



## EURO 1997: Awareness Campaign for SMEs

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**T**he establishment of the single currency in 1999 will have a considerable impact on enterprises, as much on their commercial activities as on their daily operation.

It is therefore only natural the EURO INFO CENTRE (EIC) network contributes as effectively as possible to raising the SMEs awareness (1999 is just around the corner!) and providing them with specific information on the single currency.

The EIC network will run a decentralised awareness campaign on the Euro for SMEs aimed at highlighting specific national characteristics and the closeness of enterprises in order to meet their expectations.

The campaign will run through September 1997. The principle means employed are based on a specific approach to the Euro in a true spirit of service to enterprises. To this end, interactive tools for self-analysis and self-learning targeted directly at SMEs are being developed in 4 countries and will be taken up by others.

The diverse communication techniques used during this campaign will include seminars, documentation, newsletters, advertisement, surveys, contact with the press, etc.

All of the actions taken within the framework of the promotional campaign for the Euro will take place according to the rules and objectives set out by the European citizen's information programme:

- to act jointly and coherently with other actors and institutions of the civil society;
- to encourage the target public's acceptance;
- to assist the economic operators;
- to prepare enterprises.

In each of the countries concerned, the campaigns will be orchestrated by an EIC national coordinator who will inform DG XXIII on the actions it takes, as well as on the local initiatives which each EIC is free to undertake.



DG XXIII will contribute its assistance and support, ie in the form of a two-day training session for the national coordinators at the end of April. In addition, the exchange of good practice will be encouraged.

It is evident that the effectiveness of the Euro awareness campaign will largely depend on its 'difference': in an environment of variable and often imprecise media influence, the Euro campaign must, in the eyes of heads of small and medium-sized enterprises, appear to be an opportunity to know and to act in time to take the best advantage of the introduction of the single currency.

The following EURO INFO CENTRES have been put in charge of coordinating the EURO campaign:

● **In Austria:**

Wirtschaftskammer Österreich — Heinz Kogler — Wiedner Hauptstraße 63 — A-1045 Wien — Tél.: +43-1-501.05.43.56 — Fax: +43-1-50-206.297

● **In Belgium:**

C.D.P. — Idelux — Pierre Martin — Drève de l'Arc-en-Ciel 98 — B-6700 Arlon — Tél.: +32-63-231.865 — Fax: +32-63-231.895  
EJC Brussels Airport — Wim Van Genechten — Brucargo Gebouw 706 — Lokaal 7614 — B-1931 Zaventem — Tél.: +32-2-751.90.56 — Fax: +32-2-751.78.11

● **In Germany:**

Handwerkskammer Stuttgart — Jürgen Schäfer — Heilbronnerstraße 43 — D-70017 Stuttgart — Tél.: +49-711-165.72.80 — Fax: +49-711.165.72.22

● **In Spain:**

Cámara de Comercio de Bilbao — Enrique Velasco — Alameda de Recalde 50 — E-48008 Bilbao — Tél.: +34-4-410.46.64 — Fax: +34-4-443.41.45

● **In Finland:**

MTI Regional Business Service Office — Jyri Arponen — Puolalankatu 1 — FIN-20100 Turku — Tél.: +358-2-2510051 — Fax: +358-22310667

● **In France:**

Chambre de Commerce et d'Industrie du Lyon — Catherine Jamon-Servel — 16, rue de la République — F-69289 Lyon Cedex 02 — Tél.: +33-472.40.57.46 — Fax: +33-478.37.94.00

● **In Greece:**

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● **In Ireland:**

Cork Chamber of Commerce — Tara Dennehy — 67/69, South Mall — Cork — Tél.: +353-21-50.90.44 — Fax: +353-21-27.13.47

● **In Italy:**

Confindustria — Direzione PMI — Giuseppe Volpe — Viale dell'Astronomia, 30 — I-00144 Roma — Tél.: +39-6-590.35.25 — Fax: +39-6-590.32.91

● **In Luxembourg:**

Chambre de Commerce du G.-D. de Luxembourg — Sabrina Sagramola — rue Alcide De Gasperi 7 — BP 1604 — L-1016 Luxembourg — Tél.: +353-423939 — Fax: +352-438326

