

PRESS RELEASE

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INDUSTRY ALLIANCE SETS OUT CASES FOR A SUCCESSFUL INDUSTRIAL POLICY

The **Alliance for a Competitive European Industry** is calling on the European Union legislative institutions and Member States to ensure swift implementation of concrete measures to strengthen the long-term competitiveness of industry in the EU and thereby the prosperity of the EU economies.

"We all know that a strong and healthy manufacturing industry is essential to achieve to the full the European Union's potential for growth. There is no reason why our economies should lag behind those of our main trading partners. Now words have to be translated into deeds. European industry and the EU legislative institutions must work together to ensure that the European Union remains an attractive place for industrial investment and job creation", says incoming Alliance Chairman Jean-Marie Chandelle and Chief Executive of the European Cement Association, CEMBUREAU.

The Alliance strongly supports the European Commission's initiative to develop a new EU industrial policy designed to provide the right framework conditions for enterprise development and to foster innovation, taking into account the specific characteristics of the various manufacturing sectors. Its members emphasise the need for coherent and mutually supportive competitiveness, energy and environmental policies.

The Internal Market has generated a business environment that has already contributed significantly to the growth of European industry. Nevertheless, further progress is urgently needed in such areas as innovation, "better regulation", intellectual property rights and fair participation in global markets.

"A proactive EU policy to protect intellectual property is vital to support innovation in industry. The costs of patenting must be reduced and the patent litigation system made more efficient", states Philippe de Buck Alliance Co-Chairman and Secretary-General of UNICE.

"We have the commitment of the European Commission and the agendas of the current and the future EU Presidency look promising as regards the new approach towards industrial policy", says Paul Bulteel, Secretary-General of electricity sector association EURELECTRIC and outgoing Alliance Chairman, adding: *"A partnership between authorities and industries must also be built to allow European industry to improve its position and remain a world leader".*

The Alliance is staging a Workshop - **The New European Industrial Policy: From Commitments to Results** - on Friday, 15 September, in the Charlemagne Building in Brussels. The half-day event will set out the state of play on key issues, and the Alliance will present a brochure to European Commission Vice-President and Industry/Enterprise Commissioner Günter Verheugen containing illustrative case studies on concrete issues facing European industry today.

The Alliance for a Competitive European Industry was formed in 2004 by 11 major European industry sector associations and UNICE, the Confederation of European Business. The industry sectors concerned represent the interests at EU level of some 6,000 large companies and 1.7 million SMEs with a combined output of nearly € 5,000 billion turnover and € 1,300 billion added value. These companies directly employ some 23 million people in the EU.

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