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UNICE survey on euro change-over: information needs to be targeted more effectively

Brussels, 18/09/2001. UNICE, the Union of Industrial and Employers' Confederations of Europe, today published the results of a survey on the preparation of companies for the introduction of the Euro, which will take place in 100 days time. Speaking at a conference in Brussels, Daniela Israelachwili, acting Secretary General said that "most companies will meet their legal obligations in January 2002".

A UNICE survey carried out among the UNICE membership suggests that there is less concern about the change-over than is sometimes portrayed. Nevertheless, there will be some difficulties, especially among retailers and SMEs.

The key task for governments over the next 100 days is to target information more effectively on those who need it most. "While much information is available to those who seek it", she said, "effort now needs to be focussed upon the least-informed." She also called on the media to play a positive role in this process.

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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