



EUROPEAN
VENDING ASSOCIATION

E V E X
EUROPEAN VENDING EXPERIENCE

26 & 27 November 2015
Malaga (Spain)

EVA GENERAL ASSEMBLY 2015

Something Different





OBJECTIVES

1. Promote Vending & OCS
2. Networking
 - a) Special Meeting on Friday
 - b) Interpretation
3. Do something different; will be an attractive event to attract more attendees (Vending operators and new sponsors)
4. In summary, work and learn in a friendly atmosphere. Enjoy our work in an attractive way





OFFICIAL PROGRAM

Thursday 26th November 2015

- 8:00 Registration
- 9:00 EVA General Assembly
- 10:45 Visit of the "WOW" Vending Experience
- 11:30 Departure to La Alhambra (Granada)
- 13:30 Lunch Cocktail at El Carmen de los Mártires (Granada)
- 15:00 Guided visit of La Alhambra (Granada)
- 20:30 Dinner in Museo Automovilístico de Málaga





OFFICIAL PROGRAM

Friday 27th November 2015

EVA Conference

- 8:30 Registration
- 9:00 Opening remarks
- 9:15 Conference on innovations (part 1)
- 11:00 Coffee Break
- 11:15 Conference on innovations (part 2)
- 12:15 European vending operators
Exchange of best practice
- 12:15 Manufacturers & Suppliers
Discussion on latest developments
- 13:15 Summary & conclusions
- 13:30 Joint cocktail lunch
- 15:30 Networking & End Program

VII Jornada Piensa en Vending

- 9:30 Opening of Trade Show
- 11:00 Commercial Exhibition
- 13:30 Joint cocktail lunch
- 15:00 Commercial Exhibition
- 19:00 End of official Program





INTERESTING CONFERENCES

- a. Welcome words by Dean Technological University of Malaga
Conference about innovations
- b. Exchange of best practices and sector discussion between operators, manufacturers and suppliers.
- c. Interpretation provided (Spanish, Italian, German & French)





INTERESTING CONFERENCES

CONFIRMED SPEAKERS



✓ Enzo Baglieri

- Corporate Economics and Operations & Technology Management Professor at **Bocconi University** (Milano)
- Head Operations & Technology Management Unit (2003– 2012)
- Director of the FIAT Chrysler Executive Master (Latin America) and Leader of the Project "Brazil Development"



✓ Scott Martin

- **Chief Executive Officer of Costa Express**
- Richly experienced in managing organization change having navigated Coffee Nation from a start-up to complete trade sale to Whitbread in just over a decade for an ev of £59,5m
- Passionate about changing perceptions and dislodging ageing iconic market dominants.





UNIQUE LOCATIONS

CARMEN DE LOS MÁRTIRES (Thursday Cockail Lunch)





UNIQUE LOCATIONS

LA ALHAMBRA (Thursday Afternoon)

- ✓ *Guided visit to La Alhambra*
- ✓ *Most visited monument in Spain*
- ✓ *2 hours tour with interpretation (approximately)*





UNIQUE LOCATIONS

LA ALHAMBRA (Thursday Afternoon)





UNIQUE LOCATIONS

PALACIO DE LOS NAZARIES (ONLY VIP)





UNIQUE LOCATIONS

AUTOMOBILE MUSEUM (Thursday Dinner)





EUROPEAN VENDING OPERATORS MEETING

EXCLUSIVE FOR VENDING OPERATORS





EUROPEAN VENDING OPERATORS MEETING

What topics are we going to discuss?

- New regulations
 - Taxes
 - European standards
 - ...
- ✓ Examples:
- Plastic cup ban in France
 - Telemetry tax in Italy
 - Requirements for receipt in Spain
 - Food sales restriction in Poland
 - Etc ...





EUROPEAN VENDING OPERATORS MEETING

Why should we go?

**TO CREATE A NETWORK OF INTERNATIONAL CONTACTS AND
LEARN FROM ONE ANOTHER**

- Exchange contact details with other operators.
- Visit their facilities. For example an Italian visit a Spanish operator.
- Very interesting and innovative conference. We won't talk about machines nor products that we already know.
- There will be simultaneous interpretation during the conferences.
- Attendees identified by colors depending on their segment and country.





