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## EFCEM Update, July 2023

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**Welcome to the July's edition of the EFCEM Update. This edition contains a snapshot of the recent EFCEM General Assembly in Paris, EFCEM member news, and news of EFCEM's strategic positioning.**

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A note from exiting EFCEM President, Mr. Phil Williams.

Once again, this year as with previous years, I think it is important to recognise and thank the individual Working Group Convenors for the commitment and efforts and their many communications over the last twelve months and in keeping all working group members fully engaged and thank you to all the national association for the members and individuals' inputs over the last year, Thank You!

We now enter a new chapter for EFCEM, I look forward to the future of EFCEM, under the guidance over the next twelve months of a New President Martin Uber and the EFCEM Board and with the support of Iain Munro as Secretary General.

It is important that we continue with the support of all the National Associations in addressing the many important issues that are facing the commercial catering industry in the coming challenging years.

EFCEM will most definitely continue to represent industry on EU Policy, Directive and Regulations as well as co-ordinating Standard work and responding to member questions, again no other organisation has this authority, mandate, or role in our sector.

The Federations strategy should continue to drive forward, to maintain, to develop and improve EFCEM's position as the leading voice for professional cooking equipment manufacturers in Europe.

On a global basis we are still to return to a physical meeting of the Global Summit, but I believe and support the return of the next Global Summit, re-engaging on issues around data communication, machine intelligence, challenges of the Circular Economy and global energy efficiency issues that face the world.

This is a Federation with a proud reputation within the European catering industry, long may that continue.

Thank You.

**P. Williams.**  
**Immediate Past President, EFCEM.**  
14<sup>th</sup> June 2023.

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## This year's EFCEM General Assembly played host to several personnel and structural changes.

- [Martin Ubl](#) (pictured) succeeded [Philip Williams](#) as EFCEM President. Mr Williams had been in the post for four years. Whilst Mr Ubl comes into the role with over 25 years of industry experience in sales and marketing.
- [Iain Munro](#) successfully hosted his first AGM as EFCEM General Secretary.
- EFCEM also welcomed our newest EFCEM member, [SEEME \(Hellenic Foodservice Equipment Suppliers Association\)](#), from Greece. EFCEM now consists of ten European associations.



The new Board structure is as follows:

- Martin Ubl, EFCEM President
- Joakim Granfors, 1st Vice President
- 2nd Vice President, Position Vacant
- Phil Williams, Past President
- Iain Munro, Secretary General
- Frank Kienle, Rep National Association of Producers

In addition to the new changes, we also said goodbye to some familiar faces. [Keith Warren](#) stepped down as he enters retirement from his role as Chief Executive with the [Foodservice Equipment Association](#) (UK). We also wished a fond farewell to [Drewry Pearson](#) of [Irish Foodservice Suppliers Alliance](#). Both have been extended and dedicated EFCEM participants, and we wish them every success in their future endeavours.

EFCEM remains the voice of foodservice manufacturing industry across Europe. This subsequent period brings with it both a fresh set of challenges and an exciting period of agile adaptation as we push forward with EFCEM's strategic objectives, harnessing the power and knowledge of all EFCEM members.

If you are a European Association or Federation that represents businesses within the foodservice equipment sector in your country and would like to enquire about joining EFCEM then please reach out to [Iain Munro](#), EFCEM Secretary General, directly.

### Request for candidates - vacant 2<sup>nd</sup> Vice President position

Following the EFCEM General Assembly, EFCEM are issuing a request for candidates from National Association members for the post of 2<sup>nd</sup> Vice President. Applicants should be representatives from the National Association Producers and not a paid employee of the National Association. For information on application criteria please contact EFCEM President, Mr Martin Ubl, at [ubl@mkn.de](mailto:ubl@mkn.de). Applications must be submitted by the 30<sup>th</sup> of September.

### EFCEM Strategy to be underpinned by Working Group activity -

The Working Group (WG) activity is a very important part of what EFCEM does to support the National Association of Producers (NAP) members and their members. It was agreed at the Paris General Assembly this month there would be a review of the WGs to determine the current aims

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and goals of each WG to ensure they are aligned with the membership needs and current market challenges.

The scope of the Working Groups is being reviewed to further define group activity and help identify any gaps in the Working Group current activity.

Once we have a clear understanding of Working Group scope and the main areas of focus, EFCEM will then be looking to identify 'Champions' from Working Group participants to take a more prominent role relating to specific issues or topics.

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## EFCEM member update

### Meet EFCEM's newest member, SEEME

The Panhellenic Association of Catering Equipment Businesses (SEEME), was founded in May 2007 and represents the majority of manufacturers, importers-dealers and traders throughout the professional catering equipment sector. SEEME is a member of the Association of Greek Tourism Enterprises (SETE), which represents the pan-Hellenic sectoral associations of tourism enterprises as well as individual enterprises that operate more broadly in the tourism economy and cover the entire spectrum of tourism activities.



SEEME's core focus is on the quality upgrade & strengthening of the sector's competitiveness and its harmonization with international standards as well as the cooperation of all entities, in Greece and abroad, that are active in the branches of the wider tourism industry. SEEME ensures that its members provide consumers with an appreciable level of professional services and products in accordance with the prescribed safety directives of the European Union.

<https://seeme.com.gr/>

### Synerg and Unitam merge to become Synetam

As of 4th May 2023, Synerg and Unitam merged to become Synetam - Union of Manufacturers of Equipment and Utensils for the Catering and Culinary Arts.

Synetam now represents 87 leading manufacturers with sales of €1.5 billion and employing 7,000 people.

Follow [Synerg-Union des fabricants d'équipements & d'ustensiles pour la restauration & les arts culinaires](#) to keep in touch with any further developments.

<http://syнетam.fr>



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