

EAC



EUROPEAN ASSOCIATIONS COOPERATION

# Together for Europe's promotional products industry:

EAC European Associations Cooperation

International Summit 2025 – **Registration** Guide



# What is it about

Short info about the Event

The **International EAC Summit 2025**, taking place from **May 19–21, 2025**, in **Leuven, Belgium**, is a groundbreaking event for the international promotional products industry. Organized by the **European Associations Cooperation (EAC)** and the **Promotional Products Association International (PPAI)**, the Summit provides a platform for exchanging innovative solutions to current challenges and future opportunities.

Together, we can better overcome challenges, drive innovation and promote sustainable growth.

# Our path to change

## Facts & Figures

**Date and Location:** May 19–21, 2025, Leuven, Belgium

The International Summit brings together leading decision-makers and visionaries from the industry to address the challenges and opportunities of the future.

**Key focus areas include:**

- **Sustainability:** Solutions for a more environmentally friendly industry.
- **Digital Transformation:** Unlocking the potential of new technologies.
- **Global Supply Chains:** Ensuring security and resilience in a rapidly changing world.
- **Cross-Border Politics:** Regulatory developments and their impact on the industry.

The Summit aims to foster innovative ideas, create synergies, and prepare the industry for the future.

# The location

The center of Europe

Leuven, a charming city in the heart of Europe, provides the perfect backdrop for the Summit.

- A blend of historical charm and modern infrastructure.
- Centrally located and easily accessible for participants from across Europe.
- Inspiring venues ideal for networking and collaboration.
- Home to the European Associations Cooperation (EAC), making it the operational hub and strategic heart of the industry's European activities.

Together, we can better overcome challenges, drive innovation and promote sustainable growth.

# Why attend? Your benefits

Facts & Figures

## Exclusive Content and Insights:

- Experience high-profile keynotes, panels, and expert presentations that shed light on current and future trends in the industry.
  - Gain practical insights and actionable solutions directly applicable to your work.

## High-Level Networking:

- Connect with decision-makers, innovators, and industry peers from around the world.
- Leverage targeted networking sessions, round tables, and evening events to build valuable partnerships.

## Comprehensive Participant Package:

- Your registration fee of **€500** includes:
  - Access to all sessions and workshops.
- Meals provided throughout the conference (breakfast, lunch, dinner, and coffee breaks).
  - High-quality conference materials and presentations.



€ 500

# Program Highlights

Tailored networking opportunities

## Day 1 – Monday, May 19, 2025

12:00–1:00 PM: Welcome Lunch

1:00–2:30 PM: Opening Keynote and General Session

3:30–5:00 PM: Networking Round Tables and Industry Panels

6:00–9:00 PM: Networking Dinner

## Day 2 – Tuesday, May 20, 2025

8:30–9:00 AM: Breakfast

9:00–12:30 PM: Keynotes, Panels, and Networking Sessions

12:30–1:30 PM: Lunch

1:30–5:00 PM: Afternoon Breakout Sessions and Expert Talks

6:00–9:00 PM: Gala Dinner in Leuven

## Day 3 – Wednesday, May 21, 2025

8:30–9:00 AM: Breakfast

9:00–12:30 PM: Closing Keynotes and Panels

12:30–1:30 PM: Farewell Lunch

# Target Audience & Reasons to Attend

Tailored networking opportunities

## Target Audience

The Summit is designed for:

- CEOs, executives, and senior leaders in the industry.
- Experts in sustainability, digitalization, and international markets.
- Representatives from institutions and associations dedicated to advancing the industry

## Reasons to Attend

### Timely Topics:

Gain fresh perspectives on sustainability, digital technologies, and global markets.

### Innovative Approaches:

Take home actionable solutions and strategies to future-proof your business.

### Long-Term Perspective:

Be part of the launch of an annual platform that will grow into a flagship industry event.

### Strengthen Your Network:

Engage directly with global industry leaders and innovative companies.

***„The International Summit 2025 marks the beginning of a new era of collaboration and innovation in our industry. With leading experts, engaging discussions, and a strong focus on sustainability and digital transformation, we are setting new standards. This event is a must for anyone looking to actively shape the future.“***

Steven Baumgaertner, Chairman of the EAC Board

[www.eaconline.net](http://www.eaconline.net)



***„The International Summit brings together the brightest minds in our industry to develop solutions for the greatest challenges of our time. This is a unique opportunity to exchange knowledge, build connections, and lead the industry into a sustainable and successful future. “***

Kjell Harborm, Member of the Supervisory Board

[www.eaconline.net](http://www.eaconline.net)

***„With the International EAC Summit 2025, we are creating a platform that goes beyond dialogue, driving real change in the industry. Collaboration with global experts and thought leaders is key to advancing innovation and progress.“***

Pierre Mirlit, Member of the Board

[www.eaconline.net](http://www.eaconline.net)

# Who we are

## Introduction of the EAC

The EAC (European Associations Cooperation) is a newly founded umbrella organization for the promotional products industry in Europe. This association was created to pool the **strengths and knowledge** of the various national associations.

