

12 March 2003

**UNICE CONTRIBUTES TO EUROPEAN CONSUMER DAY WITH A BALANCED  
CONSUMER PROTECTION POLICY**

**UNICE has issued a charter entitled “*Business and consumers: working together for the internal market*” to mark celebration of European Consumer Day on 15 March. It highlights the commitment of business to consumer protection and outlines main principles and recommendations for the future of EU consumer policy.**

Companies and consumers live in a fast-changing world that poses new challenges and creates greater opportunities. At the European scale, the internal market is also evolving quickly and is marked by significant developments such as the single currency, the upcoming enlargement and expansion of the information society.

It has already delivered a lot to business and consumers. Consumers enjoy greater choice of products, easy access to information, easier mobility, enhanced information and price transparency. However, the work is not over. UNICE believes that consolidation of the internal market is an ongoing endeavour which needs combined efforts by public authorities, business and consumers.

Promoting consumer satisfaction and confidence can also contribute to a better internal market for all. Companies are fully committed to continue working to meet consumer needs and expectations.

The publication illustrates ongoing efforts by business to ensure consumer protection and satisfaction and shows practical examples of business-consumer partnership in projects of common interest. The charter was presented to Health and Consumer Protection Commissioner Byrne who met a delegation of UNICE on 4 March.

UNICE Secretary General Philippe de Buck said “*Enhanced competitiveness and an adequate high level of consumer protection should be the pillars of a balanced consumer policy. The future of EU consumer policy should be based on simplified rules and effective enforcement mechanisms*”.

The charter can be downloaded from [www.unice.org](http://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 35 central industrial and employers federations from 28 countries, working together to achieve growth and competitiveness in Europe.

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