

PRESS RELEASE

EMIA
% SOMM e. V.
Hardenbergstraße 9a
D-10623 Berlin

T: +49 30 8574748-0
F: +49 30 8574748-55
E: somm@somm.eu

w³.somm.eu

Constitution of the Europe-wide alliance of the musical instrument industry EMIA (European Musical Instrument Alliance)

Berlin 14.02.2022 **With the constitution of the expert body EMIA, a milestone has been set in the history of the European musical instrument and musical equipment industry (MI industry). Four leading national industry associations are joining forces in an alliance to advocate for the cultural and economic interests of the MI industry in Europe.**

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.

The founding members of the Alliance are the leading associations from France (CSFI), Italy (DISMAMUSICA), Spain (COMUSICA) and Germany (SOMM - Society Of Music Merchants). The Managing Director of SOMM, Daniel Knöll, will act as Secretary General of EMIA and represent the Alliance in the role of Spokesperson. Manel Punti (COMUSICA, ES) and Stelvio Lorenzetti (DISMAMUSICA, IT) will chair and vice-chair the Steering Committee respectively in the first founding year.

Daniel Knöll, Geschäftsführer SOMM und Generalsekretär EMIA: *Managing Director SOMM and Secretary General EMIA: "The European MI industry urgently needs a platform that enables national associations of the European member states to represent their interests jointly and in a bundled way vis-à-vis politicians. It was long overdue for the European MI industry to come together to advocated for cultural and economic interests. Now we are finally ready to bundle parts of the European MI industry under one roof."*

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Manel Punti, President COMUSICA (ES) and Chair of the EMIA Steering Committee: *"In these difficult times, it is important to speak with a strong voice. The MI industry needs a professional and reliable organisation that successfully deals with the pressing issues of European politics and defends music as one of the most important commodities for our societies."*

Stelvio Lorenzetti, Spokesperson DISMAMUSICA (IT) and Vice-Chairman of the EMIA Steering Committee: *"It is time for all the musical instrument associations in Europe to be united and finally speak with one voice to the European Parliament and to the European Commission in order to be much more representative, so that the demands of the national associations that recognise themselves in the EMIA are taken into account and the changes necessary for the development of the market are implemented, such as competition law and the enhancement of the cultural role and function of the MI industry in building a new European identity"*.

Fanny Reyre Ménard, spokesperson for CSFI (FR) and founding member of EMIA: *"Music is a major part of European living culture and musical instruments are the heart of it We founded EMIA to make the voice of the musical instrument industry heard by the European Union: the beautiful and strong voice of so many wonderful professionals in Europe who share the same passion for musical instruments and music."*

Representatives of the national associations had already come together for the first time in December 2019 and addressed the European Parliament and the EU Commission with an appeal "for the preservation of the cultural heritage of musical instruments in Europe", which received widespread attention: For example, EMIA's submissions in the area of the Vertical Block Exemption Regulation (VBER) have led to the topic of a MAP, among others, being included in the VBER's draft guidelines and discussed by European policymakers. One of the focal points of EMIA's current work is to push this issue further and lead to concrete results in a timely manner. As an extension of its activities, the technical committee has written the topics of resource and raw product regulation as well as musical education into its agenda, in addition to dealing with competition.

The Steering Committee and the Secretary General have also set themselves the task of finding other European associations and organisations in the MI industry as partners. Co-operations with other associations who wish to become part of the alliance are welcome to become members of the European Musical Instrument Alliance.

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in alphabetical order:



Press Contact:

Martin Nies

Leiter Kommunikation / Head Of Communications

Fon: +49(0)30 – 85 74 74 8 -15

Fax: +49(0)30 – 85 74 74 8 -55

Mobile: +49(0)176 – 84 42 20 58

E-Mail: m.nies@somm.eu

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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