



Annual Report

Consumer Electronics Association in Sweden

2017/2018

Strategy for the association

The board of directors had a workshop during the spring, discussing the future strategy for the association. It was decided that we need to better communicate what we are doing and achieving, attract new members and keep the existing. The board has identified geographical as well as industrial consolidation as means of long-term development. These objectives require long term, patient work targeted on achieving the objectives while at the same time keeping the organization relevant for its members, new as well as old. The board decided to address IT-companies and other nearby industries to become members.

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 many meetings in parliament and government, articles, and actions. During the year we also gave the assignment to HUI Research to study the economical effects of the tax – both for the companies and the state (that report got good media coverage in the autumn of 2018). Furthermore, we had meetings and trainings regarding how the members should act after that the regulation came in place.

Private Copying Levies

The issue moves in three different areas. Advocacy, Negotiations and Litigations. In the first we had a breakthrough as the Swedish Parliament has taken the decision to urge the government to start an inquiry with the aim to change the legislation. Now we have decided to prolong the lobbying project so that this inquiry will start and have the right directives. The court case between Copyswede and Sony ended on December 29th, 2017 with the Supreme Courts ruling and Sony lost. The case between Copyswede and Telia/iPhone had one ruling from the Supreme Court on June 10th, 2016 stating that iPhone should be part of the levy system. The case now starts over in the lower courts and we will get the next judgement around Christmas 2018.

The negotiations continued during the year with no agreement in sight.

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 re. market statistics we use two PR tools - *Quick Index* that is released on the 4th of every month and the *Retail Manager Index*.

Lobbying

ElektronikBranschen uses different PR consultants when lobbying on issues like the Chemical Tax and Copy Levies but with Klas Elm as spokesperson in all cases.

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 to the staff in member companies regarding after-sales and product insurances.

Future TV Forum

ElektronikBranschen is involved in the association named Future TV Forum. Klas Elm is the managing director 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 three occasions during the year. The group discusses issues relating to chemicals, environment, CSR and recycling, complaints, reclaims, 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 – Chairman

Erik Åhsgren, LG - Vice Chairman

Klas Elm, ElektronikBranschen - CEO

Niclas Ericsson, Elgiganten

Ivar Handeland, Audio Video / Electra

Per Kaufmann, Media Markt

Per Johansson, Sennheiser

Peter Lundin, Nikon

Roger Sandberg, NetOnNet

Magnus Nilsson, Samsung

Meetings

During the year (July – June) the association held three 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.

Members

During the fiscal year 28 companies were members of ElektronikBranschen.