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● **In Portugal:**

Caixa Geral de Depósitos — Maria José Constâncio — Av. João XXI, 63 — 5 Andar — PT-1000 Lisboa — Tél.: +351-4-790.53.89 — Fax: +351-4-790.50.97



## **THIRD EUROPEAN CONFERENCE ON THE CRAFT SECTOR AND SMALL ENTERPRISES: The Conclusions from the Vienna Preparatory Conference on Job Creation**

The Third European Conference on the Craft Sector and Small Enterprises will be held in Milan, Italy from 20 to 22 November 1997. It will have been preceded by several 'Preparatory Conferences' held in the Member States<sup>1</sup>. Organised by the Wirtschaftskammer Österreich, the third Preparatory Conference was held in Vienna, Austria on 13 and 14 January 1997. Organised around the theme 'The Craft Sector and Small Enterprises: Keys for a European Employment Policy', this conference brought together some 160 participants from 15 countries. They studied the effects of national and European regulations on the creation of employment in the craft sector and small enterprises. The participants proposed the following actions in order to develop the job creation potential of the enterprises:

### **In terms of legal and tax regulations:**

- limitation of new European labour legislation (they do not always take national traditions into account);
- creation of one-stop-shops in the Member States responsible for all the tax procedures that small enterprises must adhere to;

### **In terms of 'working time' regulations:**

- the EU 'working time' directive should be implemented in the most flexible manner possible;
- new approaches such as the 'working life' concept are applicable to industry, but not necessarily to the craft sector and small enterprises;

### **In terms of 'workplace health and safety':**

- the need for strict rules is not put into question. However, small enterprises should be able to use different means to arrive at the same end;
- safety standards should be examined with regard to their effects on employment and to their applicability to the craft sector and small enterprises;
- existing directives should be subjected to regulatory simplification within the framework of the SLIM initiative (Simplification of Legislation concerning the Internal Market)<sup>2</sup>, an extension of which is foreseen;
- make simplified forms available in conformity to legislation concerning the assessment and documentation vis-à-vis the conformity of jobs in the craft sector and small enterprises.

### **In terms of fiscal policy:**

- introduction of a simplified common system of VAT which takes account of the specific situation of SMEs;
- phased introduction of a European tax system to avoid any distortion of competition in the European Union. The Intergovernmental Conference (IGC) should adopt the principle of qualified majority voting in the Council on fiscal matters;
- the European social partners (including representatives of SMEs) should participate in the follow-up to the Memorandum of Commissioner Monti<sup>3</sup> which identifies the lines of reflection concerning the means of establishing a fiscal environment favourable to stimulating enterprises;
- undeclared work: the Green Paper on the parallel economy should identify the best practice implemented in the Member States in terms of tax incentives to encourage in particular the normal service sector;
- reduction of VAT rates for labour intensive services;
- study of the effects of social costs on employment.

<sup>1</sup> Also see EURO-INFO 97 (January 1997) and EURO-INFO 98 (February 1997).

<sup>2</sup> SLIM: COM(96)20 and COM(96)559

<sup>3</sup> COM(96)546: report on taxation in the European Union.



**In terms of Social Dialogue:**

- the interests of the craft sector and small enterprises are often quite different from those of large companies. It is therefore necessary to invite an SME organisation to participate in the Social Dialogue at the Community level. This participation should be actively supported by the European Commission;
- the Social Dialogue at the Community level should be widened to include all economic and social questions in order to support general strategies and to facilitate compromises.

