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**NEW PROPOSED RULES ON BUSINESS-TO-CONSUMER
COMMERCIAL PRACTICES: BUSINESS WANTS CLEAR IDEAS**

On 30 September UNICE has responded to the Follow-up Communication to the Green Paper on EU Consumer Protection which explores a new regulatory framework for business-to-consumer (B2C) commercial practices.

Today consumer satisfaction drives most European companies, which are supportive of proposals seeking to reduce the regulatory overload while securing a high level of consumer protection. This lies at the heart of the Commission's ideas on better regulation.

Yet, European businesses remain sceptical as to whether the proposed shake-up of the existing rules on B2C commercial practices will achieve its aim of improving consumer protection and realising the full potential of the internal market at minimum cost to business.

The Commission fails to show sufficient substantive evidence of the need for and the workability of the intended reform to achieve the demanding objectives of the better regulation agenda. A few examples on the absence of information are:

- a list of cross-border barriers triggered by the variety of national rules that justify EU action,
- interaction and impact of the "umbrella legislation" with existing sectoral rules,
- interaction of a general clause, the exhaustive list of categories, and the list of examples, as well as the role of codes of conduct and non-binding guidance.

Consequently, UNICE believes that the Commission must provide the supporting evidence and answer the questions raised by consulted stakeholders before moving forward with any regulatory proposal.

The full copy of the UNICE position paper can be found on 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. UNICE's members are 34 central industrial and employers federations from 27 countries, working together to achieve growth and competitiveness in Europe.

For further information, please contact:

Maria Fernanda Fau:

+32(0)2 237 65 62

Carlos Almaraz:

+32(0)2 237 65 57

Website:

www.unice.org