



Letters from the Presidents

Dear friends and colleagues.

That's it! I am writing this letter to say adieu as President of FEDEMAC. I enjoyed the job immensely even though it was tough at times.

I had a good team and great secretarial back up thanks to the German Association, AMÖ. Ellen Troska kept me focused and on the proper road when I got over enthusiastic. With a multinational Board it is not always possible to agree but we managed to get consensus most of the time.

My personal ambitions were to extend our membership to keep up with EU expansion and to build up an effective lobbying system. Thanks to the tremendous input from Tony Richman, these are well advanced and I know that my successor will continue with these important projects. My other favoured project has been, of course the young movers. They are now well organised and on their way to their next Conference in Greece. They deserve

the full support of their company bosses in their projects and ventures which enhance the name and reputation of their companies.

My President, Lucien Pot, as you know is the owner of Pot International Movers in Holland, they have just received the royal seal! Lucien is efficient, focused knowledgeable and linguistic. He is also a true friend and colleague. The Irish character is probably somewhat different from the Dutch but we have managed to combine them very well up to now. I'm sure that with the Dutch direction in future we will have a well structured organisation capable of pulling the new Europe together and providing the political protection and guidance for our companies both old and new.

May I thank all the General Secretaries of the Member Associations for the wonderful support and back up that you have provided me with over the last four years. Not only did I enjoy your efficiencies but I also have had the pleasure of your friendships over



this period. I know that this will continue in my new role as a board member.

May I conclude by also thanking those friends and members outside the moving business and our commercial affiliates for their support and friendship during my Presidency. I look forward now to supporting my new President Lucien during his exciting period over the next few years.

Denis Caulfield
Immediate Past President

Thank you, Denis for your nice words.

Yes a new President and then what! It would not be that easy to step in the footsteps of our former President. Probably even worse, it would not be possible at all. The only thing is to try to give my own input on the Presidency and on our Federation. In the "Denis" period we noticed a very good increase of our members. Denis brought a lot of our Eastern Europe friends into FEDEMAC. With his charm and enthusiastic way of communicating, he convinced a lot of people to join FEDEMAC and make use of the benefits and the possibility to put forward their voice in Europe.



Our FEDEMAC family is getting more and more complete now. Soon we hope to welcome the Greeks to come into our family. Of course the young Greeks already know the benefit of a united movers organization in Europe. They will host the 2007 Young Movers Conference in Athens. A good possibility to meet other young people from Europe. Through the Young Movers Conferences and as a leader of the Dutch Young Movers organization committee some years ago, I know how it is to organize such events. It is without doubt worthwhile for the time and effort you put into these events.

So what's next for the future of FEDEMAC? Of course we continue lobbying. Together with our European Lobbyist, Tony Richman we have managed to put FEDEMAC in the picture in Brussels as THE expert of the moving business. Also within the IRU our voice is now heard loud and clear. Together with our liaison person, Henk Kramer we provide input to the IRU efforts.

Alongside this the Board and I will try to promote FEDEMAC even more on the

European playground. Our Business and Action plan, which is checked and approved by the Council or General Assembly, will be the guideline for our work. This is our active working document. In the next newsletters I will publish some highlights out of this Business and Action Plan.

To conclude I want to say that I'm very proud to serve FEDEMAC to my best. Together with the Board of FEDEMAC, Ute Hannich, Aivars Usans, Arnaldo Righetti, Carl Bohn, Denis Caulfield, Klaus Moericke and the input of Tony Richman I'm sure we are ready for the next three years.

If you feel the need to put forward ideas, opinion or whatsoever, don't hesitate to contact me on Lucien.Pot@fedemac.com. I will be happy to make use of your input.

Lucien Pot
FEDEMAC President

Wishing you all a merry Christmas and health and success in the New Year!

A new EU Directive to ban pressure selling and misleading marketing has been approved.

The Member States must adopt and publish the laws, regulations and administrative provisions necessary to comply with the Directive by 12 June 2007 at the latest. The law defines a limited range of "sharp practices" which are to be prohibited EU-wide.

To assist - FEDEMAC lists below answers to the most important questions that may arise.

