

# 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



## INDUSTRY KNOW-HOW

- Sales Progress Reports
- Market Status Reports
- Economic Insight Report
- Export Economic Outlook Report
- Worldwide and European DIY Report
- Industry Category Reports
- Distribution information (Map)
- Legal developments
- Press Summary



## SYNERGIES

- Working Groups
- Co-branding actions
- Promotion of partner brands
- Club Export
- Code of Best Practices with Distribution



## SCALE ECONOMICS

- Group participation in fairs
- Tenders participation
- Recommended Service Providers
- Bonified training courses



## BUSINESS DEVELOPMENT / FORESIGHT

- Webinars
- Internal forums
- Lobby actions

# OUR BRANDS



# RECOMMENDED SERVICE PROVIDERS





### Sede Barcelona:

Av. Diagonal 477, 12<sup>a</sup> B 08036 - Barcelona

Tel: 93 410 23 34

### Oficina Madrid:

Príncipe de Vergara 74-5<sup>a</sup> planta 28006 - Madrid



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