

APPROACH AND GUIDELINES

One Voice for the European MI-Sector

- untied we are stronger -

Principle

The constitution of EMIA is an important step towards a united and strong European Musical Instrument and Musical Equipment (MI) industry. Four leading national industry associations are joining forces in an alliance to promote the cultural and economic interests of the MI industry in Europe.

The Coalition for the musical instrument industry is an open alliance of leading private-sector interest groups - it sees itself as the competent voice of the MI sector for social and economic change.

As a driving force for politics and government at federal, state and EU level, it develops overarching positions, statements and demands on cultural and economic policy issues. And it aims to harmonise and unite the MI industry in Europe.

The market participants of the MI sector, represented by the Coalition's associations and stakeholders, are the relevant engine for creativity, innovation, productivity and economic growth in Europe, and at the same time a guarantor of democracy, diversity and social cohesion.

The structure

The European Musical Instrument Alliance (EMIA) is an alliance of the major European trade associations of the musical instrument industry (CSFI, DISMAMUSICA, COMÚSICA and SOMM e. V.). It sees itself as a forum and discourse space for relevant national and international associations, industry-partners 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 communicating these to political decision-makers.

EMIA is a platform that enables the national associations of the European member states to represent their interests jointly and in a unified manner to policy-makers. EMIA addresses the pressing issues of European politics and defends music as one of the most important assets of our societies.

It is time for all musical instrument associations and companies in Europe to unite and finally speak with one voice in order to be much more representative. United, the sovereign national associations' political demands can be taken into account and the changes necessary for the growth of the market can be implemented, such as competition law, VAT and the enhancement of the cultural role and function of the MI industry in the construction of a new European identity.

EMIA represents the cultural and economic interests of the musical instrument and music equipment industry at national and European level. With the aim of: strengthening the

competitiveness of the industry in all market segments, helping to shape the political and regulatory framework in the industry's interests, promoting up-to-date music education and training, and strengthening active music making and music education in society.

Mission statement

In the world, Europe is considered to be a musical continent, a musical region par excellence. Music and musical instruments are both a cultural heritage and an economic factor. Europe's prospects as a land of music can be measured above all in terms of its potential. The diversity of its cultural heritage, contemporary forms of artistic expression and the cultures of other European countries are at the heart of Europe's cultural diversity and, combined with its geopolitical situation and level of economic development, provide an excellent starting point for exploiting this potential. But all this is at stake. The preservation and development of musical life must remain a commitment for Europe in the future.

The Vision

Music is part of every person's life - from prenatal to death - and has a major impact on the personal development and shaping of the lives of musicians in particular. It is all too easy to lose sight of the far-reaching individual and social effects of making music in purely statistical considerations. For this reason, it is more important than ever, in addition to the numerous studies and scientific evidence on the importance of making music, to re-focus both individuals and society to refocus on the intrinsic value of music and music making. As right as it is to emphasise the indirect and direct effects of making music, it is equally important to bring music for its own sake back into the public consciousness.

European Musical Instrument Alliance

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