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The bulletin of enterprise policy



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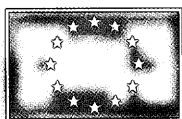


**Sexual tourism:
what do Europeans think?**

**Communication actions
of the EU to fight sexual
tourism involving children**

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EURO - info is a concise information bulletin for SMEs and the craft sector. It is sent to those who put in a written request. EURO-info is published 10 times a year.

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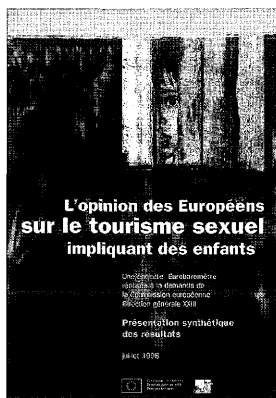
Dossier of the month

Sexual tourism:

what do Europeans think?



Europeans condemn the practice of sexual tourism involving children and consider it to be illegal. They prefer punishment and prevention rather than aid to the child victims and deem that intervention at the level of the European Union (EU) is desirable, even necessary. These results are among the most important that come from a Eurobarometer study across the EU, which was initiated by the European Commission and carried out between 7 April and 27 May 1998, within the framework of the implementation of the actions set out in its Communication on the subject of the fight against the phenomenon of sexual tourism involving children.



In fact, the results of this study bring together as many elements of reference as are needed for those involved in the fight against sexual tourism involving children. Made available to all the participants in this fight, the results should help to throw light on the options for strategic intervention.

As far as Mr. Christos PAPOUTSIS, Member of the European Commission in charge of tourism, is concerned: "These first indications of the perceptions of public opinion can only encourage us to intensify our efforts, which aim to provide concrete answers to the preoccupations clearly expressed by European citizens with regard to this perversion of tourism which is sexual tourism involving children".

Among the results of this study, the following points stand out:

- a large proportion (85%) of the population interviewed declared that it was "aware" of the problem, that it considered it to be "widespread" (63%) and that "it was experiencing growth on a world wide scale" (55%);

- almost the whole of European public opinion (92%) morally condemns this practice, which it considers to be "illegal" (88%), including, even though to a lesser degree (74%), acts committed outside the territory of Member States;

- a not insignificant proportion (4%) of those questioned stated that they had been confronted with the problem of sexual tourism involving children during their holidays;

- if the phenomenon also exists within the EU, a majority of Europeans believe it to be rife in Asia (83%), Latin America (69%), Central and Eastern Europe (68%) and Africa (67%). In Europe, on average, sexual tourism involving children appears to be linked to poverty (72%), sexual abuse committed on children (55%), international traffic in children (49%), social exclusion (37%), or extreme forms of work for children (25%);

- to fight against sexual tourism involving children, which European citizens believe to be a largely "avoidable" phenomenon (63%), punishment (38%) and prevention (36%) is favoured over aid to child victims (22%). At a time when a majority of those interviewed cite their low level of satisfaction with regard to national initiatives in these three areas, 85% of them consider that intervention by the EU is desirable and 88% that it is in fact necessary.

What would be the reactions of Europeans, if someone close to them indulged in sexual tourism involving children?

- everywhere in Europe the same reaction emerges. The vast majority of people, 88%, declared that they could not show understanding in these circumstances;
- the position adopted by the majority, 90%, is one of condemnation of this practice;
- three quarters of the population of the European Union assert that they would try to discourage their friends or colleagues from indulging in such practice.



What would be the reactions of Europeans, if they discovered that sexual tourism involving children was current in one of their holiday destinations?

- for half of the population of the European Union, 54%, the fact of knowing that such practices took place at a tourist destination would be sufficient to dissuade them from going there;
- 69% of Europeans would insist that services offered at the tourist destination should in no way be linked to sexual tourism involving children;
- 74% of Europeans declared that they would be particularly careful if they went to a holiday destination that was known to harbour such practices.

Communication actions of the EU to fight sexual tourism involving children



• The context

The European Commission is fully aware on the one hand of the scale and gravity of the problem of sexual tourism involving children, and on the other of the fact that European public opinion in general, tourists and the tourist industry in particular, are showing increased awareness of this scourge.

