

AFEB'S PRESENTATION



ASOCIACION DE FABRICANTES
DE BRICOLAJE Y FERRETERIA

WHO WE ARE

130
Partner
Companies

+5.000
Millions of Euros
in business

+15.000
Employees

OUR MISSION

AFEB's mission is to provide value to its members by facilitating relationships and knowledge to make better decisions in the DIY, hardware and related industries.

AFEB organises a busy schedule of events and activities throughout the year to promote the sector and the brands of its members.

CATEGORIES



Bathroom and plumbing



Climate control



Kitchen



Construction



Decoration



Electricity



Hardware



Tools



Garden



Wood



Furniture and Design



Painting

SERVICES



SECTOR KNOWLEDGE

- Market Situation (bimonthly)
- Sales Evolution (quarterly)
- DIY World Study (yearly)
- Distribution Map (every 2 years)
- Consumer Research (every 2 years)



RELATIONSHIPS WITH DISTRIBUTION

- Encounters with distribution
- Code of Good Business Practice
- Relationship with "Asociación de Distribuidores" (ADFB) (Distributors Association)



TRAINING AND NETWORKING

- Training Courses and Workshops
- Working Groups
- Internal Forums



INTERNATIONALISATION

- Club Export AFEB. clubexportafeb.com
- Commercial missions
- Point of Sale Visits
- Group Participation in International Fairs



PROMOTION OF PARTNER BRANDS

- Partner brand videos on www.youtube.com/user/ElRinconDelBricolaje
- Partner project videos on www.mihogarmejor.com
- Group Participation in Fairs



OTHER SERVICES

- Legal Advice
- Lobby Actions
- Daily Business Review
- Recommended Service Providers
- Other

OUR BRANDS



RECOMMENDED SERVICE PROVIDERS