EUROPEAN VENDING OPERATORS MEETING

The front and back will be the same to ensure you can always see the name and country of participant

ASSOCIATION	
EVEX 2015 - MALAGA	
 EUROPEAN VENDING EXPERIENCE	
ERWIN WETZEL	
EVA	
	
BELGIUM	
MALAGA, 26th & 27th November 2015	

MANUFACTURER	
EVEX 2015 - MALAGA	
 EUROPEAN VENDING EXPERIENCE	
SERGIO TELESICO	
LAVAZZA	
	
ITALY	
MALAGA, 26th & 27th November 2015	

OPERATOR	
EVEX 2015 - MALAGA	
 EUROPEAN VENDING EXPERIENCE	
JAVIER ARQUERONS	
ALLIANCE VENDING	
	
SPAIN	
MALAGA, 26th & 27th November 2015	





HOTELS IN MALAGA

HOTEL BARCELÓ MARIA ZAMBRANO

MAIN HOTEL



HOTEL PUERTA MALAGA

AUXILIARY HOTEL



Two official hotels. Between the Main hotel and the auxiliary one; only 2 minutes walking.

- *Free wifi, Fitness Center, etc...*

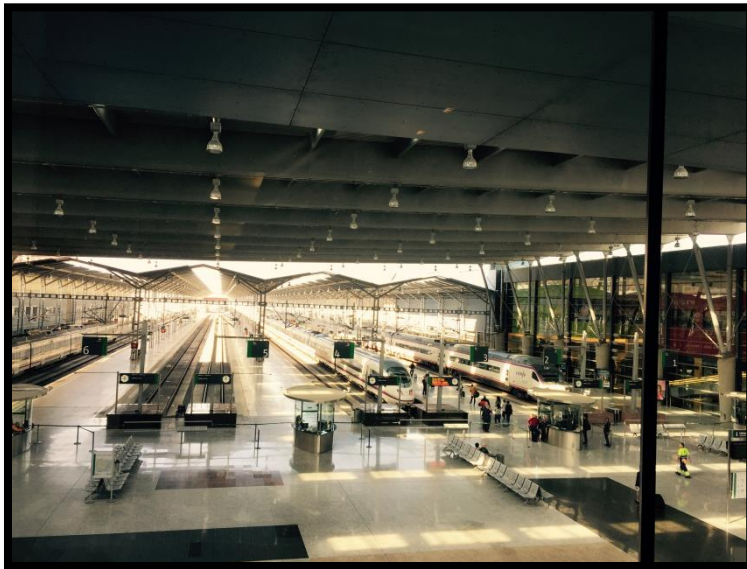




HOTEL BARCELÓ MARIA ZAMBRANO

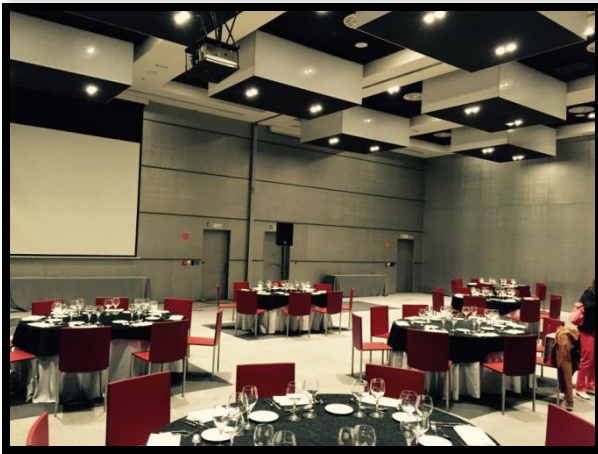
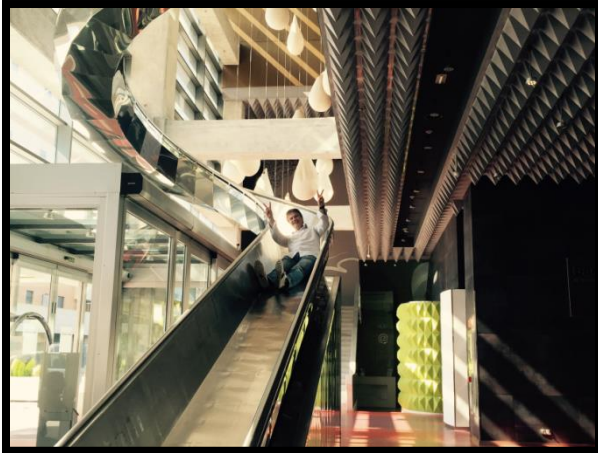
Location: Inside the AVE Train Station

Connected by train with Malaga International Airport





HOTEL BARCELÓ MARIA ZAMBRANO





EVEX 2015 APP

The EVEX 2015 will feature an Official App specially designed for the event.

The features will be:

- ✓ Consult at any time the EVEX agenda
- ✓ Interact with other participants directly
- ✓ Check the latest event updates and receive notifications
- ✓ Audiovisual content
- ✓ Consult the list of exhibitors of the commercial journey
- ✓ Wall Chat
- ✓ Speakers list and their profile
- ✓ And more other features!