The Communication of the Commission dated 27 November 1996 provides a framework of reference for Community action with regard to the fight against sexual tourism involving children, putting this into a medium to long term perspective.

The global strategy as defined aims, in cooperation with the tourist industry and the NGOs concerned, to reduce demand (coordination of information and awareness campaigns, strengthening of codes of conduct and self-regulatory mechanisms in the industry, etc.) and to attack the sources of supply in tourist destination countries by all appropriate means, including the policies of the Community concerned with external relations and cooperation for development.

The initiative in favour of reinforcement of coordination, at a European level, of information and awareness campaigns against sexual tourism involving children, comes within the scope of the

implementation of the different actions planned in the Communication of the Commission.

The Resolution of the European Parliament dated 6 November 1997 and the Declaration of the Council dated 26 November 1997 have shown a wide consensus on the broad outlines of the Communication of the Commission.

Several professional associations of the tourist industry in Europe (ETAG, ECTAA, HOTREC, EUFED, EUTO, ETLC,...) have also given a favourable welcome to the initiative of the European Commission..

• Concrete actions

With the financial support of the European Commission, two projects concerning the fight against sexual tourism involving children were initiated during the summer of 1998:

- **Project "Group Development/ECPAT"**: this worldwide movement aims to put an end to prostitution, to pornography and to the commercial traffic in children. This project has two objectives:
 - to inform travellers via the distribution of a "baggage label", accompanied by an information leaflet. Travellers are invited to display this "baggage label" on their luggage in order to show their commitment to the fight against sexual tourism involving children. In 1998, 300,000 leaflets will be distributed to travellers in Germany, France, Belgium and the Netherlands;
 - to train tourism professionals through the development of teaching tools destined for teachers in tourism schools. The ECPAT teams in Belgium, Germany and the Netherlands will benefit from the French experience when developing their own teaching tools. This project will spread naturally to other countries in Europe;

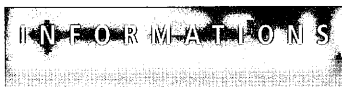
- **Project "Terre des Hommes":** In Germany from 1991 to 1994, Terre des Hommes, the international organisation for aid to children, organised a campaign to fight against child prostitution linked to sexual tourism.

The objective of the project is to heighten awareness among passengers of various airline companies of the problem of sexual tourism involving children.

To this end, an awareness and information commercial produced by Terre des Hommes will be shown on long haul flights at the end of 1998.

Lufthansa and Air France have already agreed to show this film on their aircraft.

Negotiations are under way with other airline companies in order to ensure as wide a circulation of the message as possible.



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Event

Brussels Travel Fair 1998, welcomes "the first European gathering of the participants in the fight against sexual tourism involving children" from 24 to 26 November.

Within the framework of this professional tourism fair, an important space will be reserved for the European Commission to set out the initiatives with regard to the fight against sexual tourism involving children.

A symposium bringing together many experts and personalities will also be organised on this theme.

Organisation and registration:

Common Service for Translation-Conferences
of the European Commission

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B-1049 Bruxelles

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The news

New: the Official Journal on the Internet

From now on, the Official Journal, as well as the whole of European legislation, is available on the Internet in the 11 official languages, since the creation of a new site on Europa, the European Union server:

<http://europa.eu.int/eur-lex>

Officially inaugurated by Commissioner Marcelino Oreja, the EUR-Lex site offers free access:

- to OJ series L and C for 20 days after publication
- to the different Treaties
- to the legislation in force, including abbreviated versions
- to recent rulings of the Court of Justice.

EUR-Lex stems from the wish for transparency of the Commission and its institutions, who are anxious to respond to the ever increasing demand for information from the general public and the business world.

This site will make access to European legislation easier for the many users of Europa.

Introduction of the euro: the commerce sector is uneasy



The introduction of the euro is giving rise to issues of concern in the commerce sector. Following a survey, this is what the members of the Committee of Commerce and Distribution (CCD,) together with the national and European professional organisations from the commerce sector, have informed DG XXIII.