**For further information:** DG XXIII/A4 - Craft Sector and Small Enterprises  
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## **THE CRAFT SECTOR AND SMALL ENTERPRISES: Towards Economic Monetary Union**

During a conference held in Amsterdam, The Netherlands on 30-31 January 1997, representatives of the craft sector, small enterprises and banks studied the advantages and disadvantages of introducing the Euro. Organised by MKB Netherland with the support and participation of the European Commission, this conference provided an opportunity to hear, amongst others, presentations from Mr Zalm, Dutch Finance Minister, Mrs Peijs, Member of the European Parliament, Mr Kamp, Director General of the ABN/AMRO Bank, Mr Kamminga, President of the UEAPME, and Mr Vanden Abeele, Director General of DG XXIII who was standing in for Mr Papoutsis, Member of the European Commission. A memorandum was adopted before some 220 representatives of professional and enterprise organisations from 12 Member States. This Memorandum draws particular attention to the question of sharing additional costs, to the opportunity of having regular consultations with representatives from socio-economic circles, and to consider the craft sector and small enterprises as a special grouping within the strategy of the communication. The participants expressed their approval of the single currency and a closer cooperation between banks and SMEs is envisaged. The conference follow-up committee will be responsible for preparing contributions to the Third European Conference on the Craft Sector and Small Enterprises to be held in Milan in November 1997.

**For further information:** DG XXIII/A4 - Craft Sector and Small Enterprises  
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## **EUROPARTENARIAT Greece 1997: The Catalogue is Ready**

Following on the success of Thessalonica in 1992, a second EUROPARTENARIAT event will take place in Greece in Pireaus on **23-24 June 1997**. The 400 Greek enterprises selected to participate in this EUROPARTENARIAT event were chosen on the basis of the quality of the cooperation projects that these SMEs plan to develop in the commercial, financial or technological field. 60,000 copies of a catalogue, published in six languages (Greek, English, French, German, Italian and Spanish) and distributed in more than 70 countries, is now available. It contains the profile of and the demands and offers for cooperation of 400 Green small and medium-sized enterprises, principally from the following sectors: food and beverages, textiles, clothing, leather goods, wood, chemical products and pharmaceuticals, cosmetics, rubber, plastics, construction materials, marble and ceramics, metal working, equipment and machines, electricity and electronics, and services to enterprises. The EUROPARTENARIAT Greece 1997 will offer these 400 Greek enterprises the opportunity to make direct contact (through prearranged appointments with interpretation) with some 2,500 businessmen from 70 countries, including EU Member States and third countries (Eastern and Central Europe, Mediterranean Countries, United States, Latin America, Asia, etc).

An official EUROPARTENARIAT consultant has been assigned to each country who is responsible for promoting the event, for recruiting participating companies and for ensuring the distribution of the catalogue. This consultant organises appointments with the Greek enterprises and keeps businessmen informed of these meetings before the event. During the EUROPARTENARIAT, the national consultants can also arrange additional meetings for their enterprises with delegations from other countries.



**For a copy of the EUROPARTENARIAT GREECE 1997 catalogue and for assistance with formalising your plans, please contact one of the following national consultants in the European Union:**

**Germany**

- Miriam Teuwen — IHK, Gesellschaft zur Förderung der Aussenwirtschaft und Unternehmensführung mbH — Adenauer Allee, 148 — D-53113 Bonn — Tél.: +49.228.104165 — Fax: +49.228.10438 — E-mail: mteuwen@bonn.diht.ihk.de
- Katrin Ruh — IHK, Gesellschaft zur Förderung der Aussenwirtschaft und Unternehmensführung mbH — Schönholzer Strasse 10-11 — D-13187 Berlin — Tél.: +49.30.48806130 — Fax: +49.30.48806103

**Austria**

- Heinz Kaufmann — Wirtschaftskammer Österreich — Wiedner Hauptstrasse, 63 — A-1045 Wien — Tél.: +43.1.501054308 — Fax: +43.1.50206255 — E-mail: eukmu@aw.wk.or.at

**Belgium**

- Jos Helsen / Ivo Peeters — GOM Vlaams-Brabant — Toekomstraat 36-38 — B-1800 Vilvoorde — Tél.: +32.2.2570335-3-4 — Fax: +32-2-2524594 — E-mail: gom—vb@innet.be
- Corinne De Rycker — SOCRAN — Parc Scientifique du Sart-Tilman — Avenue Pré-Aily — B-4031 Angleur (Liège) — Tél.: +32.43.678311 — Fax: +32.43.678300 — E-mail: transcooperation@pophost.eunet.be

