



MORE THAN A
PRODUCT.
A DRIVER OF EUROPE'S
FUTURE.

AIM®
| EUROPEAN
BRANDS
ASSOCIATION

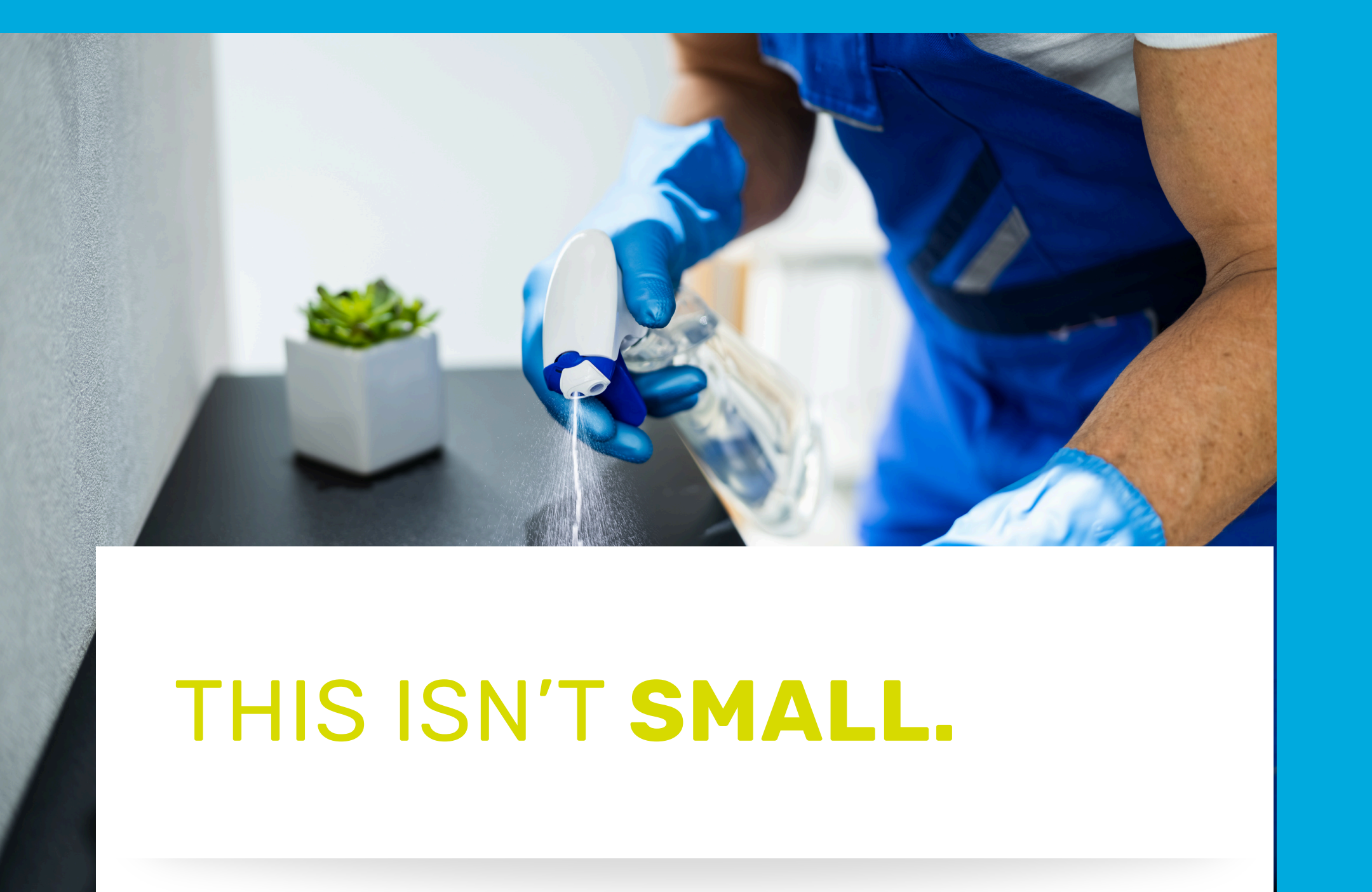




WHAT YOU DON'T SEE:

- ✓ SAFER FORMULAS
- ✓ GREENER PACKAGING
- ✓ FAIR SUPPLIERS
- ✓ EUROPEAN INNOVATION





THIS ISN'T SMALL.

- ✓ IT'S **€174B** IN EXPORTS.
- ✓ **€276B** TRADED ACROSS EUROPE.
- ✓ **€81B** REINVESTED IN PROGRESS.





BRANDED GOODS ARE A
EUROPEAN SUCCESS STORY.
LET'S MAKE SURE THE RULES
KEEP UP.

Made by Brands. **Made for You.**

