

# New Initiatives to Develop the European Pest Management Industry

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To open this article, I would like to send greetings from the European pest management industry to all our friends, colleagues and fellow professionals in the South African pest management industry. I also would like to thank Lynette Cokane for the opportunity to share with you some of the steps we have been making in the last few years to unify the European industry. Not an easy task for an industry with a service value estimated at € 1600 million (Rand 15,000 million), with over 700 companies providing employment for over 38,000 people over 42 nation states.

Perhaps I should explain what CEPA is and what it does for the pest management industry in Europe? CEPA is the Confederation of European Pest Management Associations, first formed over 30 years ago by the German, Spanish, French, Belgian, Dutch and British national pest control associations who had the foresight to understand the potential advantages of collaboration across Europe and the future international development of the pest management industry. Today CEPA has grown into an organisation that has as its members 16 national industry associations, leading pest control service companies in a further 6 countries where there are no affiliated national association and the major international manufacturers, distributors and service companies. Although CEPA cannot claim that through its national members it represents everyone in the industry, it is estimated that national membership companies account for over 70% of the value of the total European service industry and CEPA can truly say that it speaks for the European industry.

With many strong and well known national associations in Europe such as BPCA (UK), DSV (Germany), ANID (Italy) and ANECPLA (Spain), it is important that CEPA operates at an international level in support of these national associations and focuses on the activities that the national industries cannot influence or develop alone. CEPA collects annual industry statistics and produces a report to allow us to quote with some confidence the statistics above in our consultations with the European Commission. In Europe, engagement with the European Commission is vital to ensure that the industry perspective is represented. European Directives are passed by the European Parliament and then enacted into individual national legislation. These Directives are dedicated to the harmonization of processes and systems across the continent and impact significantly on industry and consumer alike, pest management is no exception. The pest management industry is currently engaging with the Biocidal Products Directive (BPD) which aims to harmonize a European product regulatory process. The first step was a process of the re-registration at a European level of all active ingredients. To achieve this companies have had to invest millions of euros to upgrade their active ingredient packages. If the regulatory pack for any molecule is not defended and upgraded, then the active substance is withdrawn from sale across Europe. As a result from 2007, the European market lost a significant number of well known active ingredients such as hydramethylnon, chlorpyrifos and boric acid. The next phase of the process will mean that each current registered product formulation will also need to go through a Pan European registration. This will certainly reduce further the range of formulations available.

Looking to the future the European Parliament has just passed a Service Directive and the communication of its impact will be the focus of CEPA for 2008. At the same time CEPA is currently involved with the committee stages of the future Environment Directive. CEPA manages this interaction with the European Legislators through a leadership team which includes specialist 'rapporteurs' covering Legislative Affairs, Economic Affairs, Professional Policy and Industry Vocational Training drawn from the national associations. A recent success from this process is that after a long process, CEPA has been able to establish a European classification of pest control services separate from general cleaning services. This is an important step in the movement to raise industry standards of professionalism and ensure that the specialist training required of a pest control technician is recognised. It is recognised

that none of these activities could have been undertaken or been successfully completed at a national level.

Perhaps, though the most important recent activity in the industry, with which CEPA was proud to be associated, was the first European Pest Management Academy, where over 100 industry leaders joined together in Barcelona earlier this year. The goals were to develop ideas to promote the positive benefits of pest management industry, to work together to raise the levels of professional with in the industry and improve the marketing skills of the next generation of industry leaders.

I would like to finish by writing a little about some of the activity we have planned for the future. First CEPA is currently planning its first European Pest Management Day which will be November 29<sup>th</sup> 2007. This will include a conference in Brussels – home of the European Commission - focused on influencing the legislators and highlighting the unity of purpose within all parts of our industry. On the same day the industry will be mounting a pan European public relations campaign to raise awareness of the positive impact of pest management on the health and environment of Europe. Next we will be holding the first CEPA European Event in Rome from April 1-4 2008. This will include the second Pest Management Academy, the launch of the European Industry Yearbook and the first European Pest Management Awards. If anyone would like further information or to attend either of these events do please contact me at [robfr Wyatt@cepa-europe.org](mailto:robfr Wyatt@cepa-europe.org) or visit our website [www.cepa-europe.org](http://www.cepa-europe.org).

I hope there will be further opportunities in future to keep you all informed of our continued progress in Europe and share with you some of our activity and initiatives.

Rob Fryatt is one of the international pest management industry's most recognised personalities. Rob has been a Director of the British Pest Control Association for many years and in 2006 was appointed Director General of the CEPA (European Confederation of Pest Control Associations). Rob manages Xenex Associates Limited, ([www.xenexassociates.com](http://www.xenexassociates.com)) a unique international business support company focused on the pest management industry and is also one of the sponsors of [www.pestbusiness.com](http://www.pestbusiness.com), a new open access information web portal for the pest management industry worldwide.