1. What is this Directive all about?

The directive will ban unfair advertising, marketing and other commercial practices used by businesses in their dealings with consumers. In particular, practices which are misleading or aggressive will be banned. **It will replace the complex tangle of existing national bans, limits and court judgements with a single, EU-wide regime.** Business will be able to advertise and sell to all consumers in the EU on the basis of one set of rules. Consumers will have access to a greater range of offers and will be protected from unfair behaviour by businesses, wherever they come from.

2. Where are the internal market obstacles for consumers and business?

Existing EU rules cover a number of unfair commercial practices, such as aggressive selling of timeshare property and misleading advertising, but they allow Member States to do this in different ways and to prevent firms which don't follow that particular country's way of doing things from selling to their consumers. As a result, businesses have to comply with a maze of different national rules and case law in this area if they want to sell throughout the EU, and consumers worry about the risk of being treated unfairly by businesses in other countries. The underlying principles of consumer protection law can differ quite significantly from country to country. Each Member State has a distinct idea of the types of business practices it regards as unfair. **The new Directive will get to the heart of the problem, by setting in place a framework of common EU-wide principles to address unfair commercial practices.** The Directive lists a number of practices to be prohibited EU-wide and lays down principles for regulating

new types of unfair practices as they arise.

3. Does the Directive add another layer of EU regulation?

No. **Where there are already specific EU rules, for example governing the content of pre-sale information about financial services products, they will take precedence and this directive will not add to them.** Where there are no specific EU rules, traders will need to check that they comply with the principles in the Unfair Commercial Practices Directive.

4. How does this proposal fit with the Commission's plans for an Enforcement Co-operation Regulation?

The two are complementary but separate. Each can stand on its own. The Unfair Commercial Practices Directive lays down common rules prohibiting a range of sharp business practices and requires Member States to put in place effective ways of ensuring that traders who break these rules are punished. The planned Enforcement Co-operation Regulation will establish a network of public enforcers with the aim of strengthening enforcement of all consumer protection rules, and beating rogue traders who exploit differences in national laws to run cross-border scams. This system of co-operation will help in the enforcement of all EU consumer protection laws, including the Unfair Commercial Practices Directive.

5. What is the scope of the Directive?

The Directive covers businesses' behaviour in relation to transactions with consumers where this affects consumers' economic behaviour - in other words, practices that impact on decisions like whether or not to buy a product or service, and if so from whom. This definition also covers behaviour



that might influence consumers' decisions on whether or not to exercise a right under a contract with a business, like making a claim on an insurance policy for instance, or exercising a right to return goods, withdraw from a loan contract or end a subscription. **The Directive does not cover businesses' dealings with other businesses.** Nor does it cover any matters of taste or decency, health and safety or contract law.

6. How does the Directive define 'unfairness'? Why doesn't it define 'fairness'?

The aim of the Directive is to define a limited range of "sharp practices" which are prohibited EU-wide. This leaves room for business to innovate in developing new fair commercial practices. The directive defines 'unfairness' to ensure that the things that really cause problems for consumers are clearly spelt out and can be addressed, without creating uncertainty and extra costs for honest businesses. **In order to be unfair, a commercial practice has to:**

- 1. fail to comply with the usual standards of care and skill expected**

from a trader, and 2. be likely to constrain the average consumer's ability to take an informed decision to such an extent that he or she is likely to take a different decision from the one they would have made otherwise - for example, by misleading or coercing them into buying a product or service.

7. What about advertising to children or other 'groups'?

The directive will ensure that where advertising is targeted at children its effect on the average child is taken into account when the fairness or unfairness of the practice is considered. **The same test will be applied where advertising - or any other commercial practice - is targeted at any specific group, whether this is children, adolescents, low income households, high income households or even industrial purchasing managers.** This puts in place safeguards to ensure responsible advertising to children. The Directive does not ban advertising to children.

