



Thursday, 25 January 2007

No. 2007-02**BUSINESSEUROPE IS OUR NEW NAME**

At a press conference and reception on 23 January, President Ernest-Antoine Seillière and Secretary General Philippe de Buck presented our new name: BUSINESSEUROPE. This new name will be understood in all 33 countries brought together in the organisation and around the world. It indicates clearly that BUSINESSEUROPE, the Confederation of European Business, acts on behalf of enterprises and that we do so in order to help build Europe. BUSINESS, at the heart of EUROPE, creates growth and jobs, for the prosperity of European citizens. [Read more](#) or contact: [Maria Fernanda Fau](#)

COMMUNICATING EUROPE TOGETHER

On 18 and 19 January, with the support of the German Presidency of the EU, the European Commission organised a conference entitled “Communicating Europe together” to reflect on ways to ensure a European debate on the issues that interest EU citizens. On behalf of [BUSINESSEUROPE](#), Maria-Fernanda Fau, Communications Director, participated in the event. She pointed out that to reach out the national level, the EU institutions need to involve enterprises further in communicating Europe. For most enterprises in the EU, Europe is their business. They value achievements such as the internal market and the euro and can act as excellent multipliers of the positive message on Europe. [Read more](#) or contact: [Maria Fernanda Fau](#)

EUROPEAN BUSINESS IN BANGALORE TO REINFORCE EU PARTNERSHIP WITH INDIA

On 17-19 January, Philippe de Buck, Secretary General of the Confederation of European Business, visited India to participate as guest speaker at a business meeting organised by the Confederation of Indian Industry (CII). That event was attended by high-level international business and political participants including Portuguese President Cavaco Silva, UK Chancellor of Exchequer Gordon Brown and WTO Director-General Pascal Lamy. The main focus of Philippe de Buck’s agenda was EU-India bilateral trade, WTO DDA negotiations and innovation. European business adopted a joint statement with CII supporting the rapid launch of the negotiations of an ambitious EU-India trade and investment agreement. They support a broad coverage including liberalisation of trade in goods, services, investment and protection of intellectual property rights. EU and Indian business remain committed to providing meaningful inputs for ensuring a win-win conclusion to the negotiations. Business also hopes that bilateral negotiations will improve cooperation in the WTO DDA negotiations. [Read more](#) or contact: [Carlos Gonzalez-Finat](#)



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IMPROVING LABOUR PRODUCTIVITY IS ESSENTIAL FOR MORE AND QUALITY OF WORK IN EUROPE

On 18 January 2007, BUSINESSEUROPE participated in the meeting between the Troika of the Social Affairs Council and the social partners. Discussions focused on quality of work. The president of BUSINESSEUROPE's social affairs committee, Mr Eero Leivo, emphasised that quality of work and labour productivity are closely connected. The improved economic situation provides a favourable context to introduce necessary reforms on labour markets. Member States must not miss this window of opportunity. [Read more](#) or contact: [Thérèse de Liedekerke](#)

MARKET ACCESS: BUSINESS SUPPORTS A REVISED EU STRATEGY

Responding to a Commission consultation, the Confederation of European Business has supported a review of the EU Market Access Strategy which should lead to a more structured, effective and dynamic approach to tackle trade and investment barriers in international markets. The strategy should be more oriented towards problem-solving and produce concrete outcomes for European companies. To improve effective market access, action needs to be taken at different levels in a coherent and integrated way. Stronger and more structured coordination with EU Member States is a key condition for a successful Market Access Strategy. Business also supports further prioritisation in the reviewed strategy as regards country coverage and barriers. [Read more](#) or contact: [Carlos Gonzalez-Finat](#)

INTERNATIONAL TRADE AND CLIMATE CHANGE: BORDER ADJUSTMENT TAXES

On 16 January, President Ernest-Antoine Seillière sent a letter to Trade Commissioner Peter Mandelson to express concerns about international trade and climate change policy. European business expects the Commission to show true leadership on climate change by pursuing pro-active and constructive multilateral and bilateral cooperation policies to address climate change and international trade challenges. Therefore, it does not consider that border tax adjustments levied on energy-intensive imports into the EU from countries which have not ratified, are not implementing or have no obligations under the Kyoto Convention would be a wise European policy approach. European business is also sceptical about the possible creation of Sustainable Development Fora linked to bilateral free-trade agreements based on vague legal reasoning. Countries should commit to climate change negotiations to address a commonly shared global challenge not because the EU offers them trade concessions. [Read more](#) or contact: [Adrian van den Hoven](#)