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<b>UNICE WELCOMES LAUNCH OF PUBLIC INFORMATION CAMPAIGN FOR EURO CHANGE-OVER</b>
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UNICE welcomes today's launch by the European Central Bank of the public information campaign for the introduction of the euro. According to **Daniela Israelachwili**, Acting Secretary General of UNICE, **"It is essential that consumers and business become comfortable with the new currency before its introduction, in order to make the euro cash change-over as smooth as possible"**. As highlighted in the ECB's presentation, confidence will be crucial to making a success of this process.

UNICE feels that sufficient information on the euro is generally available to those who seek it. The real challenge for the information campaign must now be to ensure that the information reaches its target audience. This has not always been successful to date. The logistical challenges will be most keenly felt by cash-handling sectors and consumers, while many small businesses may also suffer particular pressure during the change-over. The better the information campaign, the smaller will be the disruption to business activity in early January 2002.

*Note to the editor:*

UNICE is the official voice of more than 16 million small, medium and large companies active in Europe, employing over 106 million people. Active in European affairs since 1958, UNICE's members are 33 central industrial and employers federations from 26 countries, working together to achieve growth and competitiveness in Europe.

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