8. What is the status of the list of examples on unfair commercial practices? How was the list decided on?

The list of examples of unfair commercial practices contained in Annex I of the Directive is a legally enforceable "blacklist". The practices it describes are prohibited EU-wide in all circumstances. All Member States will be obliged to prohibit these practices when they transpose the Directive into their national law and when they enforce the Directive. **This does not mean that only the practices on the list are unfair:** it is not an exhaustive list, just a list

of things which clearly break the rules and are clear and important enough to be banned from the outset. For commercial practices not on the list, though, the presumption will be that they are fair until they are shown to be unfair. The list of unfair commercial practices was developed by the Commission on the basis of the responses it received to its October 2001 Green Paper on EU Consumer Protection and the Follow-up to the Green Paper conducted in 2002.

9. How will the list be updated, amended and reviewed?

The list is an integral part of the Directive. It can only be amended through the normal legislative process in the same way as any other part of the Directive. In other words, **amending the list will require a formal legislative proposal from the Commission and positive decisions in both the European Parliament and Council.**

10. What extent will the Framework Directive enable legal action by national enforcement bodies, competitors and/or consumer organisations?

The rules set out in the Directive have to be enacted into the national law of the EU Member States before they can be legally enforced. **Exactly how the Directive is enforced in each Member State will depend on the provisions of these national laws.**

11. Will self-regulatory enforcement, such as advertising codes, still be allowed?

Yes. The Directive allows for the role of business associations and civil

society organisations, at national or EU level, in enforcement - see the answer to question 10. above.

There are many other important matters to take account of in the wording of the Directive and which may affect some Member Associations in a different way to others - for example, we are aware and are pleased to note that some associations have already drawn up a 'code of conduct' (an agreement or set of rules not imposed by law, regulation or administrative provision of a Member State which defines behaviour of traders who undertake to be bound by the code in relation to one or more particular commercial practices or business sectors). **The Directive does not exclude the control, which Member States may encourage, of unfair commercial practices by 'code owners'** (the entity, including trader or group of traders, which is responsible for the formulation and revision of a code of conduct and/or for monitoring compliance with the code by those who have undertaken to be bound by it) **and recourse to such bodies by the persons or organisations referred to in Article 11 of the Directive if proceedings before such bodies are in addition to the court or administrative proceedings referred to in that Article.**

Tony Richman
FEDEMAC - European Affairs

The Directive can be found at
http://europa.eu.int/eur-lex/lex/LexUriServ/site/en/oj/2005/l_l49/l_l4920050611en00220039.pdf

Value Added Tax (VAT) rates in the European Union

Austria	20.0 %	Great Britain	17.5 %	Poland	22.0 %
Belgium	21.0 %	Greece	19.0 %	Portugal	19.0 %
Cyprus	15.0 %	Hungary	20.0 %	Slovakia	19.0 %
Czech Republic	19.0 %	Ireland	21.0 %	Slovenia	20.0 %
Denmark	25.0 %	Italy	20.0 %	Spain	16.0 %
Estonia	18.0 %	Latvia	18.0 %	Sweden	25.0 %
Finland	22.0 %	Lithuania	18.0 %		
France	19.6 %	Luxembourg	15.0 %		
Germany	16.0 %	Malta	18.0 %		
I. Jan. 2007:	19.0 %	Netherlands	19.0 %		

(This information is supplied without liability.)

FEDEMAC held its Council Meeting 2006 in Berlin, following the invitation of the German member association AMÖ.

The representatives of the European removal industry used the occasion to celebrate together with their German colleagues the 125th Birthday of the German Removal and New Furniture Transport Association AMÖ.

The FEDEMAC Council meeting started on 30th September 2006, the day before the opening of the AMÖ-Congress. The Presidents, General Secretaries and the representatives of direct affiliated companies used the opportunity to exchange experiences, identify common problems and seek solutions to problems.

The FEDEMAC Lobbying Consultant, Tony Richman, reported on the latest developments and initiatives on EU level. The latest lobbying activities of FEDEMAC concentrated on common rules for the EU Import of household goods and the support of the VAT One-Stop-Shop to simplify registration and payment of VAT to other EU Countries than the company's Home Country.

The FEDEMAC Council Meeting itself was held in the morning of 1st October 2006. The FEDEMAC Council, during its annual Meeting fixed the guidelines of the European Association and agreed on the Business and Action Plan 2007-2009. The Council retains full authority, votes on membership applications and elects the FEDEMAC President as well as the FEDEMAC Board.



The President of the German Association, Gert Hebert cares for typical Berlin entertainment.