EURO-info takes up below the main subjects of concern expressed by this sector and specifies that the Commission has not taken a position in this respect:

- **change in euros:** for training purposes, retailers would like to have access to change in euros some days in advance of 1 January, 2002, or possibly even months earlier with a view to training. However, to avoid loss of interest, actual payment for these sums should not be demanded before 1 January, 2002. The stocking of large sums in euros represents a substantial investment for companies which do not normally require such large quantities of cash. The companies will have to spend money to buy euro coins and notes in euro, whereas this money could be bringing in interest if it remained in a bank account. The commerce sector therefore requests that national central banks, national authorities, as well as commercial banks should make clear their opinion on this subject;
- **liability and insurance:** the question of liability and insurance must be discussed in the light of the above. Although retailers will need cash in euros in sufficient quantities before 1 January, 2002, it would be undesirable to hold large stocks of cash over the Christmas period, added to which it is unlikely that insurance companies would allow such stockpiling. The insurance companies are invited to express their views on this subject;
- **samples of euros:** samples of coins and bank notes should be made available in sufficient quantity to all parties who need a preparation period prior to 1 January 2002. The questions of liability and insurance must therefore be examined in this respect.
- **giving change:** retailers will play as it were a role of "currency changers", by absorbing the old national currency and giving euros. This exchange exercise will require a much higher amount of change than is available in normal times (between 5 to 10 times more), because of non-replenishment of tills. This procedure will be time consuming and expensive for retailers, who in any case, during the period of double circulation, should have a free choice as to whether they give change in the old national currency, or only in euros.
- **period of double circulation:** this should be as short as possible. Many retailers believe that any period exceeding one month would be too long. Special concerns arise for the vending sector in this regard.
- **changeover date:** the retail trade regrets the choice of 1 January 2002 as changeover date for several reasons. This date coincides with the time of year when volumes of cash are at their annual peak, the display of new price information during the traditional post-Christmas sales period could lead to customer confusion and preparation and staff training must be carried out prior to Christmas, or during the holiday period. A date in late October or early November is generally preferred.
- **bank charges:** banks currently charge for the deposit, counting and handling of cash. Retailers will have to shoulder additional costs if they have to carry out an increased number of banking operations linked to the larger quantities of cash they will be holding.
- **bank fees:** cross-border bank transactions will continue to be more expensive than national ones. The fees for bank operations between countries are high due to the complexity of the international clearing system. This will be detrimental to consumer confidence in the euro and will be a permanent impediment to cross-border commerce.
- **household requirements:** banks should not be permitted to charge any fees for changing cash or banknotes from old national currencies into euros, even for quantities above normal household requirements.
- **electronic purses:** these should be euro compatible and transnationally interchangeable as from 1 January, 2002.
- **quality control:** an effective quality control for euro coins and banknotes is required. This will be the task of the European mints and the European Central Bank.
- **double pricing:** a flexible approach to double pricing is welcomed. Double price indication should not be mandatory. However, Member States should all choose the same approach, since the contrary would create problems for companies operating at an international level. Mail order companies will be particularly disadvantaged at the time of double pricing, planned for the first few months of 2002, since the lifetime of a catalogue varies between 6 and 12 months, requiring at least preparation of 12 months.
- **compensation for extra costs:** it is generally accepted that the transition to the euro will imply considerable additional costs for retailers, whereas they will benefit only marginally from its introduction. These costs could amount to the equivalent of one year's profit. This was the conclusion of a study carried out

by Deloitte & Touche/Euro Commerce: "Euro: costs and the retail changeover challenge, Brussels, 1997". Retailers do not see why they alone should bear the changeover costs without any financial assistance from Member States.



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6th Conference on the Social Economy: conclusions



The Conference on the Social Economy which was held in Birmingham, United Kingdom, from 3 to 5 June 1998, brought together representatives of the CMAFs, those in charge of European and international institutions as well as political personalities.

Objective of this conference: to define the broad outlines of policy to be followed for the social economy and reinforce its participation in the future developments of the European Union.

This biennial event was the occasion for an assessment of progress achieved since the previous session. The participants in the social economy expressed their satisfaction with the new declaration linked to the Treaty of Amsterdam, recognising "the important contribution of non-profit organisations to the development of social solidarity". In addition, the role of the CMAFs was shown to be strengthened both by the European Summit in Luxembourg in November 1997, which underlined their contribution to job creation, and by the institutionalisation of the CMAF Consultative Committee in March 1998 by the European Commission (EURO-info will return to this subject later in this issue).