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- Per Sondergaard — Danish Chamber of Commerce — Børsen — DK-1217 København — Tél.: +45.33.950500 — Fax: +45.33.325216

**Spain**

- Elena Moreno Fernandez de Heredia — Dirección General de Política de la PYME — Ministerio de Economía y Hacienda — Paseo de la Castellana, 141 / 3a planta — E-28046 Madrid — Tél.: +34.1.5829346 — Fax: +34.1.5829400

**Finland**

- Timo Karisto — Finnish Foreign Trade Association — Arkadiankatu, 2 — P.O.Box 908 — FIN-00101 Helsinki — Tél.: +358.204.695388 — Fax: +358.204.695570 — E-mail: timo.karisto@exports.finland.fi

**France**

- Anne Sibille — ACFCI, Assemblée des Chambres Françaises de Commerce et d'Industrie — 45, Avenue d'Iéna — F-75769 Paris Cedex 16 — Tél.: +33.1.40693796 — Fax: +33.1.40693808

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**Ireland**

- Charlie Kelly — The Irish Trade Board — Merrion Hall, Strand Road — Sandy Mount — P.O.Box 203 — IRL-Dublin 4 — Tél.: +353.1.2695011 — Fax: 353.1.269.5820-2066225

**Italy**

- Claudio Leone — Mondimpresa SCPA — Viale Pasteur, 10 — I-00144 Roma — Tél.: +39.6.54954351-2 — Fax: +39.6.54954359

**Luxembourg**

- Sabrina Sagramola — Chambre de Commerce du Grand-Duché de Luxembourg (FEDIL) — Rue Alcide De Gasperi, 7, B.P. 1503 — L-2981 Luxembourg — Tél.: +352.42.3939334 — Fax: +352.43.8326

**The Neetherlands**

- Henriette D. van de Polder / Ruud M.C. Geene — NCH, Netherlands Council for Trade Promotion — Bezuidenhoutseweg 181, P.O.Box 10 — NL-2501 CA Den Haag — Tél.: +31.70.344.1544 — Fax: +31.70.385.35.31 — E-mail: ncn@euronet.nl

**Portugal**

- Rui Gomes — IAPMEI — Rua Rodrigo da Fonseca, 73 — P-1297 Lisboa Codex — Tél.: +351.1.3864333 — Fax: +351.1.3862022
- Manuel Lino — Banco de Fomento e Exterior — Av. Casal Ribeiro, 59 — P-1000 Lisboa — Tél.: +351.1.3560144 — Fax: +351.1.343.1728

**The United Kingdom**

*England and Wales:*

- Robin Bussell — British Chambers of Commerce — 4, Westwood House — Westwood Business Park — GB-Coventry CV4 8HS — Tél.: +44.1203.694484 — Fax: +44.1203.695844 — E-mail: 101473.3705@compuserve.com

*Northern Ireland*

- Arthur Bell / Gillian Glass — Northern Ireland Chamber of Commerce & Industry — 22, Great Victoria Street — GB-BT2 7BJ Belfast — Tél.: +44.1232.244113 — Fax: +44.1232.247024 — E-mail: nicham @dial.pipex.com



*Scotland*

- Agnes Barclay — Scottish Innovation — 62, Templeton Street — GB-G401DA Glasgow — Tél.: +44.141.5545995 — Fax: +44.141.5566320 — E-mail: scot-innovat@cqm.co.uk

*Sweden*

- Birgitta Svensson — NUTEK, Swedish National Board for Industrial and Technical Development — Liljeholmsvåg, 32 — S-11786 Stockholm — Tél.: +46.8.6819466 — Fax: +46.8.7444045 — E-mail: birgitta.svensson@nutek.se

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DG XXIII - EUROPARTENARIAT  
rue de la Loi, 200 (AN80) - B-1049 Brussels  
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## **PARTENARIAT CASABLANCA 1997:**

### **Fishing Industries - 26-27 May 1997**

Organised at the initiative of the European Commission (DG XIV - Fisheries) and the Moroccan Ministry of Maritime Fisheries and the Merchant Marine, 'Partenariat Casablanca 1997' aims to promote and facilitate the creation of cooperation agreements (transfer of technology, joint ventures, trade agreements, etc) between EU and Moroccan heads of enterprises in the sector of **fishing industries** (coastal and high seas fishing, shipyards, equipment and fishing gear, aquaculture, manufacturing, cold chains and distribution).

