

# EMC. European Marketing Confederation



Operating since 1960s • Established in Brussels • 17 member associations in 17 countries • Representing more than 250000 marketers, managers and entrepreneurs across Europe

## **Background**

The European Marketing Confederation (EMC) is the umbrella organisation for marketing, sales and communication associations in Europe.

Operating since the 1960s, the Brussels headquarters was established in 1993. The role of the EMC Office in Brussels is to ensure that the voice of the marketing profession is heard in Europe, and to drive and coordinate projects with its member associations.

## **Our Vision**

The European Marketing Confederation aims to be the hub for marketing and sales professionals in Europe.

## **Our Mission**

The development and promotion of marketing as the fundamental business process leading to economic growth and prosperity and the improvement of the competitive position of Europe's trade, industry and commerce.

## **Our Goals**

- Protection of the members' interests to the European Institutions.
- Definition of standards for marketing education and training in Europe, with qualifications that are comparable and recognized across borders.
- Supporting the science and practice of sales, marketing and communication.
- Promoting marketing as the fundamental business process leading to the prosperity and competitiveness of European business.

Providing a unique source of information, studies and best practice.

## Leadership

EMC is run from the EMC Office\* in Brussels by a very small permanent team of specialists supported by external consultants and other volunteers from the member associations. Strategy and goals are proposed by our Management Board, elected for a three-year period and consisting of 10 experienced marketers of the European arena. The policy is approved by our General Assembly representing each of our member associations.

## What we do

- Strategic Pillars**
- **Strategic Pillar 1: Best Practices in Associations**, an exchange of experience and knowledge on best practices in association management such as membership recruitment and retention, organisation of events, communication policy, revenue generating schemes or the effective use of the association's website.
  - **Strategic Pillar 2: Best Practice in Marketing**, an Exchange of knowledge, experience or research among EMC members on marketing practices. They can refer to a wide range of different industry sectors or to general marketing strategies.
  - **Strategic Pillar 3: EU Information**, a database of information relating to European initiatives, legislation and funding opportunities that have an impact on marketing, it contains a broad list of relevant topics such as: sales promotion, packaging, safety of services and products, data protection, recognition of qualifications, etc
  - **Strategic pillar 4: EU Representation**, a working group with individuals from EMC member associations that present to European Union policy making units the full benefits of marketing. This focuses on activities that reinforce the visibility of the EMC the role of Marketing within EU policies. EU funding is also be investigated to support these activities.
  - **Strategic Pillar 5: Professional Accreditation**, an accreditation framework that will allow recognition of the skills and competences of any marketer in Europe. This recognition, accepted within EMC members, will facilitate the move of professionals wishing to work in another European country.

- Achievements**
- Representing the interests of 250,000+ professionals
  - Becoming the sounding board of several European institutions
  - Development of a pan-European accreditation system for marketing qualifications
  - Managing cross-border EU-funded projects
  - Placing specialists into European Commission Expert Groups
  - Organizing co-branded conferences
  - Launching the first pan-European website for networking in the marketing and sales community

**Francis Petel - Chairman** DCF, Dirigéants Commerciaux de France (.fr), Chairman International, Committee EMQF AEG (.be), Chairman EU expert for Education (EQF)

**Andrew Harvey - Vice Chairman**, DipM, FCIM, FRSA Chartered Marketer Vice Chairman, Head of Marketing and Business Development at the UK law firm, Cobbetts.

**Frank van Delft - Board Member**, NIMA Nederland Instituut voor Marketing (nl)

**Marcos Fragouloupoulos - Board Member**, Hellenic Institute of Marketing (gr)

**Ivor Blumenthal - Board Member**, SETA Services Education and Training. (za)

**Tom Trainor - Board Member**, MII, The Marketing Institute of Ireland (ie)

**Jan Fager - Board Member**, Swedish Marketing Federation (se)

**Carlos Oliveira - Past Chairman** APPM, Ass. Portuguesa dos Profiss. de Marketing (.pt), President ISEG, University of Lisbon (.pt), Professor (Branding; Financial Services Marketing) "Marketeer" magazine (.pt), Editorial Director, Consultant of marketing and corporate strategy

**Marc Van de perre - Vice Chairman**, President at Belgian Marketing Foundation (Stichting Marketing) (be) Managing Partner at Interface Marketing

**Tunç Erem - Board Member** TMA, Turkish Marketing Association (.tr), President • University of Marmara (.tr), former Dean

**François Laurent - Board Member**, ADE-TEM, Consumer Insight (fr)

**Uwe Taennler - Board Member**, Swiss Marketing (ch)

**Lauri Sipilä - Board Member**, Mark The Finnish Marketing Association (fi)

## Other Members of the General Assembly

**Brigitte Pfeiffer** DMV, Deutscher Marketing-Verband (.de), Secretary General

**Lorenz Weid**, Austrian Marketing Confederation (at) President.

**Otakar Pivoda** CIMA, Czech Institute of Marketing (.cz), Director

**Yangos Hadjiyannis**, Cyprus Institute of Marketing, (cy) Deputy Director

**EMC Office**

**Maria T. Carrillo**  
Membership and Head Office Manager



## Contact details

**General enquiries, EU relations, communications and new projects**

Maria T. Carrillo  
Membership and Head Office Manager  
EMC Office (Brussels) + 32 2 742 17 80  
mtcarrillo@emcoffice.net

**EMC Office address**

Place Chasseurs Ardennais 20  
B-1030 Brussels (EU)  
Fax; + 32 2 742 17 85

**Website address**

Corporate site: [WWW.EMC.BE](http://WWW.EMC.BE)  
Administrative: [WWW.EMCOFFICE.NET](http://WWW.EMCOFFICE.NET)  
Networking: [WWW.EUROMARKETERS.NET](http://WWW.EUROMARKETERS.NET)  
[WWW.MARKETINGINEUROPE.ORG](http://WWW.MARKETINGINEUROPE.ORG)