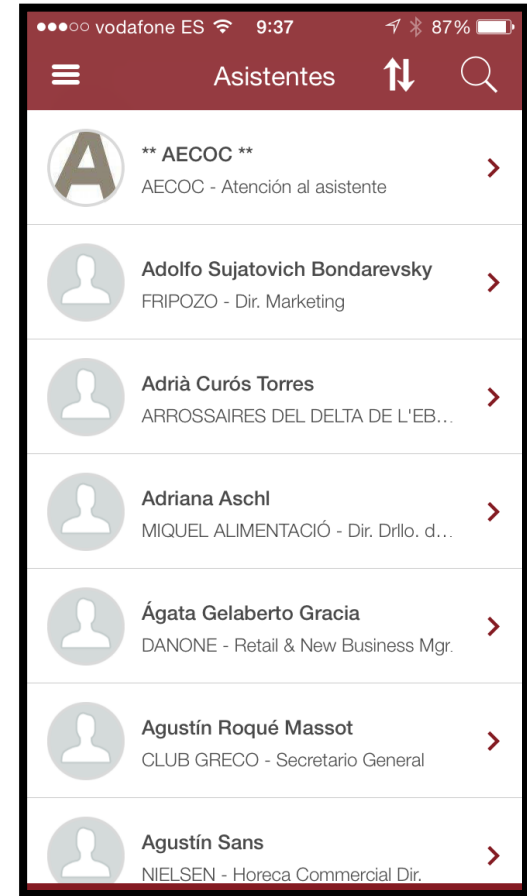
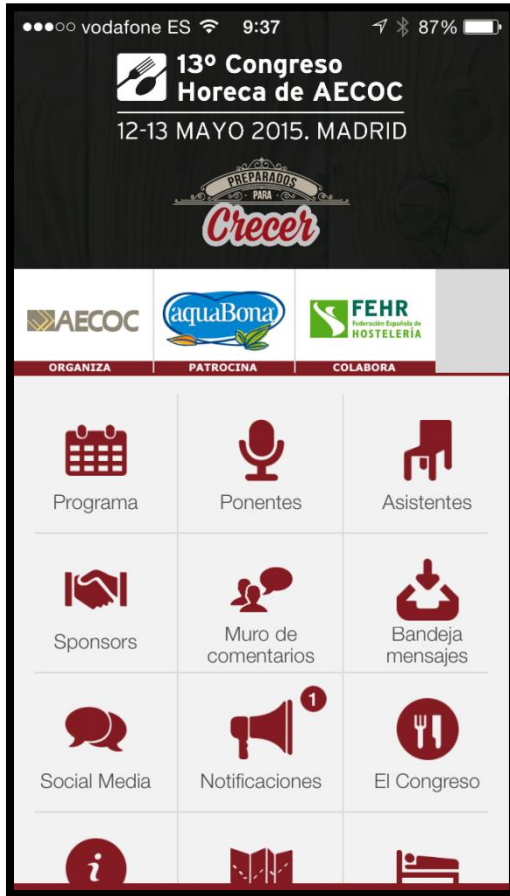