Organised by the Fédération des chambres de commerce de l'Union européenne au Maroc, the meeting days - 26 and 27 May 1997 at the Casablanca International Faire - will bring together some 100 Moroccan enterprises in fishing industries sector, selected for their dynamism and the quality of their cooperation projects, and nearly 300 enterprises from the European Union.

In order to facilitate contacts, each Moroccan enterprise will have a stand where meetings can be held with its European counterparts. These meetings will be programmed in advance and interpretation will be made available to entrepreneurs.

In addition, a catalogue describing the profiles of the selected Moroccan enterprises and the type of partnership sought after is being widely distributed (in English, Spanish and French) by a network of specialised national consultants.

**For further information:** Fédération des chambres de commerce de l'Union européenne au Maroc

Tour Atlas - Place Zellaga - 13th Floor  
CASABLANCA - Morocco  
Tel: +212-2-45.03.00  
Fax: +212-2-45.04.45

## **INTERPRISE:**

### **Encouraging Partnerships between Industries and/or Services in Europe**

The INTERPRISE programme (Initiative to Encourage Partnership between Industries and/or Services in Europe) is designed to support local, regional and national actions aimed at stimulating cooperation between small and medium-sized enterprises in Europe. Within this context, the programme is designed to support the actions (distribution of a catalogue containing the desired cooperation profiles, organisation of meeting days with pre-arranged bilateral rendez-vous) which are aimed at putting heads of enterprise into direct contact with each other in order to facilitate their cooperation efforts.

This programme is conceived on the model of the Europartenariat programme and is directed at all regions, whether they are eligible for structural funds or not, and provides for the organisation of small-scale events. The projects must include at least three regions from three European Union countries and may, in certain instances, also be extended to regions from non-member countries.

The following events will take place in the coming months:



### **TRANSCHANNEL III**

*Meetings:* 24-25 April 1997 in Lille, France

*Countries involved:* France, Belgium, United Kingdom

*Sectors:* multi-sectoral

*Organisation:* Agence régionale de développement Nord-Pas de Calais — Maurice Baudoux — Boulevard de la Liberté, 185 — F-59013 LILLE (France) — Tél.: +33-032014.44.00 — Fax: +33-03.20.57.07.55

### **INTERPRISE REHTEC**

*Meetings:* 26-27 May 1997 in Sättra Brunn, Sweden

*Countries involved:* Sweden, Austria, Germany, Denmark, United Kingdom, Norway, Netherlands

*Sectors:* technologies for assisting the elderly and handicapped

*Organisation:* ALMI FÖRETAGSPARTNER VÄSTMANLAND AB — M. Anders BRÖMS — P.O.BOX 844 — S-72122 VÄSTERAS — Tél.: +46-21.10.78.10 — Fax: 46-21.10.78.39

### **BIC INTERPRISE**

*Meetings:* 29-30 May 1997 in Edinburgh, United Kingdom

*Countries involved:* United Kingdom, Belgium, Germany

*Sectors:* environmental technology, electronics

*Organisation:* SCOTTISH INNOVATION — Douglas H. MARTYN — A. BARCLAY — Unit A1 — Building 1 — Templeton Business Centre — 62 Templeton Street — GB-G401 DA GLASGOW — Tél.: +44-41.55.45.995 — Fax: +44-41.55.66.320

BUSINESS INNOVATION CENTRES UK Ltd — Douglas HAMPSON — Love Lane — Aston Triangle — GB-B74BJ BIRMINGHAM — Tél.: +44-121.359.0981 — Fax: +44-121.359.04.33.

