



**BUSINESSEUROPE**



**SUCCESSFUL  
COMPANIES**

**FOR A**

**SUCCESSFUL  
EUROPE**

## All 39 BUSINESSEUROPE Presidents in 33 countries support our political message



Veit Sorger • IV  
Austria



Jean-Claude Daoust • VBO-FEB  
Belgium



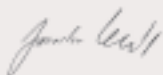
Bojidar Danev • BIA  
Bulgaria



Damir Kuštrak • HUP  
Croatia



Andreas Pittas • OEB  
Cyprus



Jaroslav Mil • SP  
Czech Republic



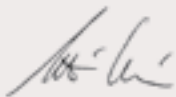
Jørgen Vorsholt • DA  
Denmark



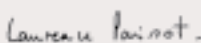
Henning Dyremose • DI  
Denmark



Enn Veskimägi • ETTK  
Estonia



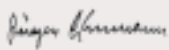
Antti Herlin • EK  
Finland



Laurence Parisot • MEDEF  
France



Dieter Hundt • BDA  
Germany



Jürgen Thumann • BDI  
Germany



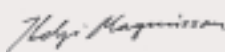
Dimitris Daskalopoulos • SEV  
Greece



Gábor Széles • MGYOSZ  
Hungary



Ingimundur Sigurpálsson • SA  
Iceland



Helgi Magnússon • SI  
Iceland



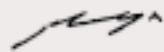
Maurice Healy • IBEC  
Ireland



Luca Cordero di Montezemolo  
CONFINDUSTRIA • Italy



Vitalijs Gavrilovs • LDDK  
Latvia



Bronislovas Lubys • LPK  
Lithuania



Robert Dennewald • Fedil  
Luxembourg



Martin Galea • MFOI  
Malta



Erling Øverland • NHO  
Norway



Henryka Bochniarz • PKPP  
Poland



Jorge Rocha de Matos • AIP  
Portugal



Francisco van Zeller • CIP  
Portugal



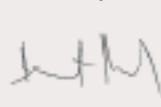
Pier Giovanni Terenzi • ANIS  
Rep. of San Marino



Patriciu Dinu • ACPR  
Romania



Marian Jusko • RUZ  
Slovak Republic



Borut Meh • ZDS  
Slovenia



Gerardo Díaz Ferrán • CEOE  
Spain



Signhild Arnegård-Hansen • SN  
Sweden



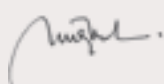
Gerold Bühler • economiesuisse  
Switzerland



Rudolf Stämpfli • UPS  
Switzerland



Bernard Wientjes • VNO-NCW  
The Netherlands



Tugrul Kudatgobilik • TISK  
Turkey



Arzuhan Dogan Yalçindag • TÜSIAD  
Turkey



Martin Broughton • CBI  
United Kingdom

# 1

## GROWING EUROPE TOGETHER

The purpose of our political messages on the occasion of BUSINESSEUROPE's 50<sup>th</sup> anniversary is to feed into the debate with all our stakeholders in preparation for 2009 when both the European Parliament and Commission will be renewed.

Since 1958, **European companies** have witnessed a dramatic evolution of the European Union, of all its Member States and of the different parts of the world.

We, **European companies**, have played a significant role: we have been at the heart of an unprecedented technological revolution, triggered an enormous increase in world trade, offered millions of jobs and created wealth that has improved collective prosperity and helped finance welfare systems.

**European companies** want to convey a political vision to strengthen Europe by pursuing its integration process. After more than 60 years of peace and almost 20 years of a reunified Europe, the Union must become stronger. Globalisation is creating strong players; we want to help Europe to be one of them.

Europe is the right dimension for addressing tomorrow's big challenges in trade, energy, environment or immigration, and for creating the best conditions for economic growth. We want Europe to support its companies in world competition. We want Europe's voice to be better heard in the world.



Philippe de Buck  
Secretary General  
BUSINESSEUROPE



Ernest-Antoine Seillière  
President  
BUSINESSEUROPE



Philippe de Buck  
Secretary General  
BUSINESSEUROPE



Ernest-Antoine Seillière  
President  
BUSINESSEUROPE

# 2

- A MODEL OF REGIONAL INTEGRATION
- A BIGGER AND PROSPEROUS ECONOMY
- UNITING EUROPE THROUGH A SINGLE MARKET
- ENVIRONMENTAL LEADERSHIP
- A WORLD TRADE POWER
- HIGH-LEVEL EDUCATION AND SKILLS
- CORPORATE CULTURE BASED ON DIALOGUE

## COMPANIES FOR A STRONG EUROPE

---

Europe has many strengths on which we can build.

