



EUROMCONTACT

ACTIVITY REPORT 2015



Dear readers,

This activity report is a good opportunity to look back and see what has been achieved in Euromcontact since the start of 2015. A lot has been going on in 2015 through the working groups on Statistics, Regulatory Affairs and Public Affairs, under the supervision of the Board. The Statistics group continued to contribute to the industry survey to make available statistic and industry data in all of the European Union and Switzerland markets. This year, the Regulatory Affairs group fine-tuned Euromcontact's position on the proposed Regulation on Medical Devices according to Euromcontact's defined goals, while the Public Affairs group was busy positioning the industry towards EU decision-makers and lobbying for the interests of our industry in the up-coming new regulatory environment. Looking at new ways of promoting contact lenses to eye care professionals (ECPs), Euromcontact developed a tool that allows ECPs to stimulate the turnover of their entire business by exploiting various promotional options to increase contact lens wearers' loyalty in their shops. This tool is available on-line as an application for tablet and smartphone in English, Italian and soon in other languages!

I invite you all to have a look at the Euromcontact Annual Report 2015 for more details! Enjoy your reading.

Helmer Schweizer
EUROMCONTACT President



MISSION OF EUROMCONTACT

The mission of Euromcontact is to:

- Represent the views of the European contact lens industry to the EU Institutions;
- Support harmonized legislation and procedures for manufacturers, standardisation and testing of products throughout the EU;
- Maintain high standards for contact lens and lens care products in the EU;
- Promote the expansion of the European market and opportunities to export;
- Safeguard economic, industrial and trade interests of the European contact lens industry.

REVISION OF THE MEDICAL DEVICES LEGISLATION

In 2015, the Euromcontact Regulatory Affairs group focused its work in on the revision of the Medical Devices Legislation. In 2012 the European Commission proposed a new Regulation on Medical Devices to further harmonize the regulatory framework. While the European Parliament adopted its position in 2014 it took almost three years for the Council to adopt its position in October 2015. Euromcontact amended its position paper through 2015 to adapt it to discussions at Council. Main points for Euromcontact are:

- the inclusion of plano lenses in the scope of the regulation to guarantee patient safety and high standards for both corrective and non-corrective lenses;
- allow a successful transition period to implement common specifications for non-corrective lenses;
- allow hazardous substances in contact lens care products following a sound and thorough risk-based analysis – and prevent a ban on hazardous substances needed for medical devices;
- support CE mark labelling but no extension to further labelling on the package (such as 'this is a medical device').

The Euromcontact Public Affairs Working Group held numerous meetings in 2014 and in 2015 with representatives of the European Commission, Member States, Members of European Parliament, to explain the position of the industry. Euromcontact also exchanged on a regular basis with the Luxemburg Presidency during the second half of 2015 and met with the Dutch Presidency to explain the views of the industry at the beginning of their mandate. At the time of writing this report, Euromcontact was pleased to see that the inclusion of plano lenses in the regulation, through its Annex XV, was supported by the EU decision-makers. Euromcontact will continue its lobbying efforts in 2016 to guarantee that the other interests of the industry are taken into account by the EU policy-makers.

In 2016 a completely new Clinical Evaluation Document for Contact Lenses will be available to members of Euromcontact. The document, drafted by an independent expert, is following the MEDDEV Guidance Document. This document aims at providing the relevant clinical material to companies, in particular SMEs, during Notified Bodies' audits. This document provides an updated review of available literature, which will support companies in updating their own clinical evaluation Report.

