



# European Confederation of Beverage Wholesaler Associations

*Michel Haelterman - President*

CEGROBB is the official representative of European beverage wholesaler associations, promoting their interests while monitoring political developments at a European level. Our network of national organisations and official industry representatives fosters the exchange of professional experience and offers in-depth knowledge of our sector and its activities.

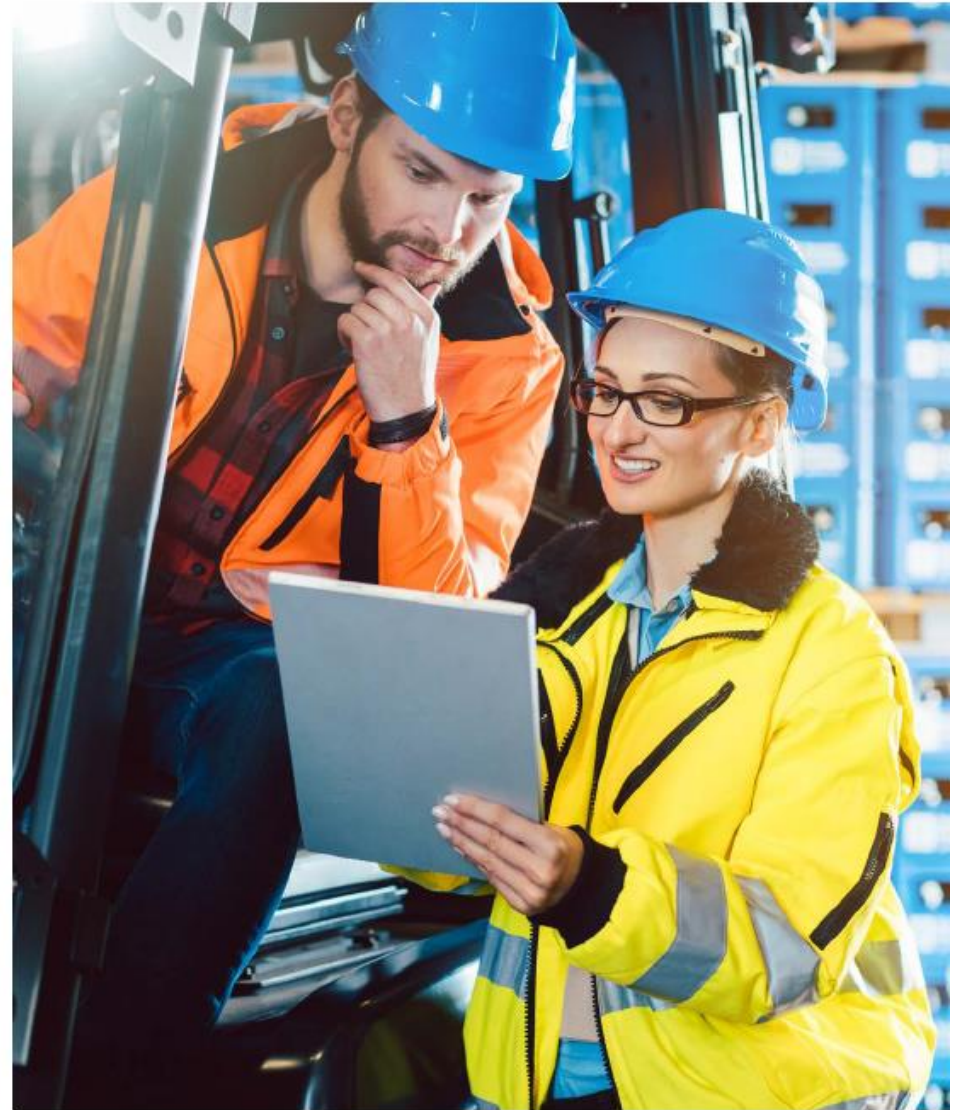
## Our Purpose

CEGROBB identifies and defends the interests of European beverage wholesaler associations while keeping an eye on political developments at a European level.

Our network of national organisations and official industry representatives fosters the exchange of professional experience.

## What we stand for

Working in conjunction with our members and partner associations, our mission is to harmonise regulations, promote sustainable and reusable packaging, highlight eco-friendly logistics solutions, and foster fair local business and labour conditions.



# Key Areas of Interest

As the official voice of European wholesalers to EU institutions and associations, CEGROBB focuses on the following aspects:

## Reusable Packaging

Support and promote the usage of reusable packaging and unified deposit return systems.

## Environmental Responsibility

Evolve towards circular and sustainable economy to address our environmental responsibilities.

## Harmonisation of Economical Structures

Lobby for harmonisation of taxes and duties, as well as economic contracts and legislations (VBER).

## Labour Shortage

Implement counteractions to address labour shortage and lack of truck drivers.

## Sustainable Logistics

Increase reverse logistics supply chain and develop smart city distribution solutions.

## Digitalization & Market Insights

Exchange best-practice approaches for digitalization and share valuable markets insights among members.

# How our Members benefit

CEGROBB offers its members a strong and active network for exchange at a European level.



## A strong Community

Join a strong and active community at a European level. You can exchange experiences and best practice, contribute to joint initiatives, and help to defend our interests so we can grow together.





## Industry Know-How

CEGROBB is dedicated to the beverage industry, focusing on the needs of its wholesalers and their customers together with the opportunities available to them.

We offer and share in-depth professional knowledge of our sector and its activities.



## Support of our Members

We act on behalf of our members, their wholesalers, partners and customers.

Our mission is to support them by promoting the adoption of harmonised regulations, increasing the use of sustainable packaging and eco-friendly logistics, and fostering fair local business and labour conditions.

## Our Members

Our members consist of national organisations and industry representatives in Europe that are committed to promoting a sustainable beverage sector.

By partnering with CEGROBB, members can enhance the reputation of their brand, stay on top of relevant issues, and increase their influence in shaping policy decisions.





**Thank you for your attention !**