Our aim is to promote and **strengthen intensive cooperation** between the various national associations of the promotional products industry in Europe.

Together, we can better overcome challenges, drive innovation and promote sustainable growth.

# Our path to change

Mission & vision EAC

## MISSION.

The EAC promotes cooperation between the national associations of the promotional products industry in Europe. Our aim is to raise the profile of the promotional products and textile industry at European level by sharing best practice between member countries.

## VISION.

We want to raise the profile of the promotional products and textile industry in Europe and establish it as an essential part of the marketing mix. By working together and sharing best practice, we strive to create a stronger, more innovative and sustainable industry. Our aim is to raise the profile of the industry and promote a harmonized, competitive market landscape in Europe.

# Our focus

The cornerstones of the EAC

01

Greater visibility in politics and industry through targeted lobbying

02

Saving resources by pooling them

03

Raising the profile of the industry in Europe

04

Supporting national associations by sharing knowledge

05

Promoting innovation and sustainable practices



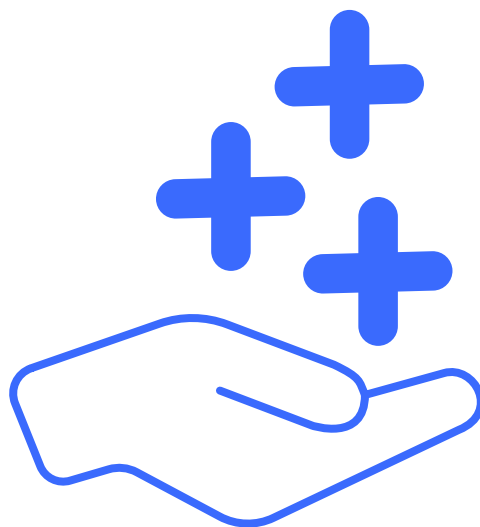
# The power of community

EAC membership

EAC – your platform for national associations of the promotional products and textile industry as well as an open membership for all relevant associations in Europe.

## BENEFIT FROM:

- Building valuable networks
- Access to exclusive resources
- Participation in events and workshops
- Efficient resource management



