

Central and Eastern Europe is a region where our industry – up until 2012 - had not yet organized itself to face political and legislative challenges. Key issues such as the upcoming Brexit, common EU labeling requirements or new regulations on tobacco and alcohol are on EU decision-makers' agenda these years. We need to ensure that governments fully understand the uniqueness of travel-retail and work with us to adapt legislation that is fit for purpose.

CEETRA is providing Central and Eastern European travel-retail with the solid representation that it needs.

CEETRA was formally established in November 2012 and has already received wide industry support from long-standing trade associations such as the Tax Free World Association and the European Travel Retail Council amongst others. CEETRA aim to follow the steps of the successful regional model of the Nordic Travel Retail Group that was set up following the abolition of duty-free in the European Union in 1999.

CEETRA is initially representing companies in Austria, Czech Republic, Croatia, Hungary, Poland, Slovakia, Slovenia, Romania and Bulgaria involved in supplying and retailing goods to travelling consumers in all duty free and travel retail outlets throughout the Central and Eastern European region. Other countries may join at a later stage.



### **How will CEETRA defend the interests of your business?**

CEETRA will draw its strength from taking a regional approach as well as a national one in representing and preserving the industry against harmful international and EU policy. Through strong representation on the ground in these countries, travel retailers will be better informed on legislative developments. CEETRA will serve as an advocacy platform to ensure solid defense of key interests in the region. Political engagement on crucial matters will be carried out at EU level in Brussels with CEETRA actively outreaching to the European Parliament and the European Commission to exchange views on a number of pressing issues. In parallel to the awareness-raising efforts in EU institutions, CEETRA will need to ensure that Member States fully comprehend the uniqueness of travel-retail by providing them with on the ground and concrete examples to allow for a level-playing field to emerge.

### **Benefits of joining CEETRA**

- Strength of industry combined action on issues of common interest
- Furthering Central and Eastern European initiatives at EU level
- Platform for voicing regional issues in high-level trade instances
- Exchange of information and best-practice on practical/industry issues and on how to deal with challenging policy questions at national and international level
- Regular Members meetings & Conference calls
- Networking opportunities and information on key events
- Newsletters, press releases, regular reports & updates

### **Funding of CEETRA**

CEETRA is a non-profit association and is funded with membership fees, which cover the day-to-day functioning costs. The organization is assisted by a Secretariat in Brussels.

As a member of CEETRA, your ideas and proposals for action will be very welcome and being in the association will give you a strong platform and voice from which to address the issues to mutual benefit and

interest.

The yearly membership fee is set at EUR 2500 which is in line with other travel retail associations in Europe. Please consider the benefits of joining CEETRA and how you might use your membership in CEETRA to add your ideas and efforts to an organization dedicated to promoting and protecting the duty-free and travel-retail in Central and Eastern Europe. Your membership fee will be an investment not only to your industry's future but also to your region.

**How to join**

Please get in contact with one of our board members or send an e-mail to our secretariat at the following e-mail address: [secretariat@ceetra.org](mailto:secretariat@ceetra.org)