The Council voted in favour of the acceptance of Direct Affiliation of the moving companies EuroMove (PL), Poland, MORTY s.r.o. und TRIV s.r.o., Slovakia and P.Árnason, Iceland.

FEDEMAC now represents thirteen national Removal and FurnitureTransportAssociations. It protects and fights for the interests of the member companies of following associations:

- Associazione Imprese Translocatori Italiani (A.I.T.I.), Italy
- British Association of Removers, BAR, Great Britain
- Bundesverband Möbelspedition und Logistik (AMÖ) e.V., Germany
- Chambre Belge des Déménageurs / Belgische Kamer der Verhuizers (CBD / BKV), Belgium
- Dansk Möbeltransport Forening (DMF), Denmark
- FAIM Certified Movers Norway, Norway
- Federación Española de Empresas de Mudanzas (FEDEM), Spain
- Magyar Költöztetők Szövetsége (MAKÖSZ), Hungary
- National Association of Overseas Movers in Ireland (NAOMI), Ireland
- Organisatie voor Erkende Verhuizers (formerly SAVAM), Netherlands
- Österreichischer Möbel-Transport-Verband (ÖMTV), Austria
- Schweizerischer Nutzfahrzeugverband / Fachgruppe Möbeltransport (ASTAG), Switzerland
- Sveriges Möbeltransportörers Förbund (SMF), Sweden.

Furthermore twelve removal companies from the following European Countries are organized as Direct Affiliates in FEDEMAC: Cyprus, France, Iceland, Latvia, Luxembourg, Malta, Poland, Slovakia and Slovenia.

A vote on the application of the Greek Association of Internal Movers was not possible since important information and documents were missing for this year's Council Meeting. For the same reason the application of Thomas Smith, Malta could not be agreed finally during the Council Meetings, but had been formalised in the



The President and five Past Presidents of FEDEMAC (Johan Wiersma, Klaus Moericke, Lucien Pot, Tony Richman, Peter Scharrenbroich and Denis Caulfield) met in Berlin.

meantime. FEDEMAC anticipates formalising the application from the Greek Association soon.

At the end of the three years term elections of the FEDEMAC President, FEDEMAC Board Members and Internal Auditors were important topics on the Agenda of the Council Meeting 2006. The Council voted Lucien Pot (Netherlands) to follow Denis Caulfield after his four years Presidency and become the new FEDEMAC President. The Council voted following Board Members for the term 2006-2009: Ute Hannich (Deutschland), Carl Bohn (Denmark), Denis Caulfield (Ireland), Klaus Moericke (Spain), Arnaldo Righetti (Italy) und Aivars Usans (Latvia). The FEDEMAC Lobbying Consultant Tony Richman (Great Britain) will continue to be part of the FEDEMAC Board as co-opted Board Member. Oswald Weber (Switzerland) and Stefan Chorus (Luxembourg) were re-elected for another term to serve as Internal Auditors of FEDEMAC.

Ellen Troska
FEDEMAC Secretary



Muriel and Denis Caulfield enjoy the evening with their colleagues and friends.

The German Member Association "Bundesverband Möbelspedition und Logistik (AMÖ) e.V." celebrated its 125th Birthday during its Congress 2006, 1st - 3rd October 2006 in Berlin.

Nearly 500 participants from AMÖ member companies, regional associations and guests attended the congress. AMÖ took the opportunity to look to the future and offered a wide range of interesting professional presentations on the following topics had been given:

- Internet - marketing media of the future only?
- Company owner succession: the "soft factors" are counting
- Prospects for the future - People and Markets moving
- Advertising and Marketing of the Association: Factors of success for the Furniture Transport Companies



AMÖ-President, Gert Hebert congratulates Liselotte Donath (left), winner of the charity lottery. Ms Donath won an outside elevator of Boecker.

drink. The location for the second evening and celebration of the anniversary was the Museum for Communication. The guests had the chance to walk through the museum, viewing very interesting parts of the exhibition. Live music and dancing was provided as big part of the entertainment in the centre of the museum.

The German Association was delighted that so many of the European Movers and Representatives participated in the celebration of this important and historic event.

