



THE STRONG ALLIANCE FOR THE FUTURE OF BRANDS

www.markenverband.eu

➤ *The brand is the most important asset for brand-oriented companies. The work of the German Brands Association is therefore of great importance to its members.* ◀◀

*Franz-Peter Falke,
President Markenverband e.V.*

THE GERMAN BRANDS ASSOCIATION ENGAGEMENT FOR YOUR BRAND

The German Brands Association passionately protects and strengthens the interests of its member companies. To secure room to manoeuvre and prevent over-regulation in all areas relevant to branded goods and services companies is especially relevant and is achieved by being part of a big family of branded goods and services companies. This community successfully promotes the German branded goods and services industry and its international competitiveness. Today the German Brands Association is indeed the world's largest brands organisation and in line with its principle of being the strong alliance for the future of brands it offers its members both effective representation of their interests and profound service.

The German Brands Association's excellent reputation is not only due to the large number of its member companies and their diversity in terms of industry and size, but is also specifically due to the fact that it can look back on over a century of promoting a positive regulatory environment in the interest of branded goods and services. This continuity is supported not least by the large number of companies which have been part of this family ever since its formation.



*Franz-Peter Falke
Präsident des Markenverband e.V.*

THE GERMAN BRANDS ASSOCIATION REPRESENTS THE INTERESTS OF THE BRANDED GOODS AND SERVICES INDUSTRY

- The German Brands Association powerfully defends the interests of its members as the only common voice of the branded goods and services industry and is both esteemed expert and accepted solution provider with integrity that champions all issues relevant to brands.
- The German Brands Association offers its approximately 400 member companies, with their domestic turnover of over 500 billion euros and 1,5 million employees, the solidarity of a strong and powerful community.
- The German Brands Association acts as an important intermediary between economy and politicians and actively shapes the regulatory environment to secure the future of brands.
- The German Brands Association makes its voice heard when individual companies are not listened to or do not speak for themselves.
- The German Brands Association's daily work has a clear regulatory focus and it champions for example ...
 - a future for brands that enables them to make their contribution to society, consumers and companies.
 - openness, competition, free communication and pluralism, also in the digital world.
 - strengthening the ownership of issues by companies instead of more governmental regulation.

THE GERMAN BRANDS ASSOCIATION HAS CLEAR COMPETENCIES AND FOCUS AREAS IN ITS WORK IN THE INTEREST OF BRANDS

The German Brands Association utilizes its established network and has access to ministries, politicians, authorities, industrial associations, scientists/academics, media and other relevant stakeholders in Germany and Europe. With the expertise of its own employees the German Brands Association covers all relevant issues and supports its members in the following areas of competence, e.g.:

- **Trademark law and protection:** e.g. product and trademark piracy, internet platforms to exercise duty of care
- **Distribution policy:** e.g. abuse of buying power, protection of selective distribution
- **Consumer policy and protection:** e.g. protection of the principle of the "empowered consumer", www.verbraucherinfo.eu
- **Advertising and communication:** e.g. the preservation of advertising and sponsoring opportunities
- **Sustainability:** e.g. the further development of the circular economy, www.wachstum-mit-verantwortung.de
- **Europe:** e.g. with respect to the Digital Single Market prevention of discrimination offline businesses / preservation of geo-targeting

In observance of compliance principles, the German Brands Association has established numerous committees, discussion groups and forums for the most substantial fields of work and industry sectors for the purpose of forming common opinions and positioning itself. Thus an open exchange and dialogue across industry sectors at top decision-maker level with other branded goods and services companies and opinion leaders from the worlds of politics and media is ensured.

➤ *The strength of the German Brands Association is grounded on its profound expertise, its active commitment to ensuring the future of brands and is based on the principle of synergetic, efficient and effective action - because a strong and consistent community achieves more.* ◀

*Christian Köhler,
Hauptgeschäftsführer Markenverband e.V.*

THE GERMAN BRANDS ASSOCIATION PROVIDES TAILOR-MADE SERVICES FOR ITS MEMBER COMPANIES

With a wide range of up-to-date information, advice and services offered with respect to all issues relevant for brands, the German Brands Association tailors the range of services it offers to the needs of its members. These services include ...

- advice and support with respect to trademark, antitrust and competition law.
- cooperation in the development and design of important industry initiatives.
- exclusive member events and a wide range of training and further education courses relating to brands.
- compliance to support good corporate governance.
- direct access to up-to-date and reliable information on key aspects of the branded goods and services industry and political processes with relevance for brands.
- regular, extensive communication exclusively for member companies in the form of newsletters and circulars on successes, outcomes and developments with relevance for brands.



MARKENVERBAND

Become part of this strong community. Please feel free to contact us about your membership and how you can profit from our expertise and activities.

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