

Newsletter

The Brewers of Europe



Enlargement Newsletter - February 2004
3rd edition



Preface by
Rodolphe de Looz-Corswarem,
Secretary General of
The Brewers of Europe

Dear Colleagues,

This 3rd issue of The Brewers of Europe Enlargement Newsletter will be the last one before the long awaited enlargement to ten new members has been completed. We are also very proud to welcome two new members to our association in this edition of the newsletter.

Before the historical 1st of May 2004 the Polish and Turkish Brewers Associations have joined their seventeen sister organisations in The Brewers of Europe "Club". We would like to thank them for their dynamism, this partnership has already been very fruitful in helping all of us to get a more efficient, credible and stronger voice.

Growing from 15 to 25 members is an exciting project but it also opens the way to real challenges, which concerns our beer production including our consumers, and eventually all European citizens.

The success of our activities will depend to a very large extend not only on obtaining early information regarding initiatives taken by the European Institutions, but also being informed on the feedback occurring regarding developments in the Members States, particularly concerning the governments instances with regards to legislations "in the pipelines".

We have experienced on many occasions in the past that a smooth flow of information from the Members States to The Brewers of Europe via the national associations serves the entire industry as an effective "early warning system". This acts as a joint insurance helping to prevent damaging legislation.

Let us conclude in insisting that it is all together and strongly united that we will get the necessary credibility and strength first of all to defend successfully our delicious fermented beverages, its ancient history and culture and secondly to keep the door open to the future, its new challenges and innovations.

We hope you will find the following articles interesting and useful.

Yours faithfully,

Rodolphe de Looz-Corswarem
Secretary General
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Poland and Turkey as new Associate Members of The Brewers of Europe



The Brewers of Europe are very happy to announce that the Polish and the Turkish Brewers Association have become associate members from 1 January 2004. As far as the Polish Brewers Association is concerned, the associate membership will be converted in a membership upon accession of Poland to the European Union on 1 May 2004.

We very much appreciate the commitment which both associations have shown in preparation of becoming member as well as in The Brewers of Europe meetings which have already been held since January 2004.

The Brewers of Europe hope that other brewers associations of the accession and candidate countries will follow the Polish and Turkish decision for membership given the pan-European challenges that all brewers associations are facing and which can be taken up even more successfully by The Brewers of Europe uniting all future EU member states.

The Polish and Turkish associations profit from the special accession subscription regime which The Brewers of Europe General Assembly agreed upon last year and which offers a reduced subscription fee until 2008.

We thank both associations for having nominated highly reputed representatives in The Brewers of Europe bodies and we are very much looking forward to a successful co-operation.

The Second Self-Regulation Workshop



The Brewers of Europe launched the idea of holding a second Workshop, following the success of the initial Workshop which was held in Brussels on 14 October 2003. The date for the second event is yet to be confirmed, but it is likely to be held on 24 September 2004 in Warsaw. This workshop will take into account the progress that could be achieved and will discuss the corresponding challenges and possible problems in addressing them.

We have been granted an invitation from our new colleague and friend Mrs. Danuta Gut, who has kindly agreed to the idea of the Polish Brewers Association hosting the meeting in Poland.

We very much would like to obtain your [feedback and suggestions](#) for the discussions of the second self-regulation workshop.

Commissioners from the new Member States



By 1 May 2004 there will be ten new Commissioners representing the new countries to join the EU who will be members of the enlarged Commission. At present the new commissioners have the right to vote but have no portfolio of their own. Therefore they have been attached to the current twenty Commissioners, responsible for 24 Directorates General.

Between May and November 2004, the Commission will count thirty members. In November 2004 a new Commission composed of 25 Commissioners will be set up. In the table below, you will find the name of the new Commissioners from the new EU countries with information on who they have been attached to.

The Brewers of Europe encourage any feedback you will have on how to optimize our contacts with the new commissioners joining the EU Commission.

Country	Candidate	Attached to
Cyprus	Markos Kyprianou Finance Minister	Michaele Schreyer (Budget)
Czech Republic	Pavel Telicka EU Ambassador	David Byrne (Health and Consumer Protection)
Estonia	Siim Kallas former Prime Minister	Pedro Solbes (Economic and Monetary Affairs)
Hungary	Péter Balázs EU Ambassador	Michel Barnier (Regional Policy and Institutional Reform)
Latvia	Sandra Kalniete Foreign Minister	Franz Fischler (Agriculture, Fisheries and Rural Development)
Lithuania	Dalia Grybauskaite Finance Minister	Viviane Reading (Education and Culture)
Malta	Joe Borg Foreign Minister	Poul Nielson (Development and Humanitarian Aid)
Poland	Danuta Hübner Minister of European Affairs	Pascal Lamy (Trade)
Slovakia	Jan Figel chief EU negotiator	Erkki Liikanen (Enterprise and the Information Society)
Slovenia	Janez Potocnik Minister of European Affairs	Günter Verheugen (Enlargement)

Traceability



Given recent food crises, traceability has become increasingly important on the European agenda. This is reflected in Regulation 178/2002/EC (General Food Law Regulation) which determines general rules for traceability which will have to be applied throughout the EU as from January 2005.

But the respective articles in Regulation 178/2002/EC leave some room for interpretation. Against this background, The Brewers of Europe elaborated comments on traceability.

This document comments on the definition of traceability, systems and procedures, limits of traceability as well as on voluntary respectively supplementary measures. A clear distinction is drawn between the actual legal requirements according to art. 18 Reg. 178/2002/EC on the one hand and the voluntary measures to be taken by a company to limit the damage in case of product recall on the other hand.

The Brewers of Europe comments on traceability are available upon request at the Brewers of Europe Secretariat.

Please note that the European Brewery Convention, EBC, will hold a symposium on traceability on 2 - 4 May 2004 comprising four sessions, ie the Legal General Conditions and Requirements of the Market / Food Safety and Traceability upstream / Food Safety and Traceability downstream / Crisis management.

Worldwide Brewing Alliance - Global Social Responsibility Initiatives



Building up on the success of the European Brewing Industry Initiatives to Combat Misuse, published by The Brewers of Europe in 2002, the Worldwide Brewing Alliance, formed by The Australian Associated Brewers; The USA Beer Institute; The Beer, Wine and Spirits Council of New Zealand; The Brewers of Canada; The British Beer & Pub Association; and The Brewers of Europe, has put together a booklet demonstrating the efforts made by the brewing industry to ensure its products are used responsibly, through more than 360 initiatives from 34 different countries. The number and diversity of these initiatives recognise the cultural and legal differences in different countries and show the need to tailor activity to local needs. Another important feature of the document is the range of partnerships and synergies with a variety of other stakeholders. This booklet is available in the [following link](#).

Inauguration of The Brewers of Europe House



The Brewers of Europe will be celebrating the Inauguration of The Brewers of Europe House on 23 March 2004. The President and the members of The

Brewers of Europe will be welcoming guests from the Brussels arena, the brewing world, and the European Institutions, various Associations, press and government representatives from each country. The celebration will commence at 18:00, where a variety of types of beer will be served around a buffet dinner. We hope to see you present.