

NEWSLETTER

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Further success for the EMIA expert committee on the way to the implementation of a MAP

Berlin 17.03.2022 **The political work of EMIA (European Musical Instrument Alliance) is successful. On the way to a MAP (Minimal Advertised Price) for the MI industry, another important step has been taken**

Already in December 2019, EMIA laid the foundations for a MAP to be discussed at the European level with a fundamental appeal "For the preservation of the cultural heritage of musical instruments in Europe". Additional statements and stakeholder briefings followed, which ensured that a MAP, among many other aspects, was adopted in the VBER's draft guidelines and debated for the first time by European policymakers.

Letters, consultations and personal dialogues with MEPs of the relevant committees CULT, ECON and IMCO followed. Now another barrier has been taken by including the MAP issue in a key "Annual Competition Policy Report" of the European Parliament's ECON (Economic and Monetary Affairs Committee). The report includes an appeal to the European Commission to address the topic of MAP in connection with the revision of the guidelines on the Vertical Block Exemption Regulation. At the beginning of March, the IMCO Committee (Committee on the Internal Market and Consumer Protection) also expressed a constructive opinion on the implementation of a MAP in a [dossier](#). In concrete terms, this means that the European Commission is clearly called upon to find a regulation on the subject of MAP, which should be implemented subsequently in practice.

The paragraph from the "Annual Competition Policy Report", which was leaked to us first-hand, reads as follows:

[The Parliament] "Considers that the distinction made in the draft guidelines to the VBER revision between resale price maintenance (RPM), distorting the market, and minimum advertised price (MAP),

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which could be allowed under certain circumstances and conditions, could constitute a tool to support SMEs to withstand aggressive price competition on online marketplaces; asks the Commission, to this end, to clarify in the guidelines the conditions under which MAP does not constitute RPM"

Daniel Knöll, Managing Director of SOMM and Secretary General of EMIA: *"This is another important step for us to implement a MAP also at European level. We will continue to engage in continuous dialogue with the European Parliament, the European Commission and our political contacts with the aim of achieving a solution that is meaningful and beneficial to the MI industry."*

Background: European Musical Instrument Alliance (EMIA)

The European Musical Instrument Alliance (EMIA) is an association of major European trade associations in the musical instrument industry. It sees itself as a forum and discourse space for relevant national and international associations and organisations with the aim of identifying, discussing, shaping and optimising the economic and legal framework conditions for all areas of the musical instrument industry and addressing them vis-à-vis politicians.

The EMIA stands up for the cultural and economic interests of the musical instrument and music equipment industry on a national and European level, with the aim of strengthening the competitiveness of the industry in all market sectors, helping to shape the political and legal framework conditions according to the requirements of the industry, and promoting up-to-date further and advanced training in music, as well as intensifying active music making and music skills in society.

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