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UNICE URGES EU INSTITUTIONS TO PUSH AHEAD WITH SINGLE RULES FOR SALES PROMOTIONS

In response to the urgent need for a common set of rules for sales promotion, UNICE is happy to see the Commission propose a regulation on sales promotions in the internal market. This will help establish a genuine level playing-field for promotional marketing across Europe. It is an important initiative to allow for the free circulation of goods and services across borders. That is why this proposed regulation needs to be pursued, both in Council and the European Parliament.

Conversely, UNICE is troubled by the misguided idea of delaying or even stopping work on the proposed regulation because of the ongoing and probably lengthy discussions on the Green Paper on EU Consumer Protection. UNICE is of the opinion that both initiatives are perfectly compatible.

The need for common rules for sales promotions has been adequately justified and the proposed Regulation, an instrument with clearly delineated and specific scope, seeks to respond to it.

At present, divergent national rules of sales promotional activities lead to serious distortion of competition between companies, in particular for SMEs operating or wishing to operate in different member states and increase the costs for businesses advertising and promoting their products and services across frontiers.

UNICE calls on the EU institutions to pursue progress on this well-targeted proposal on sales promotions and its adoption should not be delayed so that it can actually contribute to its ultimate goal, which is the full functioning of the internal market.

For more details on UNICE's position, please check www.unice.org

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 34 central industrial and employers federations from 27 countries, working together to achieve growth and competitiveness in Europe.

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