



Mr Romano Prodi  
President of the  
European Commission  
BREY 12/100  
Rue de la Loi, 200

B-1049 Brussels

30 March 2001

THE PRESIDENT

Dear President,

UNICE understands that the Commission is currently preparing a discussion paper on fair marketing practices with a view to discussing it at the informal Council meeting in Lund at the end of April.

Such a proposal could have a significant impact on the different sectors represented by UNICE if it were to establish a general framework for fair marketing practices throughout Europe.

This is why UNICE calls upon you to make sure that business is invited to the current discussion leading to adoption of this discussion paper on a subject of major interest for the creation of a truly single European market to the benefit of both business and consumers.

UNICE believes that a Commission proposal on fair trade should be fully integrated with existing Community initiatives regarding commercial communications and marketing practices.

We also believe that this initiative may develop into a useful opportunity to move towards a European solution for some of the unfair trade practices which negatively affect European business, such as counterfeiting.

UNICE regrets the limited opportunity that industry representatives have had so far to contribute to the discussion on this topic. Given the wide-ranging possible consequences of this initiative, we would like to see an open dialogue between the Commission and all interested parties before this initiative is developed further.

/..

UNICE is prepared to become actively involved in an open dialogue with representative European consumer organisations before the informal Council meeting in Lund, to make sure that an open and constructive exchange of ideas takes place before any final communication on this subject is released.

We thank you in advance for your assistance and trust that an open consultation involving all stakeholders, including business, will help to further develop a truly single market for both business and consumers in Europe.

Yours sincerely,

*(original signed by)*

Georges Jacobs

cc: *Mr David Byrne, Commissioner for Health and Consumer Protection*  
*Mr Frits Bolkestein, Commissioner for the Internal Market*  
*Mr Erkki Liikanen, Commissioner for Enterprise and Information Society*  
*Mr Mario Monti, Commissioner for Competition Policy*  
*Mrs Viviane Reding, Commissioner for Education and Culture*  
*Mr Antonio Vitorino, Commissioner for Justice and Home Affairs*  
*Mr Pascal Lamy, Commissioner for Trade*