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"Made In" Label Would be Against Competitive Imports

European Business Urges EU-25 to Vote Against Bureaucracy and Higher Prices

The 25 EU Member States are preparing their decision on a proposal by the European Commission to introduce a mandatory "made in" label for certain imported consumer goods like textiles, clothing, shoes, leather, furniture, etc.

Standing for millions of European retailers, wholesalers and importers of the products concerned, their European organisations EuroCommerce, AEDT, FENA and FTA urge all 25 governments to reject this. The proposed mandatory origin marking scheme would only create more red tape and higher prices for consumers. It would not increase competitiveness, but confuse consumers and harm companies.

The "made in" label ...

... only applies to 'sensitive' products :

- Only selected imported consumer goods are concerned - textiles, clothing, leather and other "usual suspects". Is the purpose really consumer protection, or rather, as too often, protectionism?

... is expensive and creates additional red tape :

- Customs authorities will have to spend more time and money for administration and control of the label. Companies' administrative burden in managing the label might additionally result in higher consumer prices.

... confuses consumers :

- Consumers want good price and quality. In today's economy, global production chains are a reality. On a product made in five different countries, for instance, according to the Commission proposal, only one country of origin would be indicated. Consumer associations in the EU consultation rejected the "made in" proposal with an 80% majority.

... is contrary to the goals of the Lisbon Strategy :

- The "made in" label runs counter to President Barroso's initiative to dynamise the European economy, to foster competitiveness, to dismantle bureaucracy and to speed up progress on the Lisbon Agenda.

... does not comply with WTO rules :

- An origin label could be interpreted as a non-tariff trade barrier whose compliance with WTO rules is highly questionable.

... is not a guarantee for the quality of the products :

- Consumers rely on brand names as a guarantee for the quality of products

... will not solve any of the important counterfeit issues.

www.aedt.org

www.eurocommerce.be

www.fena-furniture.com

www.fta-eu.org



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EuroCommerce represents the retail, wholesale and international trade sectors in Europe. Its membership includes over 100 commerce federations in 29 European countries, European and national associations representing specific branches of commerce and individual companies. Commerce is the closest link between industry and the 450 million consumers across Europe. It is also the largest consumer-related market service. It is a dynamic and labour-intensive sector, which plays a significant role in the European economy, generating 13 percent of E.U. GDP through 5.5 million companies. Ninety-five percent of these are small enterprises, which are vital to Europe's economic and employment prospects. The sector is a major source of employment creation, providing jobs for 27 million people from all sections of society and is one the few sectors increasing employment.

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AEDT – European Association of Fashion Retailers - represents the interests of more than 400.000 large, medium and small-sized retail enterprises specialised in textile & clothing.

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FTA – Foreign Trade Association – is the association for European commerce that specialises in foreign trade issues. It is committed to achieving its goal of a true free trade environment. For almost 30 years it has supported its members, consisting of national trade associations and companies from all over Europe, by providing expertise and up-to-date information and by campaigning on their behalf against protectionist measures in the European and international arena.

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FENA – European Federation of Furniture Retailers – represents through national member associations more than 100.000 European companies in the furniture retail sector.

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