Five major themes guided the discussions during the three days of the conference and allowed the participants in the social economy to define the objectives of the sector for the years to come. These were:

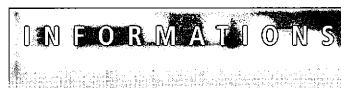
- **confirm the role of the social economy as an integral and creative part of the modern pluralistic economy.**

Amongst other requests, the CMAFs ask for a revision of fiscal policies in so far as they are concerned, the adoption of a European statute by the Council of Ministers and the development of new forms of financing;

- **emphasise the potential of the social economy in the creation and preservation of jobs:** the CMAFs must adapt to the modern economy and search for new organisation models which combine security of employment with flexibility;
- **assert the role and the ability of the CMAFs to maintain a high level of social protection,** notably by their capacity to discover new social needs and respond to them;
- **promote the role of the social economy in the development of European citizenship:** the Conference approved the proposal that the year 2001 should be "the European year of the associations and active citizenship";
- **underline the support of the social economy for entrepreneurship and training:** the CMAFs have a central role to play in the initial education process and in ongoing vocational training; they contribute to the development of a culture that is favourable for the creation of enterprises and are active in social innovation.

The CMAFs wish to reinforce their central role in the European social dialogue alongside governments, employers and unions, notably in the context of the introduction of the euro, the enlargement of the Community and the fight against unemployment and social exclusion, which are part of the many challenges facing the European Union at the dawn of the 21st century.

The Swedish government proposes to welcome the 7th Conference in the spring of 2001, on the occasion of the Swedish presidency of the European Union.



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Social Economy: 1st meeting of the CMAF Consultative Committee

The first meeting of the CMAF Consultative Committee took place on Tuesday 30 June 1998. As indicated in the April issue of EURO-info, this new committee was officially institutionalized by the Decision of the Commission of 13 March 1998, as the official forum for dialogue between the European Commission and the participants in the social economy. It will be able to be consulted by the Commission on all questions relating to the promotion and implementation of Community policy in the field of the social economy.

At this first meeting, presided over by Mr. Crauser, Director General of DG XXIII, the participants elected three vice-presidents, each one representing one of the families of the social economy. Mrs. Elisabeth Mattson will represent the Cooperatives, Mr. Geert Jan Hamilton the Mutual Societies and Mr. Giovanni Ascani the Associations and Foundations. Mr. Crauser emphasised that the role of the Committee is to generate ideas concerning the whole of the social economy and not on the particular interests of each family.

The Committee will contribute to the strengthening of the visibility of the sector and should study issues which, treated at Community level, would show added value, while at the same time respecting the principle of subsidiarity.

Mr. Bernard Thiry, President of the former (informal) Consultative Committee, addressed the new Committee and expressed his wish to see it work in close cooperation with the Economic and Social Committee, the Committee of the Regions and the European Parliament. He also called on it to support the activities of the "social economy" Unit of DG XXIII.

In his speech, Commissioner Papoutsis stated that he was pleased about the creation of the Committee and the work that it could accomplish in advancing the objectives of the social economy. The institutionalization of the Committee was proof of the growing recognition of the importance of the social economy to the economic and social life of Europe.

The members of the Committee seized the occasion to inform Mr. Papoutsis of their concern about the lack of legal basis for Community actions in the field of the social economy. In return, the Commissioner gave them assurances that efforts will be made to sort out existing problems.

A preliminary discussion took place on the "6th European Conference on the Social Economy", which was held in Birmingham from 3 to 5 June 1998 and whose conclusions could serve as a starting point for a debate within the Committee.

The Committee will meet two or three times a year, whereas its organising committee, made up of the three Vice-Presidents and the Commission, will meet more often.



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Forum on integrated quality management in tourism



How to develop integrated quality management in the tourism sector? This was the theme of the forum, jointly organised by the European Commission, DG XXIII and the Austrian Presidency of the Council, from 9 to 12 July 1998 at Mayrhofen in Austria.

