exhibitors, and the European Vending Association had its own stand. In parallel to the exhibition, NAVSA organized workshops on different topics, such as the environment, management and nutrition. Catherine Piana, the EVA’s Director General was invited to present some data and figures on the French vending market, in light of the recent EVA studies of the European markets, carried out in association with Datamonitor.

The event was a great success, concentrating mainly operators, but also professionals, from other segments of the industry. The French National Association is already planning next year’s edition of its “Vending Days”, which will take place in Marseille, on 17 and 18 March 2011.



Mr. Nigond, NAVSA President

Vend Expo Moscow



In March, the EVA took part in Moscow's annual Vend Expo, the fourth edition of its kind, which focused on "Vending Technologies for the XXI Century". It was organized in conjunction with "Paytech 2010", a specialized exhibition for Electronic Payment.

Taking place alongside the show, were conferences covering both general business issues, and more focused technological aspects. The business programme did in fact attract many participants, and most of the time, the conference rooms were full – up to 450 people joined the programme. With 67 companies from 10 countries, 55 regions of Russia, and 3000 visitors, the Exhibition was a great success, although

Russia is still reeling from the recession. However, an optimistic chord resounded throughout the show, and a willingness to move forward.

Towards the end of the show, the RNVA (Russian National Association) had its General Assembly, which elected a new Board. The new President is Boris Belotserkovsky, co-owner of a leading company in casino and gaming, and recently "converted" to vending machine manufacturer and operator of several thousand machines. His ambition is to grow the industry and turn RNVA into one of the leading vending associations in Europe.



**Ms Soyak, from E.M.T.G
(organizers of the trade fair)**

Vending PARIS 2010: The industry event driving the vending sector

Vending PARIS, the international vending show, will take place from 27 to 29 October 2010 at the Porte de Versailles exhibition centre. Organised in partnership with Navsa (the French National Vending Association), Vending PARIS will focus on high-profile events focused on the newest market developments.

New in 2010! The Vending Canteen by Vending PARIS: an automatic canteen in action where visitors can discover cutting-edge vending technology... and have lunch!

The show has invited the best industry professionals and experts such as Navsa, the European Vending Association or Gira Conseil to give a series of talks on the key challenges facing the vending sector.

A selection of innovative products amongst our exhibitors offer will be highlighted by an Innovations trail incorporating a quality and sustainable development criteria.

The International Business Day 29th October

For the very first time, Vending Paris offers you an International Business Day to promote meetings and exchanges between different key players of the vending market. For this purpose, conferences will cover global issues such as: the European market vending, Innovative Products,

European Trends...

As a foreign visitor you will get a privileged welcome with free access to the VIP lounge, where you can conduct your business transactions, have access to our open-bar and relax. Our International Party will take place at lunch time to offer you a convivial networking event.

“Vending PARIS is the place where all trade players can show their market dynamism and its latest developments “ said Corinne MENEGAUX, Director Hospitality & Vending Division.

Vending PARIS is organised by the leading trade show organiser Reed Expositions France. The main group events in the HORECA sector are: Equip’Hôtel Paris and the Sandwich & Snack Show.

Contact: Delphine Gelly
International Partners Relation
delphine.gelly@reedexpo.fr
Tel : +33 (0) 1 47 56 24 32

Vending PARIS, 27–29 October 2010
Paris Porte de Versailles – Pavillon 4
www.vendingparis.com

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Day-to-day work

EVA Cashless Vending Specification (CVS) logo



The European Vending Association is presenting its logo of the Cashless Vending Specification (CVS) for self-certified companies.

The EVA Cashless Vending Specification specifies a set of requirements to be supported by vending machines, cashless readers and electronic cash schemes to ensure mutual compatibility.

Its purpose is to give guidance to manufacturers and operators on the design and implementation of cashless payment devices for the vending industry.

Companies can obtain a CVS self-certification by sending their application to the EVA and demonstrating their company's compliance with the specifications. The CVS can easily be downloaded, free of charge, via the European Vending Association's website (<http://www.vending-europe.eu/en/standards/eva-cvs.html>).

The EVA will closely examine each application and will certify the successful companies with the CVS logo accordingly, for their use in promotional material.

