

NEWSLETTER

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Another hurdle taken: Success for EMIA on the way to the implementation of a MAP

Berlin 09.05.2022 Another important step has been taken towards the implementation of a MAP (Minimum Advertised Price) for the MI sector.

EMIA's constant political work continues to pay off:

The European Parliament has approved the possible implementation of a MAP - as part of the revision of the BER (Block Exemption Regulation) - with a large majority!

With 90 votes against and 75 abstentions, 436 MEPs voted in favour of a so-called motion for a resolution, which also stipulates that the EU Commission has to examine the possible introduction of a MAP.

The passage in the motion dealing with the issue in the wording:

"[The European 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), 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;"

The EU Commission now has the clear recommendation of the EU Parliament.

We will keep you informed of developments.

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

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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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