Ellen Troska
FEDEMAC Secretary



The Communication Museum was the location of the 125th Anniversary Party of AMÖ.

The last presentation during the AMÖ Congress dealt with the economic future of Germany. Prof. Werner Sinn presented an analysis of the most important and worrying economic developments (increasing unemployment, increasing black labour market, only short term economic growth) under the topic "Can Germany still be saved?". Prof. Sinn developed some ideas that might lead Germany out of the problems of a constantly growing black labour market situation.

But what would a congress and especially such an occasion as the 125th anniversary of the association be without get-together and party time for all the participants of the congress? The first evening was held in typical Berlin style ambience: Berlin decoration style and music, Berlin food and

Bongiorno Firenze!

We look forward to sharing the pleasures of Florence with the Removal Companies being Members of FEDEMAC or belonging to one of the FEDEMAC Member Associations in November 2007, 1st to 4th.

The arrangements for the Congress are well advanced. We have booked the wonderful Baglioni hotel located very close to the centre. A stimulating business

programme along with a delightful mixture of culture and sightseeing in this beautiful city is being put together. We have been assured by our Italian colleagues of their support and enthusiastic participation to make sure that you have a congress to remember.

Ciao for now! Bye Bye!

Lucien Pot, Arnaldo Righetti, Ellen Troska
Organisation Committee

The pictures of the Hotel Baglioni and the town of Florence are just a glimpse of what you will discover and enjoy. The most important sights of Florence are located in the centre of the town. Visiting Florence out of season, when it's cooler and queues are shorter is recommendable.

Book the dates on your agenda now and contact your Italian FEDEMAC colleagues to combine a little business with the conference.



The Congress Hotel Grand-Hotel-Baglioni in the centre of Florence.



You can walk across the famous Ponte Vecchio and browse the jewellery stalls or enjoy the views of the river.

News on FEDEMAC Membership

It is a great pleasure to welcome five Direct Affiliated Moving Companies as new FEDEMAC members.

Fighting for the interests of the moving industry FEDEMAC is speaking with the voice of 22 European countries now.

Here are the contact details of the new FEDEMAC members:

EuroMove
ul. Kineskopowa 1
PL - 05-500 Piaseczno
Tel. +48 22 716 55 66
Fax + 48 22 716 55 67
www.euromove.pl
moving@euromove.pl

MORTY International Movers
Kopcianska 92
SK - 852 03 Bratislava
Tel. + 421 2 6353 6924
Fax + 421 2 6353 6925
www.morty.sk
andrej@morty.sk

TRIV, s.r.o. International Moving & Transport
Agatova 22, SK - 840 03 Bratislava 4
P.O. Box 76, SK - 840 00 Bratislava 4
Tel. + 421 2 654 22 387
Fax + 421 2 654 43 753
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Vesturvör 30b, IS - 200 Kópavogur
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International Diary 2007 of the Moving Industry

January	20	Extraordinary General Assembly of Organisatie voor Erkende Verhuizers, Netherlands	June	21 - 23	AMÖ Annual Conference, Magdeburg, Germany
March	TBD	LACMA Convention, Brazil	October	4 - 6	Congress and General Assembly of FEDEM, Córdoba, Spain
April	18 - 21	Annual OMNI Conference & 21 st General Assembly, Sorrento, Italy		14 - 17	HHGFAA 45 th Annual Meeting, New York City, USA
	22 - 26	FIDI Annual Congress, Budapest, Hungary		TBD	OMNI Members Meeting, New York City, USA
	26 - 28	BAR Annual Conference, London, Great Britain	November	1 - 4	FEDEMAC Congress, Florence, Italy
May	4 - 5	Annual Meeting of SMF, Örebro, Sweden		4	AITI Autumn Meeting, Florence, Italy
	17 - 20	Young Movers Conference, Athens, Greece		TBD	FEDEMAC Council Meeting, Florence, Italy
June	8	General Assembly of Organisatie voor Erkende Verhuizers, Netherlands		TBD	Fall Meeting of SMF, Stockholm, Sweden



Removal Association from Norway (FCMN)
Cyprus, France, Iceland, Latvia, Luxembourg, Malta, Poland, Slovakia and Slovenia represented by Direct Affiliates



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