Nearly 400 people took part in this forum: among them were members of European Institutions, representatives of Member States and international organisations, as well as those in charge of, and experts from, public, professional and private organisations.

Emphasis was laid on the strategic dimension of tourism and on the challenges to be taken up in order to reinforce the competitiveness of the sector in Europe. At the heart of the debate: the quality of the tourist supply, an essential element of competitiveness.

The work carried out enabled an in-depth analysis of the needs and the expectations of tourists. It highlighted the necessity to manage the tourist supply in line with demand, which has become particularly challenging where quality is concerned.

This forum also enabled the identification of best practice with regard to integrated quality management of tourist enterprises and destinations and to analyse success factors.

The participants agreed that, in the long run, quality tourism is only possible if the environmental and cultural dimensions are integrated. Furthermore, they underlined the challenge for the competitiveness of European tourism that is posed by the integration of new information technology and emphasised the strategic investment in major tourism projects in terms of employment and regional development.

The results of this work highlighted the broad strategic outlines to be followed to achieve integrated quality management in tourism:

- Europe should capitalise on the diversity of its natural, cultural and human heritage, renew its tourist infrastructure and equipment and innovate using original tourist products and alternative forms of tourism. In this respect, the SMEs can play a significant role.
- Close cooperation between all the participants in the tourist industry and at all levels is indispensable, as well as the exchange and spread of best practice.
- Lifelong training of personnel and social dialogue are elements of quality in the tourist supply.

For its part, the European Commission can contribute to the reinforcement of the competitiveness of European tourism in two ways:

- by making full use of the potential of Community policies which impact on tourism (effective working of the Single Market, encouraging the introduction of new information technology, electronic commerce, the development of procedures to facilitate the introduction of the euro in tourism and structural aid to regions in difficulty).
- by organising dialogue and cooperation between all the partners at the various levels, such as national and regional authorities,

professionals from all the branches and segments of the tourist industry.

To achieve this, the Community must provide itself with a coherent and effective framework, plan its activities in a long term perspective and have the necessary logistic resources at its disposal.

Agenda

Brussels: conference on the euro and tourism



**Brussels, 16 October 1998, 8h-18h, Centre de
Conférences Albert Borschette (CCAB), rue
Froissart 36, 1040 Brussels.**

*On 16 Octobre 1998, DG XXIII of the European
Commission, is organising a conference on the theme
"the euro and tourism: opportunities and strate-
gies for enterprises".*

The purpose of this conference is to facilitate dialogue and exchange of information and experience between the various participants concerned with the introduction of the euro in the tourism sector, in order to release the synergy necessary to be able to develop strategies for a coordinated changeover.

The conference will be opened by Mr. Christos Papoutsis, Member of the European Commission in charge of tourism. Mrs. Emma Bonino, Member of the Commission in charge of policies for consumers and consumer health, will also speak during the opening session, followed by Mrs. Elena Torres Marques, European Member of Parliament and author of the report on "the Euro and Tourism" for the "Monetary Affairs" subcommittee of the European Parliament.



This conference will be divided into four round tables, which will focus on:

- **"What is the action plan for tourist enterprises?"**: how are enterprises preparing for the euro and what do they expect? What products can they offer and when? etc.
- **"What are the expectations of tourists with regard to the euro and what will their reactions be?"** What will be the attitude of consumers to the euro? What will be the demand for tourist services in euro and how to forecast this demand? etc.
- **"Internal application within the tourism sector"**: how can enterprises manage the introduction of the euro? What staff training is required for the euro? etc.
- **"What coordination is required within the tourism sector and with the banking sector?"**: this round table will summarise the themes dealt with by the other round tables and will try to define the coordination necessary for the introduction of the euro.

The final report of the working groups of each round table will enable the development of a guide for the tourism sector. This guide will be put together by the Association for Monetary Union in Europe, with the support of the European Commission. A provisional version will be handed out to the participants during the conference.

