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Bye, bye ANFEL and FAPE. Hello APPLiA España!

Building on several years of history and innovation, Asociación Nacional Fabricantes e Importadores Electrodomésticos - ANFEL and Asociación Española Fabricantes Pequeños Electrodomésticos - FAPE joined forces to establish the newborn APPLiA España.

"After years of fruitful cooperation, we are happy to see the APPLiA network growing," commented Paolo Falcioni, APPLiA Director General. Along with other 13 of the 27 National Associations, APPLiA España is the latest one to rebrand APPLiA.

With each national branch representing the sector across Europe, the APPLiA network stands at the forefront of the political debate and strives to strengthen its positioning in the EU political arena. "As a result of this merger, we are committed to continue fostering the industry's needs at all levels, in a concerted effort to contribute to a more sustainable and competitive European Union," said Fernando Gil, APPLiA España's elected President and CEO of BSH España. Indeed, "bringing together the wealth of experience and know-how of the two Associations into a single entity marks another important step to continue driving a successful industry, in the most effective way," added Alberto Centelles, APPLiA España's Vice-President and CEO of Jocca.

A fully modernised image is key to best represent such an innovative, sustainable and forward-looking sector as the home appliance and continue shaping national and European policy as a consensual, dynamic voice.

APPLiA - Home Appliance Europe represents home appliance manufacturers from across Europe. By promoting innovative, sustainable policies and solutions for EU homes, APPLiA has helped build the sector into an economic powerhouse, with an annual turnover of EUR 53 billion, investing over EUR 1.6 billion in R&D activities and creating nearly 1 million jobs.