### A model of regional integration

With a population of nearly 500 million citizens and an external border of 12,441 kilometres, the EU has grown at a pace that nobody could have imagined 50 years ago. This union of 27 countries has become the world's model for regional integration. It is characterised by **wealth** created by European companies, by **high-level social protection** and health systems, **political stability** and **strong democratic institutions**.

### A bigger and prosperous economy

In 1957, the six founding countries of the then European Community represented a mere 15% of global GDP in terms of purchasing power. Today, for the EU-27 this share amounts to 20% (see chart 1). What is more, the wealth per capita of EU citizens has doubled since 1970.

European companies have created **20 million jobs** over the last decade and brought unemployment down to the lowest level in 25 years. The EU is the **number one economy** in the world and the **number one exporter**.

### Uniting Europe through a single market

The existence of an extended internal market has **helped companies to grow** and brings considerable **benefits to consumers**. Fostering ever closer integration and competition on such a broad market, which also comprises Norway, Iceland and Liechtenstein, is an invaluable preparation for succeeding on the global stage. The introduction of the euro in 15 countries has also promoted cross-border activity and economic stability.

## Environmental leadership

Many European companies are spearheading the development of **new products, technologies and processes** that better respond to environmental concerns, thus helping Europe **set the pace** in the environmental field. EU industry is also the second most energy-efficient in the world, immediately after Japan.

## A world trade power

European companies' **global leadership** in goods and services trade is unparalleled. This is underwritten by EU trade policy combined with a strong single market. By speaking with one voice the EU can exert substantial influence in international trade negotiations and, by showing how the **removal of barriers** has increased **prosperity** within its own borders (see chart 2), it can advocate forcefully for market opening at global level.

## High-level education and skills

Europe has **well-educated and high-skilled people**, and has therefore become a location for modern high-tech industries.

## Corporate culture based on dialogue

European companies have a long tradition of **dialogue with stakeholders**, and are at the forefront when it comes to considering social, societal and environmental concerns in their way of doing business. Moreover, **social dialogue** has contributed considerably to shaping the work environment.

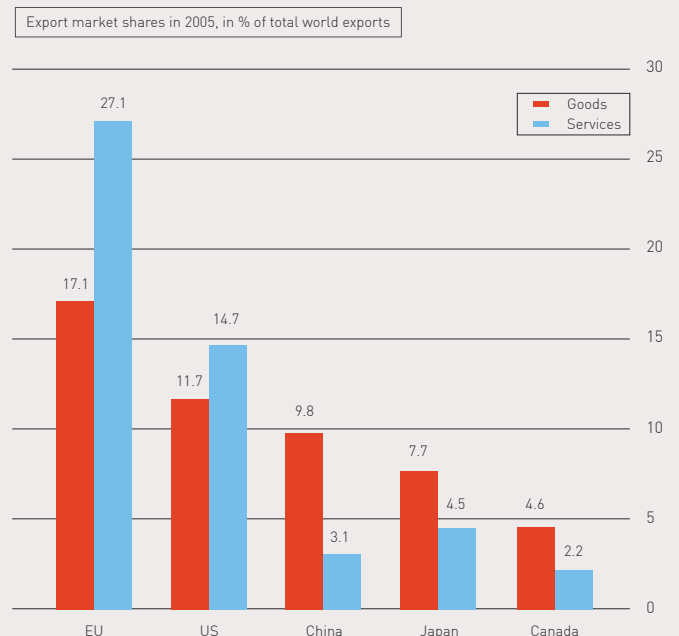
**Chart 1**

An enlarged EU outweighing other global economic powers  
Source: BUSINESSEUROPE based on GGDC(1958) and IMF(2007)



**Chart 2**

EU retains global leadership in trade  
Source: WTO



# 3

- GLOBAL COMPETITION
- RISING RAW MATERIAL AND ENERGY PRICES
- UNCERTAIN GLOBAL ECONOMIC ENVIRONMENT
- ENHANCING PRODUCTIVITY, INNOVATION AND SKILLS
- FOSTERING ENTREPRENEURIAL SPIRIT AND ACTIVITY
- REDUCING REGULATORY AND ADMINISTRATIVE BURDENS
- MANAGING DEMOGRAPHIC PRESSURES

## EUROPEAN COMPANIES WANT TO WIN

---

European companies face many challenges, which have to be addressed if we want to play at our full strength in the future.