REGISTRATION

European Commission
Conference Organisation
Rue de la Loi, 200 - DM 24 1/70
B-1049 Bruxelles
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Fax: +322 295 37 36

Italy: conference on "Cooperative Entrepreneurship in the year 2000"

Bologna, Italy, 30 November - 1st December 1998

CIRIEC-International, with the support of the European Commission and together with the Italian cooperatives and the European cooperatives grouped under CCACE, is organising a con-

ference on the theme "Cooperative entrepreneurship in Europe in the year 2000".

At least 600 to 700 representatives of cooperatives from Member States and from countries which are candidates for membership are expected to attend. High ranking members of European institutions, union leaders and representatives of the academic world will also be present.

To be particularly noted: the participation of the President of the Italian Republic and the Italian Prime Minister, Mr. Romano Prodi.

Objective of the conference: to set out the broad lines of development of cooperatives for the next 10 years. The European Commission will take an active part in this discussion in order to be able to specify Community actions later.

The major themes such as employment, the enlargement of the Union and the euro will also be discussed. Furthermore, the potential of the cooperatives with regard to employment (flexibility of management, democratic rules, openness to new fields of activity, etc), will be examined.

Several workshops will be organised to examine four major themes in more detail:

1. The cooperatives of tomorrow: new needs and scope of cooperation;
2. The conditions of cooperative entrepreneurship: training, management and enterprise culture;
3. The development of partnerships;
4. The instruments for the development of cooperatives: what tools/instruments should be developed in order to face up to tomorrow's economic and social challenges.

INFORMATIONS

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Calls for proposals

Within the framework of the implementation of the 3rd multiannual programme for small and medium sized enterprises in the European Union (1997-2000), in 1998 the Commission published calls for tender and calls for proposals in the fields of:

- **training:** "call for proposals concerning several projects in the field of training and related services in favour of the SMEs", JO C 263/13 of 20.08.1998 (information, fax: + 322 296 75 58);
- **the financing of SMEs:** "call for proposals aimed at improving the financial environment of SMEs", JO C 263/10 of 20.08.1998 (information, fax : + 322 295 21 54);
- **the organisation of purchaser exhibitions:** "call for proposals for the organisation of IBEX purchaser exhibitions (International Buyers Exhibition)", JO C 129/23 of 21.08.1998 (information, fax : +322 295 17 40);
- **transnational activities of SMEs:** "call for proposals aimed at encouraging, via innovative actions, the transnational activities of European SMEs which have access to third markets", JO C 129/23 of 15.07.1998;
- **electronic commerce:** "call for tenders for the realisation of two projects aimed at improving the access of SMEs of all sectors to electronic commerce" JO S 160 of 20.08.1998 (information, fax +322 295 89 84);
- **assessment of the actions launched at the 2nd multiannual programme:** "assessment report on the Commission's initiative, "Commerce 2000", in favour of commerce and distribution" (information, fax : + 322 295 59 84).

Just published

European Commission; DG XXIII / European Guide to the alliances between sub-contracting SMEs. Luxembourg : Eur-op, 1998. 116 p. No Eur-Op CT-12-98-667-FR-C. 10 ECU (DE, EN, ES, IT to be published).

European Commission. Eurostat; DG XXIII / Tourism in Europe: key figures 1996-1997. Luxembourg: Eur-Op, 1998. 26 p. No Eur-Op CA-CJ-98-S02-3A-C. 10 ECU

European Commission. Eurostat; DG XXIII / Tourism in the Mediterranean countries: key figures 1996-1997. Luxembourg: Eur-Op, 1998. 16 p. No Eur-OP CA-CJ-98-S03-3A-C. 10 ECU

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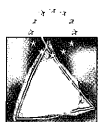
Interprise meetings

• **Interprise Medical and Electronics**
12-13 October 1998 in Durham (United Kingdom)
Durham County Council
Contact: Frankish
Tel.+ 44 0191 383 43 73 Fax. + 44 0191 383 36 57
Participating countries: Finland, Germany, Netherlands
Sector: Medical and electronic equipment

• **Interprise Iberscan 98**
22-23 October 1998 in Toledo (Spain)
C.C.P de Toledo
Contact: Javier Diaz Herranz
Tel.+ 34 925 28 01 12 Fax. + 34 925 28 00 07
Participating countries: Sweden, Denmark, Norway
Sector: Leather goods



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