

PRESS RELEASE

EMIA
% SOMM e. V.
Hardenbergstraße 9a
D-10623 Berlin

T: +49 30 8574748-0
F: +49 30 8574748-55
E: dknoell@emia-music.eu

w3.emia-music.eu

EMIA publishes VBER-guidance for the MI sector in Europe

Berlin 13.07.2023 **The European Musical Instrument Alliance (EMIA) has published a legal guide on how to deal with the new Vertical Block Exemption Regulation (VBER). The tool is intended to be a guide for all European companies in the musical instrument and musical equipment industry on how to deal with competition law. The 36-page compendium is available free of charge from EMIA's website.**

EMIA was founded in Berlin about two years ago with the aim of creating a better environment for the musical instrument industry in Europe. The group of the four leading musical instrument associations from France, Italy, Spain and Germany had been heavily involved in the new legislation of the VBER and represented the interests of the MI sector.

One year after the adoption of the new VBER in Brussels, EMIA is now publishing a reference work for the entire MI sector in Europe. After an intensive review of the current legal situation, numerous cases and consultations, this work has been produced to assist all areas of the MI sector in dealing with competition law. It serves as a navigator for both the industry and the music trade (retail), providing an overview of the risks, grey areas and exemptions in day-to-day business when it comes to pricing and competition. **“This Code of Conduct is a guide through the jungle of competition law with its restrictions and its rough terrain.”**

EMIA has commissioned the renowned law firm BLOMSTEIN (Berlin), which has already advised SOMM - Society Of Music Merchants e. V., among others, on competition law, as editor and author of the guide.

The guide can be downloaded as a PDF file from EMIA's website emia-music.eu at the following [link](#).

European Musical
Instrument Alliance (EMIA) –
in alphabetical order:



Contact:

GER

Daniel Knöll

Fon: +49(0)30 – 85 74 74 8 -0

Fax: +49(0)30 – 85 74 74 8 -55

E-Mail: dknoell@emia-music.eu

ITA

Stelvio Lorenzetti

E-Mail: slorenzetti@emia-music.eu

FRA

Coraline Baroux-Desvignes

E-Mail: cbaroux@emia-music.eu

ESP

Manel Punti

E-Mail: mpunti@emia-music.eu

Background: European Musical Instrument Alliance (EMIA)

The European Musical Instrument Alliance (EMIA) is an association of the major European trade associations in the musical instrument industry. It sees itself as a forum and platform for 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 industry and to present these to politicians.

The EMIA represents the cultural and economic interests of the musical instrument and music industry at national and European level, with the aim of strengthening the competitiveness of the industry in all market sectors, influencing the helping to shape the political and regulatory framework to meet the needs of the industry, and to promote up-to-date education and training in the and further education in music, as well as to intensify active music making and in society.

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