# Activities & Programs

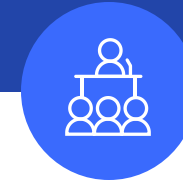
Our key to success



Joint lobbying at  
European level



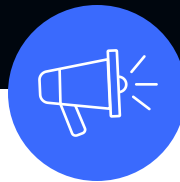
Harmonization of  
legal issues



Regular conferences  
and workshops



Exchange programs  
for members



Joint marketing and  
advertising initiatives



Research and  
development of  
industry standards

# Taskforces of the EAC

Stronger together

## AUSTRIA



### Fiscal / Legal

Focus on tax and legal issues

## BELGIUM



### Politics / Lobby

Political interest representation and lobbying

## GERMANY



### Communication / Marketing / Fairs / Events

Communication strategies marketing activities, organization of trade fairs

## NETHERLANDS



### Education / Academy

Educational programs and academy activities

## SWITZERLAND



### Digitalization

Promoting digitalization in the industry

## FRANCE



### European / Global Monitor / Numbers

Focus on tax and legal issues

## SWEDEN



### Sustainability

Developing and promoting sustainable practices

## FUTURE TASKFORCE



### Young Professionals

Promotion and support of young skilled workers in industry

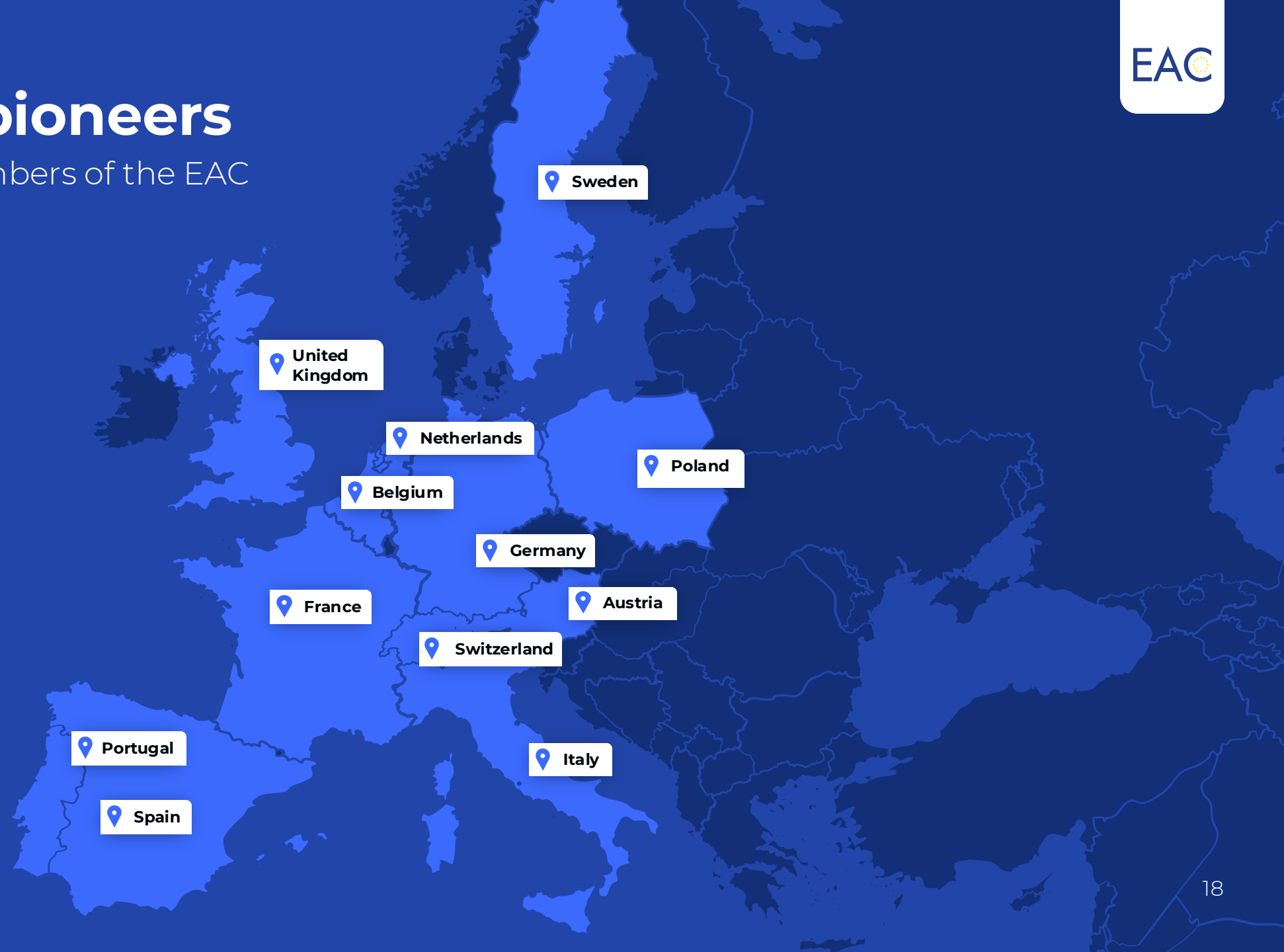


# Europe's pioneers

The founding members of the EAC

## PARTNERS

- PPAI
- PPPC
- PSI
- GXN



# Best practices

Leading the future

In our mission to shape the future, the EAC plays a crucial role. Our aim is to identify, disseminate, and promote best practices. The EAC serves as a central hub for **innovation and excellence**, providing our members with access to the latest insights and strategies to shape and **advance the future**.

## OUR SCOPE:

- Knowledge Exchange Platforms
- Successful Project Case Studies
- Webinars and Online Resources
- Benchmarking and Industry Analyses



# Effective solutions & opportunities

Advantages for the industry



**Stronger European presence and recognition**



**Better market conditions through joint efforts**



**Increased innovative strength and competitiveness**

# The power of community

Benefits of the Partnership with PPAI

This partnership ensures that the Summit brings together the most relevant topics and the brightest minds in the industry..

## BENEFIT FROM:

- Access to PPAI's global network
- Integration of expertise and best practices from international markets
- Opportunity to connect European and international trends
- Efficient resource management



# There for you

Your contact to the EAC



**Steven Baumgaertner**  
Chairman of the Board



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**Let's seize this opportunity to unite and grow,  
making the promotional products and textile  
industries even more successful!**

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