



WVA

“Making the Vending World a Better Place”

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Editorial

Dear Members,
Dear Friends of Vending,

Looking back, 2007 was a very busy year indeed and we were fortunate in welcoming new members to the WVA, 2 of which are Associations: AVA (Australian Vending Association) and Asovending (Colombian Vending Association), and 13 companies.

Our representation of food and drink has increased with the addition of Kraft Foods (USA), Lavazza (Italy) and Mars (UK) to our membership base. Currency validators have also seen their numbers growing with the inclusion of Cummins-Allison Corp (USA),

JCM (Japanese Cash Machine - Germany) and Vendtech (Macau).

The visible activities in 2007 have mainly been in the areas of coin and note validation. The importance underlying this area of action is that without optimal acceptance of cash, vending would cease to exist.

More time will be devoted in 2008 to monitoring food hygiene, diet and nutrition, as well as developments in ongoing environmental debates.

The WVA will attend a number of events in 2008 (see agenda on last page) and we hope to meet you at one of the worldwide vending events.

I wish you all a Merry Christmas and a happy and prosperous 2008.

Cordially,

Catherine Piana
CEO and Board Member

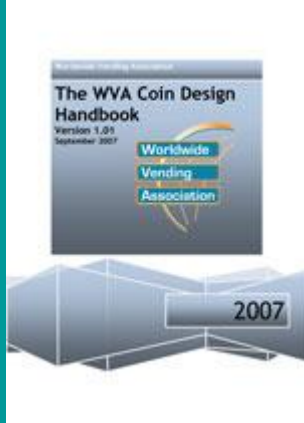
Members of the WVA

FULL MEMBERS

- ABVA (Associação Brasileira de Vendas Automáticas), Sao Paulo (Brazil)
- CAMA (Canadian Automatic Merchandising Association), Toronto (Canada)
- EVA (European Vending Association aisbl), Brussels (Belgium)
- NAMA (National Automatic Merchandising Association), Chicago (USA)
- AVA (Australian Vending Association), Bankstown (Australia)
- Asovending (Colombian Vending Association), Bogota (Colombia)

SUPPORTIVE MEMBERS

- Astrosys (Australia)
- Cadbury Schweppes (USA)
- Coca Cola (USA)
- Coinco (UK)
- Cummins-Allison Corp (USA)
- Japan Cash Machine (Germany)
- Kraft Foods (USA)
- Lavazza (Italy)
- MARS (UK)
- MEI Conlux (USA)
- N&W Global Vending (Italy)
- NRI (Germany)
- Scan Coin (UK)
- Sicpa (Switzerland)
- Thales e-Transactions (Germany)
- Vendtech Ltd (Macau)



The Coin Design Handbook Finalised

At its meeting in Kuala Lumpur at the end of August, the Mint Directors' Conference Technical Committee held a 2,5 hour workshop dedicated specifically to the WVA Coin Design Handbook. The Coin Design Handbook explains how validators work and makes recommendations to the Mints on how to design and launch coins for optimised validation.

The Various chapters were introduced by Klaus Meyer-Steffens (NRI), Andrew Yellop (MEI Conlux), and Simon Scott-Brown (Scan Coin) and, to conclude, some recommendations were given by Catherine Piana (WVA CEO).

Participants were impressed at the quality of the document and the Chairman of the MDC TC, Dr Prabir De (COO of the Australian Mint) suggested

that the Handbook be presented at the MDC Plenary meeting in Korea in May 2008. The MDC is attended by most Mints worldwide, by minting equipment manufacturers, as well as by blank producers. The document is available upon signing a Non-Disclosure Agreement. (For more information, please contact Maria Cummins, PA to the CEO)

CBCMG Meets in London

At the CBCMG meeting in London, the WVA made a presentation on optimizing bank note validation from the vending industry's perspective. The CBCMG – Central Bank Cash Machine Group – brings together the Central Banks of Australia, Canada, Mexico, the US, the UK and the ECB, as well as the cash validation industries. The WVA has been actively participating in CBCMG meetings since 2005, and has represented the banknote acceptors' view ever since.

In her presentation, Catherine Piana highlighted the exceptional progress made in recent years with regard to the dialogue between Central Banks and the industry and pointed to the need to reinforce this even more in the future. She also suggested that the WVA would be open to widening its representation to include currency counting manufacturers.

A number of Central Banks made presentations about their efforts to further

improve on security features for the benefit of both machine readers and the general public.

