

#### 1.2.4. Sector specificity

Sector oriented publications, be they FAQ or in depth publications, may have an added value. For specific contents and also to highlight the interest and capacity of the employers' organisation to care for specific sector issues. Creating this sector specificity can strengthen the specific niche of an employers' organisation in a certain sector and hence support membership strategies. And indeed sector realities can differ strongly between a retail, a flower company and a construction company. In other cases, the business continuity plan for an SME sector may differ strongly from a sector with bigger companies. Attention for specific needs is a central element in employers' organisations policy.

Sector specificity may be the responsibility of the sector association, which mixes a general approach with a sector specificity, derived from characteristics of the sector, or derived from specific sector regulations embedded in collective agreements. Such as specific systems of income guarantee and specific leave regulations. It may also be that APEX organisations collaborate with sector associations to add, if appropriate, a "sector" appendix with the specific rules of the most important sectors.

