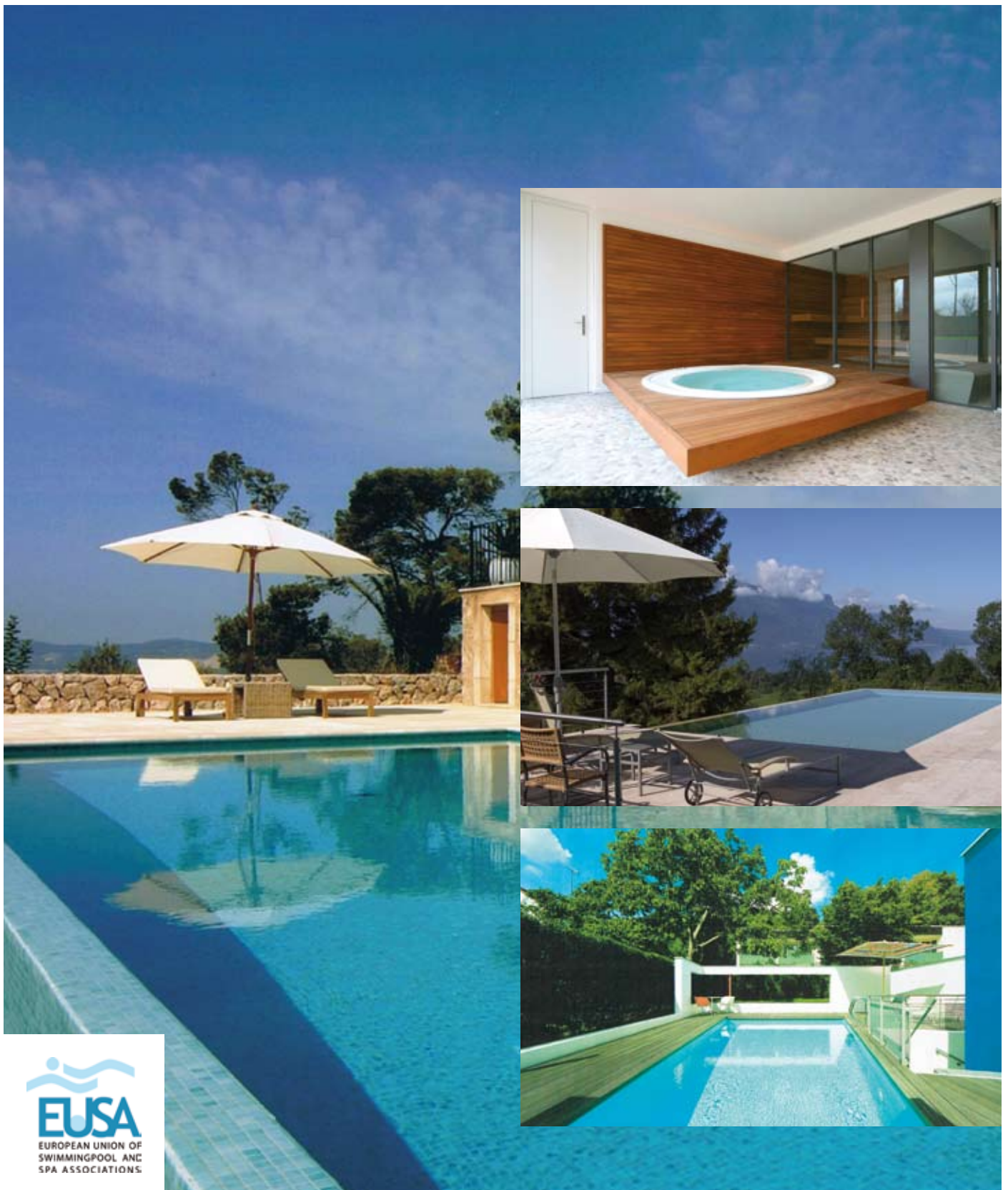


EUROPEAN UNION OF SWIMMING POOL AND SPA ASSOCIATIONS (EUSA)

The Voice of the Swimming Pool and Spa Business in Bruxelles



CAMPAIGNING FOR MILLIONS OF CITIZENS



THE EUROPEAN UNION OF SWIMMING POOL AND SPA ASSOCIATION (EUSA) was founded in 2006 with its headquarters in Bruxelles. It represents craftsmen, the trade, wholesalers and the industry of the swimming pool and spa businesses in Europe.

Currently nine national swimming pool and spa associations are members of the EUSA. The EUSA represents approx. 2,000 companies from all areas along the chain of adding value in the swimming pool and spa business.

The annual turnover of this business sector is in excess of 10 billion Euros. According to industry specialists, about 2.5 million privately owned swimming pool facilities exist in Europe. Further, hundreds of thousands of public swimming pools, saunas and spas are in existence in towns, hotels and leisure facilities.

The companies in this business sector are exclusively small and medium sized and it is one of the few areas in which the employment figures are still growing. Additionally it secures associated jobs at regional and local suppliers.

The products and services the companies in the EUSA member associations and the other European countries offer, ensure that every day millions of citizens in Europe are actively contributing to their health and wellbeing in public swimming pools, in hotels, on camping sites or at home.

Consequently, these companies deliver their important and preventive share to sustain the health of the European population.



POLITICAL GOALS OF THE EUSA

The EUSA has made it a key issue to strengthen and coordinate the spirit of European unity amongst its members.

The EUSA supports an open and free market and the exchange of services and products throughout Europe.

The EUSA also advocates healthy and fair competition that allows all companies free access to the desired target-clientele and markets.

The EUSA activities also aim at offering the best possible products and services to the end-customer and user.

SPECIAL TASKS AND GOALS OF EUSA

- Debating all topics and questions of technical, economic, financial and social interest that affect the business sector
- Setting up an information and communication network with all important European institutions and political decision makers
- Active participation regarding all matters of European standards in the respective work groups of the Committee for European Norms (CEN) in Bruxelles. The priority here, being the clear separation between private and public swimming pools
- Supporting the EUSA member associations in the cooperation with the particular national institutes for standards
- Working out a collective technical documentation for the private sector, illustrate the foundation for a harmonisation, and serve to improve technical regulations of the business on a national and European scale
- Making contact with other international associations that follow similar goals and purposes
- Creating a digital European information archive specifically for this business sector
- Exchange of experiences about the EUSA member associations' initial and advanced training offers
- Presentation and development of environmentally friendly and energy saving technologies within the business sector



THE QUALIFIED EUSA NETWORK



EUSA European Union of Swimming Pool and Spa Associations
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