



ElektronikBranschen

Annual Report

Consumer Electronics Association in Sweden 2015/2016

Activities

The Association followed the business plan and the priorities that were established at the annual meeting. The top priorities are public relations, lobbying and distributing information, internal as well as external. The association also provides support to members and offers training to member staff. A short list of activities below.

Chemical Tax

The activities regarding the chemical tax was given high priority during the year, with a lot of meetings, articles and actions. There is a special report on this subject.

Private Copying Levies

The efforts to change the law regarding private copying levies has been intense during the year. Several articles were published and actions taken. Klas Elm has taken the position as spokesperson for the industry. An important seminar in the Parliament was held. We have also followed up the contacts from the seminar. There is a special report on this subject.

PR

ElektronikBranschen has established very good contacts within the media and has strengthened its position as a representative for the industry. By continuously providing the media with relevant information, statistics, and trend reports ElektronikBranschen has established itself as a trustworthy part.

ElektronikBranschen continuously provides the media with press releases from the industry and has developed two new PR tools - *Quick Index* that is released on the 4th of every month and the *Retail Manager Index*, which is published three to four times a year.

Lobbying

ElektronikBranschen continues to use PR consultants from Hill + Knowlton Strategies regarding the Chemical Tax.

For the project of Copy Levies, ElektronikBranschen uses PR consultants from JKL:

Several law suits against members were carried out during the year. Copyswede claims that mobile phones, tablets, computers, and game consoles should be subject to the levy system, which ElektronikBranschen opposes. On June 10, the Supreme Court ruled that smartphones shall be subject to the levy system. However, the Supreme Court said nothing in the ruling about the level of levy that should be paid.

In the case of tax reduction for IT services, RIT, ElektronikBranschen continued to lobby for its introduction. Among other actions, a seminar in Almedalen was conducted under the name of "digitalt utanförskap".

Trade Shows

Klas Elm has during the year visited IFA (Berlin) and CES (Las Vegas) where contacts were made with members as well as journalists. During and after the shows ElektronikBranschen released press information about the industry, trends and news.

Nordic Association – NACEA

The joint Nordic organization NACEA meets every nine months to discuss and exchange information regarding national challenges, successes and regulations as well as the implementation of EU directives.

Social media

ElektronikBranschen is active on Facebook, Twitter and www.elektronikbranschen.se

Training

ElektronikBranschen offers training and certifications regarding after-sales and product insurances.

Future TV Forum

ElektronikBranschen is involved in the association named Future TV Forum. Klas Elm is the president of the Forum which hosts seminars with high-quality speakers regarding the future of the TV industry.

Environment & After-sales

The subgroup of Environmental/Aftersales have met on two occasions during the year. The group discusses issues relating to chemicals, environment and CSR and also complaints, re-claims, XPOS and other clearance systems.

Consumer Law

ElektronikBranschen is represented in The National Board for Consumer Disputes (ARN) by Klas Elm.

Electronic Waste

El-Kretsen AB is a non-profit company partially owned by ElektronikBranschen and is represented on the board by Klas Elm. El-Kretsen collects electronic waste on the Swedish market.

Board

Board members during the period:

Peter Håkansson, Euronics – Chair

Johan Kling - Vice Chair

Klas Elm, ElektronikBranschen - CEO

Ivar Handeland, Audio Video / Electra

Hans Trolläng, Elgiganten

Daniel Lindén, Gibson

Per Kaufmann, Media Markt

Erik Åhsgren, LG

Jonas Eriksson, Panasonic

Magnus Nilsson, Samsung

Eric Gjerulf, Sennheiser

Susanne Ehnåge, SIBA until May 2016, followed by Roger Sandberg, NetOnNet

Meetings

During the year (July – June) the association held five meetings with the board and two general meetings with all member companies invited.

Office

CEO Klas Elm has been in charge at the office, handling the daily business along with executive assistant Kristina Wirbing.