Hygiene Committee

The Hygiene Committee has set up its work priorities for 2010. The main dossier continues to be the proposal on food information to consumers. The second

priority is to further develop information support for the EVA's members, for instance, writing more FAQs or position papers. Additionally, the nutrition dossier will also be closely monitored.

The Coin Group – Exploring the Future Coins

At the end of March, the EVA/WVA Coin Groups met under the Chairmanship of Klaus Meyer-Steffens, from NRI. Further to a meeting held earlier in 2010 with the Mint Directors Working Group Technical Sub-Group (MDWG-TSG), the EVA is working in close cooperation with the Mints to study the future security features of European coins. This subject, being quite a sensitive issue, is carried out under a non-disclosure agreement, and those interested in participating in the research need to first sign an agreement in order to gain access to the confidential information and to the more concrete work being undertaken.

Further to that, on a worldwide level, the WVA is pursuing a joint research programme with Mints and Blank Manufacturers regarding 5-layer coins, which are being studied for very high denomination coins (equivalents of 5€

and above). Working in such close cooperation with the Mints on the elaboration of future coins is essential to ensure that future coins will be validated securely and consistently. Furthermore, the cooperation between validator manufacturers, although fierce competitors on the market, give Mints the assurance that the position expressed by the EVA and the WVA are truly representative.

On this basis, the WVA will coordinate a second workshop at the next Mint Directors Conference Technical Committee MDC-TC in May, whereby it will deliver its first conclusions regarding the 5-layer coin, and unveil its programme for the 2 years following the next general Mint Directors Conference in September 2010. The WVA is the only trade association that is part of the MDC, and works actively to maintain this position.

EVA's news

EVA Revamps its Image



The European Vending Association celebrated its 15th anniversary last year. Since its creation, the Association has neither had a global nor a professional identity. A more comprehensive and structured image for the EVA is therefore long overdue. For this reason, the EVA is going through a rebranding process, carried out by the Brussels-based Communications Agency, Peak Com. The

objective of this process is to have a brand identity, which is a combination of name, symbol, design, identifying the maker/ seller of a product or service, place or idea.

Peak Communications started the process of rebranding the EVA by conducting an audit with some selected stakeholders to better understand our industry and its needs. After a few proposals, we have reached the deciding phase on which image would best represent our industry. The new image will be unveiled at the EVA's next conference in Madrid.

Vending 2020, A Glimpse into the Future of Vending



The European Vending Association is organizing a conference which promises to be pivotal to the industry in the coming years. The objective of the conference, entitled: “Vending 2020, A Glimpse into the Future of Vending” is to anticipate the future trends that may affect our industry.

The conference will take place in Madrid, starting with a welcome dinner in the renowned Real Madrid Stadium, Santiago Bernabéu on 10 June 2010. The conference will be held, the following day, at the 5-star hotel, the Miguel Ángel.

The conference will start off with a general overview given on the future demographics for the next 15 years, in Europe and abroad. This part of the conference aims to profile the potential vending consumer, backed up by accurate figures and explanations.

The conference will then focus on giving participants a detailed analysis on societal trends in terms of tastes, convenience and many other factors. These trends will most probably bring changes to European legislation, which will be discussed and forecast during the second part of the conference. Finally, there will be a session with specific cases and players from the vending industry, but also from other related industries, such as retail.

The European Vending Association expects to welcome the main players and decision-makers from the vending industry across Europe.

For more information about the event, please visit our website (<http://www.vending-europe.eu/en/events/eva-conferences/>). The registration online is already open!



Agenda

28 April -1 May



Venditalia 2010, Milan
<http://www.venditalia.com>

10-11 June



Vending 2020: a Glimpse into the Future of Vending, Madrid
<http://www.vending-europe.eu/en/events/eva-conferences/>

30 September – 1 October



IV International Vending Poland Exhibition, Warsaw
www.psv.org.pl

27- 29 October



Vending Paris, Paris
www.vendingparis.com

New Members



Fast Corp – Equipment manufacturer
www.fastcorp vending.com



Spengler – Machine manufacturer
www.spengler-online.de

www.vending-europe.eu
www.vending-europe.eu

EUROPEAN VENDING ASSOCIATION aisbl
44 rue van Eyck – 1000 Brussels

TEL: +32 2 512 00 75 - FAX: +32 2 502 23 42
Vending@vending-europe.eu

www.vending-europe.eu

