



## **Workshop on European Quality Brand**

**Salzburg (Austria), 14<sup>th</sup> September 2017 (9.00 am to 12.00 am)**

The purpose of this workshop is to follow up on the outcome of the discussions on a potential European Quality Brand, which we had during the ARGE Conference 2016 in Le Touquet, France (<http://arge.org/resources/downloads.htm>).

Considering the magnitude of establishing and maintaining a European Quality Brand the next step is to assess the feasibility of undertaking this project. Hence, the agenda for the follow-up workshop on 14<sup>th</sup> September will be:

1. Introduction, reminder of the context
2. Pro's and con's of having a European Quality Brand
3. Obstacles to overcome when establishing such a brand
4. Potential partial approach towards a European Quality Brand (certain range of products only, certain countries only)
5. The different approaches to develop a European Quality Brand: Reference to European standards, additional requirements, means of control, etc.
6. Estimated timetable
7. Estimated budget
8. Funding

If – after having dealt with point 1. to 4. – it appears that the disadvantages and obstacles seem to be larger than the benefits, the working group will conclude in favour of a secession of the project, and would not address points 6. to 9.

The output of the workshop will be presented during the ARGE Conference 2017 on Friday morning.

Workshop Convener: Denis Schnœbelen, CEO Manton S.A.S.

If you are interested in participating in this workshop, please register by sending an e-mail, stating your name, company and job role to the ARGE Secretary General, Joachim Kieker: [j.kieker@arge.org](mailto:j.kieker@arge.org)

Please copy in your e-mail Denis Schnœbelen ([d.schnoebelen@manton.com](mailto:d.schnoebelen@manton.com)) and Hans Weissenböck ([hans.weissenboeck@dormakaba.com](mailto:hans.weissenboeck@dormakaba.com)).