### Global competition

In the light of new engines of global growth elsewhere in the world and **increased competition**, Europe has to be more **cutting-edge** in terms of innovation and new technologies. European companies need to develop strategies to fully harness the opportunities of new and fast-growing markets (see chart 3).

### Rising raw material and energy prices

Companies are faced with rising raw material and energy prices, which will impact on **production costs**. These need to be offset by productivity gains, the opening of markets, eco-innovation and the right political choices, which must aim at finding global solutions.

### Uncertain global economic environment

The world economy is becoming a more uncertain place. The **slowdown** in the US economy, coupled with **financial market turmoil** and the unwinding of global **imbalances** are weighing on European companies. Better governance is needed.

## Enhancing productivity, innovation and skills

Europe's productivity performance must improve, through increased **R&D spending** and a stronger focus on innovation and skills development. European companies are in need of more high-skilled labour, in particular with a **science** and **engineering** background (see chart 4). Stepping up upper secondary and tertiary education in these areas is key to place the European economy in a more competitive position.

## Fostering entrepreneurial spirit and activity

Europeans are reluctant to set up their own businesses, although there are signs that the prospect of doing so is more appealing among citizens in the youngest Member States. Europe needs to become more entrepreneurial if it wants to continue to thrive. **Entrepreneurship education** and further **reducing the obstacles** to business creation and development are essential in this respect.

## Reducing regulatory and administrative burdens

European companies face heavier administrative, regulatory and fiscal constraints than their main competitors in other parts of the world. The Commission has defined a **better regulation** agenda and set a target of **reducing administrative burdens** for companies arising from EU legislation by 25% by 2012. But companies have yet to feel the difference.

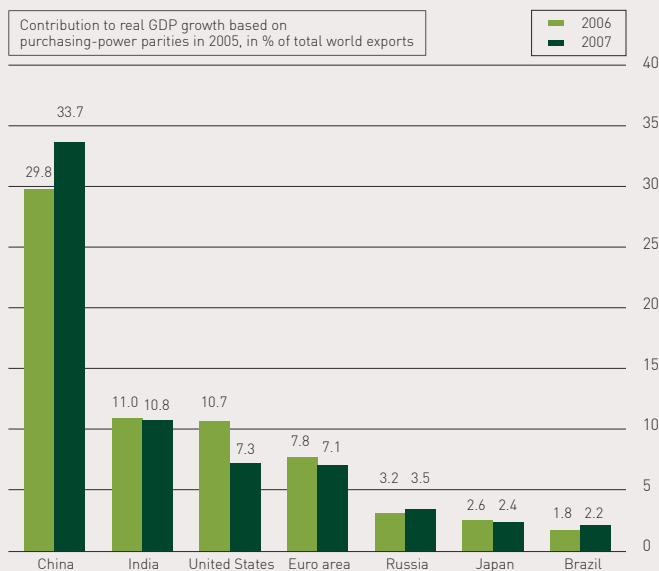
## Managing demographic pressures

Europe has one of the lowest fertility rates and highest percentage of people aged over 50 in the world. This will weigh most heavily on national health and social security schemes. For companies, it raises the prospect of **labour shortages** which can be partially offset by **promoting economic migration**.

**Chart 3**

Emerging economies have become the engine of global growth

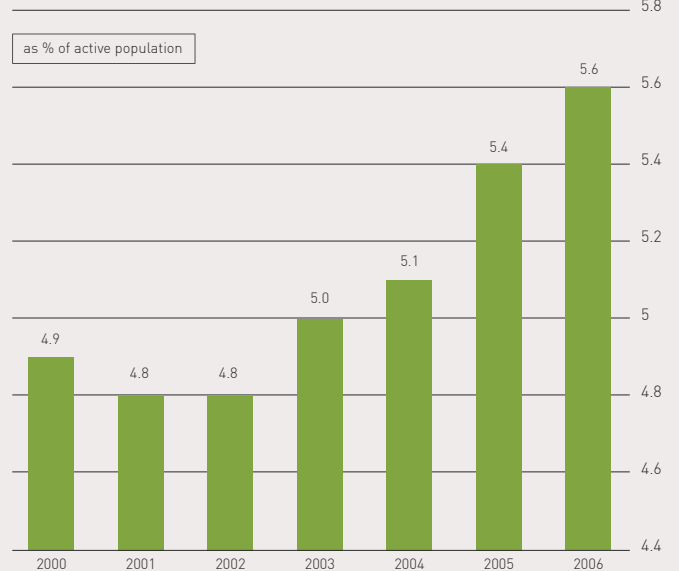
Source: IMF, WEO (2007)



**Chart 4**

Scientists and engineers in the European Union

Source: Eurostat



# 4

Information on  
[WWW.BUSINESSEUROPE.EU](http://WWW.BUSINESSEUROPE.EU)

## THE WINNING PRIORITIES

BUSINESSEUROPE's member federations have agreed six policy priorities. We are convinced that if these are fully implemented they will guarantee the health of the European economy and all the societal, environmental and personal benefits that will entail.

