



PROMOTING THE  
**TRADE  
INTERESTS**

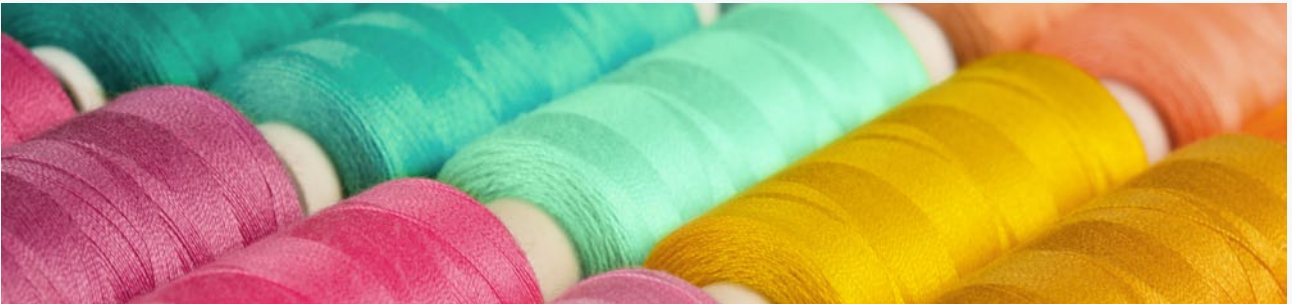
OF GLOBAL VALUE CHAINS

EBCA

EUROPEAN  
BRANDED CLOTHING  
ALLIANCE

A COLLECTIVE AND EXCLUSIVE VOICE FOR  
**RETAIL CLOTHING  
BRANDS**

Grouping some of the largest, most famous and well-respected corporations and **BRANDS** in the fashion industry, the European Branded Clothing Alliance (EBCA) promotes the trade and market access interests of its members' **GLOBAL VALUE CHAINS.**



.....  
**EDUCATING** policy-makers and stakeholders on sector specific trade and market access issues  
.....



.....  
Acting as a **KNOWLEDGE PARTNER** for EU policymakers on matters of international trade  
.....



.....  
**INFLUENCING THE OUTCOMES** of EU level regulatory and policy developments  
.....

# A DISTINCTIVE VALUE PROPOSITION

## EBCA OFFERS ITS MEMBERS



A **PLATFORM TO EXCHANGE** information on regulatory and trade policy aspects impacting the branded clothing sector.



Access to a **UNIQUE COMBINATION** of sector specific trade competence and expertise.



Exceptional trade **INFORMATION, INTELLIGENCE AND ANALYSIS.**



Direct access to a **STRONG NETWORK OF EU POLICY-MAKERS** via EBCA's membership in key EU expert groups and consultation platforms.



An outstanding **COLLABORATIVE ENVIRONMENT** and the distinct possibility to shape the Alliance's agenda to reflect individual members' needs.

EXCLUSIVE  
MEMBERSHIP  
SERVICES

EBCA MEMBERS BENEFIT FROM



Monthly **INTELLIGENCE REPORTS** and regular **UPDATES** on regulatory and legislative changes that impact their business.

**VISIBILITY AND RELATIONSHIP BUILDING** with the EU Commission, Parliament and national government authorities who are at the heart of relevant legislation and policy debates.

**TAILORED AND INDIVIDUAL ASSISTANCE** on market access difficulties in third markets (outside the EU).

**BESPOKE STRATEGIC ADVICE** and advocacy support on trade issues of commercial relevance to their business.

Support in **CRISIS MANAGEMENT** on trade policy and regulatory matters.

Studies and **THOUGHT LEADERSHIP OPPORTUNITIES** providing strong evidence of the sector's relevance to policy-makers.

# IMPACTFUL ACTIVITIES

SINCE ITS CREATION IN 2007, EBCA HAS AMONG OTHERS



Convinced EU policy-makers to agree on a **DUTY REDUCTION MECHANISM** for Pakistan after the devastating floods in 2010.

Achieved an increase of the share of apparel and footwear products that third countries can export with **PREFERENTIAL MARKET** access into the EU under the EU's Generalised Scheme of Preferences.

Drawn the European Commission's attention to various market access issues affecting its members in Russia, Sri Lanka, Indonesia, and Ecuador among others **AND CONTRIBUTED TO RESOLVING ISSUES IN BANGLADESH, MYANMAR AND TURKEY.**

Informed **EU DECISIONS AND ACTIONS** through active participation and contribution to the European Commission's Market Access Working Group, the Trade Contact Group and the EU Council of Ministers' Trade Policy Committee.

Provided input to the European Commission's report on the **COMPETITIVENESS OF THE EU FASHION INDUSTRY.**

Demonstrated through its **STUDY 'UNCHAINING THE SUPPLY CHAIN'** how the right EU trade policies can help maximise the economic footprint of the branded clothing sector in Europe.

Played a leading role in the development of a cross-industry **TRADE POLICY MANIFESTO** for the new EU institutions and a **JOINT POSITION PAPER ON TTIP** with the American fashion industry in 2014.

# BENEFIT FROM THE REPUTATION OF OUR MEMBERS



ZARA

SPRINGFIELD

PULL&BEAR



Ralph Lauren

women'secret

TOMMY HILFIGER

Lee



WEEKDAY

CALVIN KLEIN



MONKL



& other Stories

COS



H.M.HOME

FIFTY



OYSHO



RIDERS OF Lee



Stradivarius

CORTEFIEL



ZARA HOME

POLO GOLF RALPH LAUREN

POLO RALPH LAUREN



VANS "OFF THE WALL"

UTERQÜE



Pedro del Hierro

ARKET



kipling

Massimo Dutti



icebreaker



DENIZEN LEVI'S

NABAPURI

Wrangler



RALPH LAUREN

Bershka

EBCA MEMBERS REPRESENT AMONG OTHERS THESE BRANDS

MORE  
INFORMATION

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