



14 September 2011

JOINT EVENT BY

**BUSINESSEUROPE / EUROPEAN UNION CHAMBER OF COMMERCE IN CHINA (EUCCC) / EU-CHINA BUSINESS ASSOCIATION (EUCBA):**

**THE SHIFTING CHINESE ECONOMY – PERSPECTIVES OF EUROPEAN BUSINESS IN CHINA  
THE BRUSSELS LAUNCH OF THE ‘EUROPEAN BUSINESS IN CHINA POSITION PAPER  
2011/2012’**

**OPENING ADDRESS BY JÜRGEN R. THUMANN  
PRESIDENT, BUSINESSEUROPE**

BRUSSELS, 20 SEPTEMBER 2011

Dear Commissioner De Gucht,  
Dear President Cucino of the European Union Chamber of Commerce in China,  
Dear Chairman Philips of the EU-China Business Association,  
Ladies and Gentlemen,

Once again we are very happy to welcome in Brussels our good friends from the European Union Chamber of Commerce in China.

I would also like to thank our colleagues from the EU-China Business Association who are co-organisers of the event.

Moreover, we are very pleased that Trade Commissioner Karel De Gucht has joined us today.

Commissioner, you are always available to listen to the challenges and concerns that the business community is facing in its international operations.

You are doing fantastic work on the EU-China relationship. We firmly support your initiatives to solve problems and advance cooperation.

Thank you very much for your openness and engagement.

We have been organising this joint event now for several years, and it is always enriching to hear from European business people on the current state of the Chinese economy.

China's strong presence and influence on the world market is a reality. We should be positive and focus on the enormous opportunities that China's rise offers to all of us.



China is a huge and expanding market, with high growth rates and many European companies which are participating in that development.

Of course there are also a number of very significant challenges:

- forced technology transfer,
- investment and market access restrictions, discriminatory treatment,
- weak intellectual property rights enforcement,

just to name a few.

I am sure that the Chamber will address a number of them today. But I remain convinced that those issues can be solved, provided that both sides address them in a spirit of cooperation.

We Europeans should also be more self-confident about Europe's strengths.

Our companies are technological world leaders in numerous sectors. The high quality of European products and services is recognised worldwide. Moreover, European companies have a lot of international experience, including a strong presence in China.

So we have all the ingredients to be successful. It is up to us to seize the opportunities that are lying in front of us!

Within BUSINESSEUROPE we have had lately very intense discussions about the future EU-China relationship.

The main findings of our discussions are summarised in a report – entitled 'Rising to the China challenge'.

We will present this report during a public debate organised with the European Policy Centre on October 14 here in Brussels.

Commissioner de Gucht has already kindly accepted to participate at this event. I hope that some of you will join us for that debate as well.

But now, ladies and gentlemen, I look forward to the following presentations and hope that we will have a lively discussion afterwards.

With that let me pass over to you, Commissioner De Gucht – the floor is yours.

\*\*\*\*\*