The most positive outcome of the meetings was the clear improvement in the Central Banks' level of understanding of the issues, needs and concerns of the banknote validation manufacturers.



March 26-28, 2008 Education
March 27-28, 2008 Trade Show

Mandalay Bay Resort & Convention Center
Las Vegas, NV

For exhibiting information contact:
Sue Ralston at 312-346-0370 ext. 238 or
sralston@vending.org



www.who.int



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Codex Alimentarius Commission Strategic Plan 2008

Codex Alimentarius is a joint WHO/FAO Agency designed to produce international food safety standards. It has recently adopted its new, 5-year plan.

In its introductory statement, Codex makes a commitment to agree on standards for use globally that "are based on scientific principles and fulfill the objectives of consumer health protection and fair practices in food trade."

Codex then lists the areas identified for action:

- The review and development of Codex standards and related texts for food safety - taking into account scientific and technological developments. Approach should be based on risk and should address the entire food chain.
- Review and develop Codex standards and related texts for food labelling and

nutrition, taking into consideration scientific and technological developments and the WHO Global Strategy on Diet, Physical Activity and Health.

- Food inspection and certification/methods of sampling and analysis - which would include guidance on equivalence, mutual recognition and traceability.

What does this mean for global vending? It is important to closely follow the work of Codex as their adopted standards cover 192 Member States, including the 27 EU Member States, the US and all other countries represented in the WVA. Codex (as well as the EU) is looking at nutritional labelling whereby the fat, sugar and energy contents would be labelled on the front of food or drink packaging to help consumers make "informed choices."

Another Approach to the Obesity Issue

In an effort to tackle the child obesity dilemma in South Korea, the Presidential Commission on Sustainable Development, advisory body to the President of the government, has come up with a long term, five-pronged plan to do so. The Children's Health Management programme will address wide-ranging issues that are impacting the physical and mental health, both present and future, of their young. The issues to be addressed include: prevention of environmental disease, computer game addiction and obesity, tightening quality regulation on food and the systemization of health management.

Along with the various government Ministries concerned, more stringent regulations are on the agenda, starting with tighter controls on computer game playing time for children aged 12 or younger. Game makers will need to install "pop screen devices" in their computer games for the purpose of parental monitoring. The government

will also regulate the airing of TV or radio commercials of high fat/ high calorie food. Promoting health through money voucher incentives for healthy eating to low-income family children and banning the use of trans fat in children's food by 2010 are all part of the government's plan. Soft drinks vending machines within and around school zones will also be banned - the story doesn't explain how schools will make sure kids don't bring their own or go down to the local store to purchase these items. Schools will also need to provide a diet and exercise programme for overweight children.

Nonetheless, the Children's Health Management plan still has some serious funding inadequacies to overcome. Government will need to think a lot harder than just an increase on cigarette taxes for ways to raise funds and in order to meet its ambitious agenda.

The project will be reviewed every five years by the various Ministries concerned and will take effect as of 1 January 2008.

The WVA Board Meeting



Eddie Hicks &
Augusto Garulli

On 12 October in Chicago the WVA held its General Assembly and Board meetings, with representatives from the Vending Associations of Brazil, Canada, the US and Europe.

The Board elected Eddie Hicks (Operator, NAMA) as its new chairman for 2008-2009, to take effect as of 1 January 2008.

The Board agreed on a list of potential members to be approached and some companies have joined since then (Kraft Foods, JCM and Cummins-Allison Corp).

The WVA decided to step up its participation in vending exhibitions by joining press conferences at show

openings and holding joint WVA/EVA/National Associations' stands.

In terms of resources, the Board confirmed that additional staff should be taken on as soon as the income would allow it.

The WVA Directors adopted a work programme for 2008, which was projected as a continuity of 2007, with more emphasis on areas such as hygiene/food law and the environment.

The next meeting would be held on 16 April 2008 in Milan (WVA Board only) and 30 October 2008 in Paris (WVA Board and AGM) at the Vending Expo.