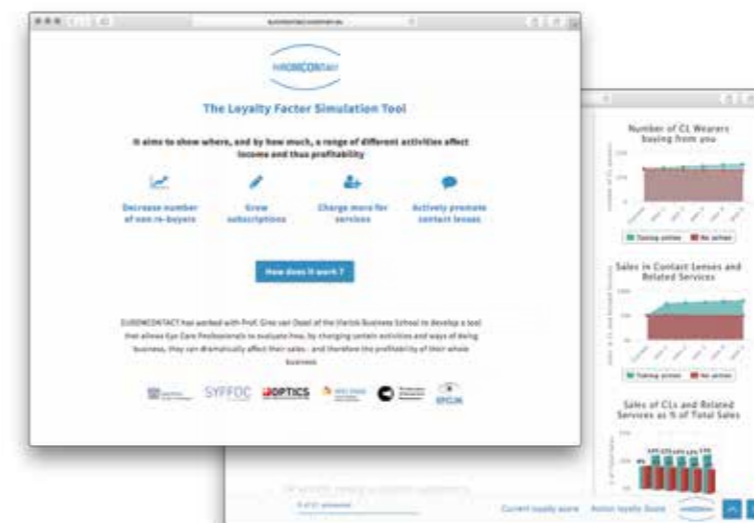
STATISTICS WORKING GROUP

Since 2003, EUROMCONTACT provides key statistics and trends on markets in the EU and in some selected third countries. The statistics are based on a collection and compilation of data provided by members of the Euromcontact Statistic Working Group to an independent company. Dissemination of the detailed statistics is limited to the contributing companies to the Stats Working Group, but Euromcontact provides general statistics to the public and stakeholders through an annual report and press release. In June 2015, Euromcontact provided the 2014 market report. In 2014, the market value of soft contact lenses (SCLs) at industry to eye care professionals (ECP) level grew by 3.3% to € 1'482 million. With a total of 14.09% of the 15-64 years old population wearing CLs, Sweden is leading the penetration ranks, ahead of Denmark (11.28%) and Norway (11.21%). Lowest among the eleven is Spain (3.57%, +3.15%). The total lens care market grew 2.4% for all 33 countries. The report can be found on Euromcontact website : <http://euromcontact.eu>



SIMULATION TOOL TO INCREASE LOYALTY OF CUSTOMERS IN SHOPS

In partnership with Gino Von Ossel, of the Vlerick Business School- Brussels, Euromcontact developed a tool that allows eye care professionals to evaluate how, by changing certain activities and ways of doing business, they can dramatically affect their sales and therefore the profitability of their whole business. The beta version of the tool was presented during a seminar in Amsterdam in November 2014. Based on comments received, the beta version was improved, and translated into an application available on-line, on tablet and on smart phone, in English and in Italian. Further translations will also be available in the year to come. At the Assottica Congress held end November 2015, the final version was presented to more than 600 Italian eye care professional in real time. The tool will be presented in many forum in 2016, such as at the NCC Congress in March 2016 in Amsterdam.





EUROPEAN CONTACT LENS FORUM



Euromcontact is one of the members of the European Contact Lens Forum (ECLF). ECLF mission is : to provide an exchange platform between all contact lens specialists, academics and the contact lens industry; to promote contact lenses to the European eye care professionals; to address issues around the safe use and sale of contact lenses with the EU decision-makers and other professionals; to promote education and the expansion of the European contact lens and lens care markets.



In 2015, ECLF produced documents to the attention of the general public, Eye Care Professionals and students, in particular on the sale of Contact Lens and lens care products on the internet; on the best practices to be a happy wearer of contact lens. All information are available on the website www.eclf.eu

MEMBERS OF EUROMCONTACT

Members of Euromcontact are national associations of contact lens and lens care products manufacturers in the European Union and Switzerland (AEO, ACLM, ASSOTTICA, EFCLIN, NAC, Optics Swiss Suppliers Association, SPECTARIS, SYFFOC) and global companies (Alcon, Amo Inc, Bausch & Lomb Inc, Coopervision, Johnson & Johnson Vision Care companies, Menicon SAS)

CONTACT

Euromcontact asbl
10 rue de Tamines
1060 Brussels - BE

www.euromcontact.eu

pascale.rouhier@euromcontact.eu

T/F: + 32 2 537 37 11

Transparency register number: 97208951315-46