We therefore want them to be high on policy-makers' agendas.



### IMPLEMENT THE REFORMS FOR GROWTH AND JOBS

Heading our list is the need to maintain the drive towards a more competitive economy that will deliver growth and jobs. This requires action across a broad range of areas.

It means making real progress in implementation of the Lisbon strategy, and continuing with reform processes beyond 2010. It also means strengthening the link between research and innovation, fostering a spirit of entrepreneurship, helping small businesses to thrive, and ensuring that legislative and regulatory demands are not unnecessarily restrictive or burdensome.



### INTEGRATE THE EUROPEAN MARKET

It requires us to continue implementing our unfinished single market agenda and ensure effective enforcement. Barriers to the free movement of workers, goods, services, capital and knowledge have no place in today's Europe. Public and private investment must be channelled into innovation activities, network industries and provide the foundations for successful businesses elsewhere.





### REFORM EUROPEAN SOCIAL SYSTEMS TO RESPOND TO GLOBAL CHALLENGES

Hand in hand with these policies, we must adapt and strengthen our social systems and reform labour markets. This will require a mature debate on the merits of flexicurity, the allocation of sufficient resources to education and training for an even more skilled workforce, deciding how a mix of different policies and economic immigration can best meet the demands of an ageing society and giving space to social dialogue.



### PROMOTE A SECURE, COMPETITIVE AND CLIMATE-FRIENDLY ENERGY SYSTEM

We need to successfully integrate measures to tackle climate change, promote energy efficiency and encourage economic growth. Business will contribute to the search for efficient and innovative solutions. But policy-makers must ensure that decisions that will be taken do not hamper the competitiveness of European companies and actively work towards global solutions.



### SHAPE GLOBALISATION AND FIGHT ALL KINDS OF PROTECTIONISM

Europe is one of the world's most open economies, dependent on trade and investment for its future wealth and the wellbeing of its citizens. We must therefore address the test of globalisation, by fighting protectionism and seeking to increase economic openness around the world. The EU must deliver an ambitious programme of market opening through the WTO Doha Round and its bilateral and regional free-trade agreements as well as through key bilateral dialogues such as those with the United States, Russia, China and Japan.



### GOVERN THE EU EFFICIENTLY

Finally, we attach the utmost importance to good governance. This applies to the worlds of both politics and business. We will not shirk our responsibilities, nor should politicians. With the EU comprising 27 Member States, ratification of the Lisbon Treaty is important to ensure it remains operational. We also expect sound economic governance, to balance current uncertainties.

#### OUR CORE PRIORITIES :

- PROVIDE A CONSTANT REFERENCE POINT IN A SHIFTING WORLD
- WILL LAY THE FOUNDATIONS FOR A SUCCESSFUL EUROPEAN ECONOMY
- WILL HAVE TO BE IMPLEMENTED ENERGETICALLY BY POLITICAL LEADERS



**BUSINESSEUROPE**



BUSINESSEUROPE's members are 39 central industrial and employers' federations from 33 countries, working together to achieve growth and competitiveness in Europe.

BUSINESSEUROPE, the Confederation of European Business, represents more than 20 million small, medium and large companies.

**BUSINESSEUROPE missions:**

- Actively promote the role of enterprises in Europe
- Advocate a competitive business environment
- Be a recognised social partner in the European Social Dialogue
- Be the Voice of Business for building the future of Europe



**MEMBERS ARE 39 LEADING  
NATIONAL BUSINESS FEDERATIONS  
IN 33 EUROPEAN COUNTRIES**

					
Austria	Belgium	Bulgaria	Croatia	Cyprus	Czech Republic
					
Denmark	Denmark	Estonia	Finland	France	Germany
					
Germany	Greece	Hungary	Iceland	Iceland	Ireland
					
Italy	Latvia	Lithuania	Luxembourg	Malta	Norway
					
Poland	Portugal	Portugal	Rep. of San Marino	Romania	Slovak Republic
					
Slovenia	Spain	Sweden	Switzerland	Switzerland	The Netherlands
					
Turkey	Turkey	United Kingdom			