Trade Expo -
Australia

28 – 30 April 2008

Southee Pavillion,
Homebush

ExpoVending & OCS
Latin America 2008

23-24 July 2008
Sao Paulo



CAMA EXPO 2008 / ACAD EXPO 2008

*Canada's premier event combining vending and office coffee services
Le premier événement au Canada combinant les services d'auto-distribution et des services du café.*

Place Bonaventure & Hilton Montréal Bonaventure Montréal, QC

April 25–26, 2008 / 25 et 26 avril 2008

Friday, April 25 2008 from 11:00am to 5:00pm / Vendredi 25 avril 2008, de 11 heures à 17 heures

Saturday, April 26 2008 from 11:00am to 4:00pm / Samedi 26 avril 2008, de 11 heures à 16 heures

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WVA / NAMA Hold Joint International Lounge

At the NAMA Expo in Chicago (Oct 2007), the WVA and NAMA successfully introduced a new concept of an "international visitor's lounge", staffed by NAMA and EVA/WVA multilingual team members (Nina Poumpalova, EVA and Catherine Piana WVA).

The lounge welcomed visitors from all parts of the globe including, Mexico, Russia, Chile, the UK and a delegation of 50 Italian Operators on a US market study tour. The lounge concept was highly appreciated by visitors, whose access to the show was facilitated by

this novelty.

Suggestions were made to extend the international visitors' welcome to a meeting where they could exchange knowledge and experience.

The European Vending Association's Elections

At its General Assembly on 29 November, Arnaud van Amerongen was elected new EVA President. The new officers are: Hubert Boyer, Vice-President, and Michael Maurer, Treasurer.

In his acceptance speech, Arnaud van Amerongen highlighted the challenges for vending in the EU: improving the image of vending, taking a look at the trade show policy, considering strategic alliances with other associations and/or industries and improving the understanding of membership benefits for both EVA members and non members.

A unanimous AGM elected a new, wider, team, comprising 3 additional representatives of independent operators and one payment systems / vending solutions representative.

The 11 members of the EVA Executive Committee 2007-2009 are:

Association Representatives

Hubert Boyer (4), representing NAVSA - EVA vice-president
Augusto Garulli (5), representing CONFIDA
Christian Reiling (2), representing BDV
Brian Tustain (6), representing AVA

Operators

Fioravante Allegrino (8), Independent Operator, Sogeda Italy

Michael Maurer (10), Independent Operator, Maurer, Germany -EVA Treasurer

Michal Piotrowiak (9), Independent Operator, Mastercup, Poland

Jan Marck Vrijlandt, Multinational Operator, Selecta

Machine Manufacturers

Arnaud van Amerongen (3), ETNA - EVA President

Ingredient Suppliers

Hugh Hose (7), Nestlé

Payment Systems

Jeff Allsop(1), MEI

The new President paid tribute to the 2 EC Members, stepping down from positions held in the Executive Committee: John Haritz, Barry Callebaut, and Roger Williams, Coin-A-Drink.

John Haritz has been a member of the EC, representing the Ingredient Suppliers since 2003.

Roger Williams (outgoing Treasurer of the EVA) was involved with the setting up of the EVA in 1994, and before that, had been active within the European Federation of Vending Associations, the EVA's predecessor.

The candidates to represent the EVA on the WVA Board are Augusto Garulli and Christian Reiling. The new President, Arnaud van Amerongen, will also participate in the WVA meetings.



Asovending Colombia: a new Vending Association joins



Javier Ossa

The Colombian Vending Association was set up earlier this year to represent the vending industry vis-à-vis governmental agencies. It aims to circulate information, to encourage information and experience exchanges between members, to promote the international standards, as well as to inform on trends and to assist in developing the vending industry. The association plans to launch campaigns to make vending more accessible to the various economic sectors. It aims to familiarise the general public as to the benefits of automated purchase and to inspire confidence in the use of machines.

Asovending Colombia joined the WVA in November 2007 and we include a recent interview with its dynamic President Mr Javier Ossa.

How does the Colombian vending market look at the moment?

The Colombian Vending Industry is going through a positive phase and will develop further. In the last couple of years, a number of new operators have set up business and there is now more interest in establishing new

businesses in this industry. Operators who have been active in the last 10 years are aware of the fact that the vending industry is going through a good period and that future perspectives are of further growth opportunities. The support of a more robust economy, stimulated by a government which offers security and credibility to both local and foreign investors, is creating a context which promotes the use of vending machines.

The market is growing mainly in the hot drinks and snack machine segment, but, so far, none of the coffee or snack producers are in a position of leadership. At the moment, they are merely participating through the local operators. The drink producers (cans and bottles) are lagging behind, but through alliances with operators they will gain market shares. Local players in the segments of coffee, snacks or cold drinks may quickly take the best spaces which are still vacant today.