### **INTERPRISE TELEMATICS**

*Meetings:* 30-31 May 1997 in Berlin, Germany

*Countries involved:* Germany, Denmark

*Sectors:* Telematics (transport, the elderly and handicapped, environment)

*Organisation:* ELOQU METABASIS GmbH — Michael SANDROCK — Alt Moabit 96C — D-10559 BERLIN — Allemagne — Tél.: +49-30.39.90.23.20 — Fax: +49-30.39.90.23.22

### **INTERPRISE AGRINORD 1997**

*Meetings:* 5-6 June 1997 in Vaasa, Finland

*Countries involved:* United Kingdom, Germany, Denmark, Finland

*Sectors:* Industries of the Food Chain (equipment, conditioning, design, technologies)

*Organisation:* HUMBERSIDE EUROPEAN BUSINESS INFORMATION CENTRE — HULL — Norman O'NEILL — Sally HEWITT — Cottingham Road — GB-HU6 7RX — HULL — Tél.: +44-482.46.59.40 — Fax: +44-482.46.62.05

### **INTERPRISE DOUBS**

*Meetings:* 10 June 1997 in Besançon, France

*Countries involved:* France, Switzerland, Germany, Italy

*Sectors:* industrial sub-contracting

*Organisation:* Chambre de Commerce et d'Industrie de Doubs — David ATECHIAN — 46, avenue Villarceau — F-25024 BESANCON — Tél.: +33-381.25.25.25 — Fax: +33-3.81.25.25.50

### **EXPLORATION EUROPE III**

*Meetings:* 11-12 June 1997 in Harstad, Norway

*Countries involved:* Norway, Denmark, United Kingdom, Netherlands, Sweden

*Sectors:* petroleum industry

*Organisation:* EIC NARVIK/VINN — Ingrid MARTENSON — P.O.BOX 253 — N-8501-NARVIK (Norvège) — Tél.: +47-76.92.22.22 — Fax: +47-76.94.72.60

### **PRODUITS ET PROCEDES EN AGRO-ALIMENTAIRE**

*Meetings:* 12-13 June 1997 in Amiens, France

*Countries involved:* France, Belgium, United Kingdom, Netherlands

*Sectors:* food processing

*Organisation:*

- ANVAR — Sylvie LEAUTE — 43, rue Caumartin — F-75436 PARIS Cedex 09 — Tél.: -33-1-40.17.83.00 — Fax: -33-1-42.66.02.20
- Centre de Valorisation des Glucides — CRITT — Philippe DE BRAECKELAER — RN25 — Lieu-dit LERAMPONNEAU — F-80260 POULAINVILLE — France — Tél.: +33-3-22.43.74.04 — Fax: +33-3-22.43.71.97.



- For further information on a specific INTERPRISE event, please contact the organiser.
- **For information on the INTERPRISE programme itself:** European Commission - DG XXIII/B2 - INTERPRISE - rue de la Loi, 200 (AN80) - B-1049 Brussels - Fax: +32-2/295.17.40

## **TOURISM: 'Making Europe Accessible for Tourists with Disabilities - A Guide for the Tourism Industry'**

According to the estimates, more than 40 million Europeans do not go on holidays and, for a large number of them, the major obstacle is attributed to a handicap. Designed for the tourism industry, the manual entitled '**Making Europe Accessible for Tourists with Disabilities**' was developed by experts and offers the main interested operators (travel agents, tour operators, transport or lodging companies) with the possibility to understand the main handicaps and to obtain sufficient information to allow them to provide satisfactory tourist services to handicapped clients.

This work, available in English, German, Spanish, Italian and French, takes the reader through the complete cycle of taking on handicapped clients and examines in detail all aspects of the product, from the offer to marketing.

Illustrated with examples of good practice, this guide gives advice to tour organisers who are looking to expand their services to handicapped clients and studies the means to satisfy the handicapped tourist through better services and infrastructures.

'**Making Europe Accessible for Tourists with Disabilities- A Guide for the Tourism Industry**' - Office of Official Publications of the European Communities - L-2985 Luxembourg - Catalogue number: CT-82-95-001-EN-C - Price: ECU 10.

**For further information:** EUROPEAN COMMISSION  
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*EURO INFO and many other sources of information are available on the INTERNET via the EUROPA server:*

<http://europa.eu.int/en/comm/dg23.htm>

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