

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
- Meetings with distributions
- Co-branding actions
- Brand empowerment (ERDB & MHM)
- Club Export
- Code of Best Practices with Distribution



SCALE ECONOMICS

- Group participation in fairs
- Tenders participation
- Recommended Service Providers
- Other Collaborators – Exclusive Benefits
- Bonified training courses



BUSINESS DEVELOPMENT / FORESIGHT

- Webinars
- Internal forums
- Lobby actions

OUR BRANDS



RECOMMENDED SERVICE PROVIDERS





Sede Barcelona:

Av. Diagonal 477, 12^a B 08036 - Barcelona

Tel: 93 410 23 34

Oficina Madrid:

Príncipe de Vergara 74-5^a planta 28006 - Madrid



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