We are led to believe that Colombians must drink lots of coffee: is this a myth or reality? What are the other Colombian consumers' favourites?

Colombians are not yet the great coffee drinkers that people may imagine. Chocolate is its main competitor and at breakfast time it is possibly the Colombians' favourite hot drink.

Colombian coffee is of very high quality and is considered the world's finest and most aromatic coffee. The consumption per capita is slowly increasing thanks to the offer in coffee shops such as Juan Valdez and Café Oma, which are leading the coffee consumption culture today in all its variety, offered in places which are both comfortable and nicely

decorated. Vending machines in the workplace are contributing to an increase in the consumption of coffee.

What are the trends in the market? In the EU and US, there is a demand for fair trade, organic, "better-for-you" products. Is this also the case in Colombia?

The market trends point towards the consumption of bean-to-cup coffee, and fresh products with better flavour and taste. Traditionally, Colombians have used the "greca" (coffee brewer) to prepare this drink with ground coffee, but its poor preparation and hygiene have driven consumers to change their tastes and they now prefer a more sophisticated drink. This is where vending machines can play a major role in offering a drink whenever the consumer so desires. Coffee drinks prepared with milk, and especially the cappuccino, are much in demand.

What are the main issues that the Colombian vending operators are facing?

Colombians do not, as yet, have a developed culture of using vending machines. The fact that consumers are not as yet familiar with vending machines has created a situation where they are not commonly used, especially in public places.

Colombian operators compete with other suppliers of drinks and snacks, who sell at a much lower price, for example, in kiosks that are located on streets. These force operators to lower their prices in order to remain competitive.

.../...

"Asovending has high expectations from its membership to the WVA. We expect to get more information on market trends worldwide and how these translate for the Colombian market. We would like to exchange experiences with the operators, who are members of the EVA and NAMA and to become part of a network made up of all the members, to get information on innovations in the area of equipment, for the sale of different products and, more generally, to establish solid bases in order to grow the business in our country."

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Vending World
a better Place”**



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You were a powerful actor in the creation of the Colombian Vending Association. What were the main drivers, and the main barriers to the set up of Asovending Colombia?

I decided to group together operators and ingredient suppliers under the umbrella of a vending association as I discovered that all of them were business leaders with great ideas and vision wishing to develop their companies, but lacking knowledge and understanding of industry trends, and having no place to acquire this knowledge. I also discovered that some were focusing on low prices for products, to the detriment of the quality of machines, ingredients and service. At the beginning, there was a climate of distrust, but after 4 or 5 meetings, some alliances were formed between the participants, they started sharing positive and negative experiences, they created plans to develop the culture of vending in Colombia and a genuine comradeship started to develop amongst players of the industry.

The first step was made by 10 business leaders and within two months of work we succeeded in involving 23 more. Today Asovending has 23 members and we are confident that next year we will reach 35.

What do you expect from your membership to the WVA and from its Members?

Asovending has high expectations from its membership to the WVA. We expect to get more information on market trends worldwide and how these translate for the Colombian market. We would like to exchange experiences with the operators, who are members of the EVA and NAMA and to become part of a network made up of all the members, to get information on innovations in the area of equipment, for the sale of different products and, more generally, to establish solid bases in order to grow the business in our country.

What are the hot dates on your 2008 agenda?

One of the priorities of Asovending Colombia for 2008 is to ensure the highest possible attendance of its members at VendItalia in Milan. We are also planning to organise a vending show in Bogotá in order to make the service offered by operators better known to many more businesses. Increasing the visibility of vending within the Colombian market is the highest priority of Asovending in 2008.

Thank you very much Javier, and we wish you much success in your ambitious enterprise!



On the WVA Agenda 2008

February 14	EVA/WVA Coin Group Meeting
March 27 - 28	NAMA Spring Show
April 16	WVA Board Meeting
April 25 - 26	CAMA Show – Montreal
April 28 - 30	Australian Vend Expo – Sydney
May 11 - 15	Mint Directors Conference Korea
June 11 - 13	NAMA Board Meeting - Bermuda
June 26 - 28	China Vending Show – Shanghai
July 24 - 25	Brazilian Vending Expo – Sao Paulo
October 12 - 14	Currency Conference
October 15 - 17	NAMA Show – St Louis
October 30	WVA Board Meeting and General Assembly
October 29 - November 1	Vending Paris