EVEX 2015 APP

Draft version

PREVIEW

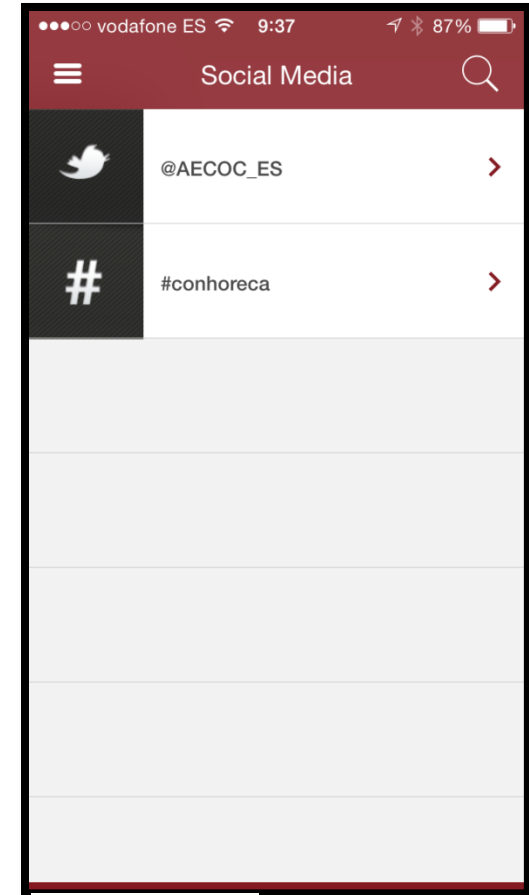
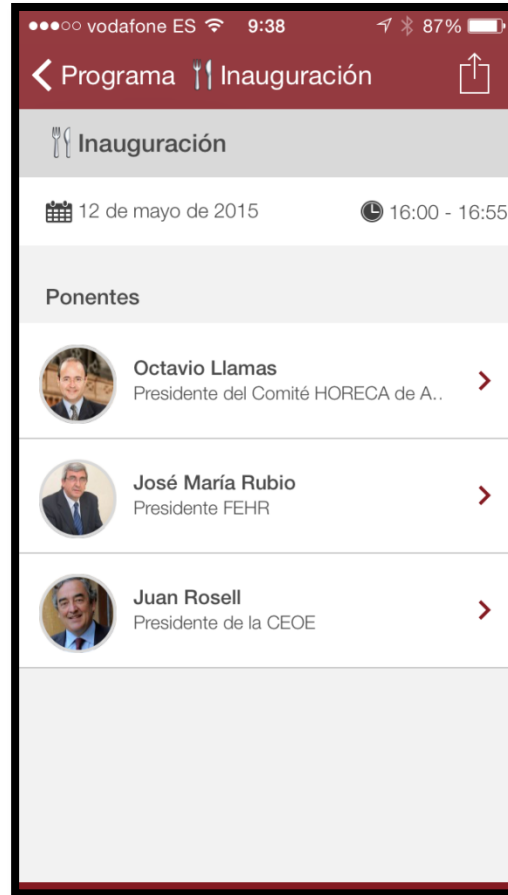
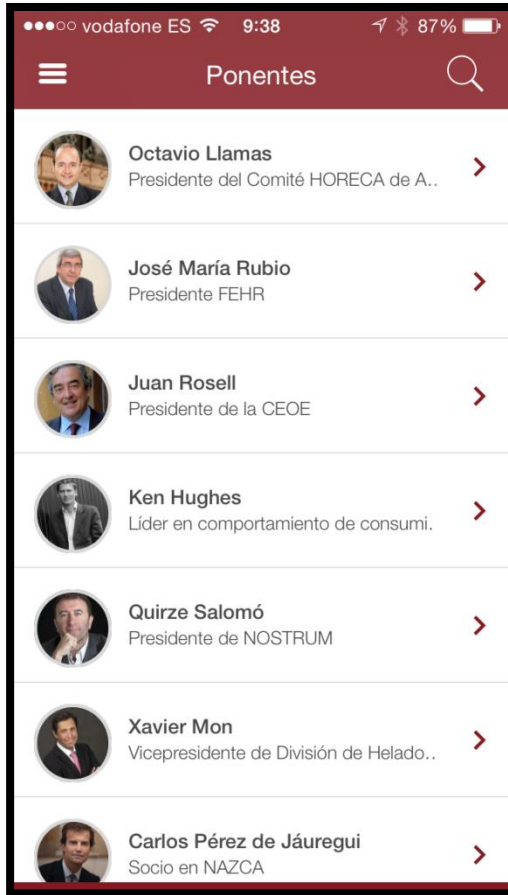




EVEX 2015 APP

Draft version

PREVIEW





WOW VENDING MACHINE

WOW Vending Technology

- Route inside a “box” in the Vialia Mall hall, inside the Maria Zambrano train station.
- Hostesses giving tags to enter and register
- Show Vending experience
- Show the true Vending technology & OCS
- Show Healthy Vending
- Inside the box (open with tag & smile)
 - ✓ Along the route will be 4 Vending machines
 - ✓ Free paying with the tag
 - ✓ Shelves with Vending information and products
 - ✓ 2 minutes. When finish visitor goes out and get an e-mail with all the shopping and calories ...
- From Wednesday to Friday.





VII JORNADA PIENSA EN VENDING (ANEDA)



On Friday, there will be a commercial exhibition all day in front of the conference room.

✓ Who will exhibit? *All the EVEX Sponsors.*

✓ Why do I have to go? *Because it's a perfect networking opportunity with the Vending & OCS industry players from all over Europe.*

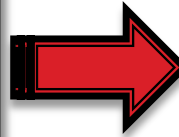
✓ How it will be? *Exhibitors will show whatever they want in their own stands.*





EXPECTED ATTENDEES

- We seek greater variety of attendees.
- We expect more than 200 participants.





YOU CAN TAKE ADVANTAGE OF FANTASTIC BENEFITS, SUCH AS ESTABLISHING CONTACTS WITH OPERATORS FROM ALL OVER EUROPE, EXCHANGING IDEAS AND LEARNING FROM EACH OTHER, AND ABOVE ALL ENJOY WORKING TOGETHER TO ACHIEVE NEW STANDARDS OF EXCELLENCE FOR OUR INDUSTRY.



THIS IS PRICELESS!





**THANK YOU VERY MUCH
SEE YOU IN MALAGA!**



26 & 27 November 2015

SAVE THE DATE!

