



### *European Associations Unite to Advance the Promotional Products Industry*

Stockholm, Sweden – May 23, 2024 – In a significant step towards enhancing the promotional products industry, several European associations and the Promotional Products Association International (PPAI) convened in Stockholm, Sweden, this week. Representatives from ten countries committed to forming the "European Association Cooperation" (EAC) to better coordinate efforts and address common challenges within the industry.

The EAC aims to foster collaboration across Europe to maximize value for each country's promotional products sector. Despite many shared challenges, the promotional products industry in Europe has traditionally operated on a country-by-country basis. The formation of the EAC marks a pivotal move towards a more unified approach, where collective problem-solving will enhance industry standards and practices across the continent.

PPAI, while not a formal member of the EAC, participated in the discussions to support the advancement of the overall industry in alignment with its vision and mission.

#### Focus on Sustainability and Compliance

One of the primary topics addressed by the EAC is sustainability and compliance, critical issues facing the promotional products market in the EU. The EAC is dedicated to providing leadership and setting standards that will promote sustainable practices across the industry.

Additionally, the meeting agenda covered a variety of other important topics, including the formalization of the EAC as an organization. The newly established legal setup, called the International Non-Profit Association (Association Internationale Sans But Lucratif, or AISBL), will be based out of Brussels, Belgium. Over the course of two days, attendees engaged in productive discussions and strategic planning sessions.

The group also enjoyed exploring the cultural and historical sights of Stockholm during the evenings, fostering camaraderie and mutual understanding.

#### Taskforces Established by the EAC:

- Fiscal/ Legal (Austria)
- Politics/ Lobby (Belgium)
- Communication/ Marketing/ Shows/ Fairs (Germany)
- Education/ Academy (Netherlands)
- Digitalization (Switzerland)
- European/ Global Monitor/ Numbers (France)
- Sustainability (Sweden)

#### Countries Represented in the EAC:

- Austria
- Belgium
- France
- Germany
- Italy
- Netherlands
- Poland
- Spain/ Portugal
- Sweden
- United Kingdom
- United States (unofficially and not a formal member of the EAC)



This collaboration marks a significant milestone in the promotional products industry, promising to enhance cooperation, drive innovation, and set higher standards across Europe.

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*About: The EAC (European Associations Cooperation) is a newly formed industry organization for collaboration between the many different national trade associations across Europe. The aim of the EAC is to raise the profile of the promotional merchandise and textile industry on a European scale through sharing best practices between member countries.*