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DIRECTORATE-GENERAL XXIII: THE BULLETIN OF ENTERPRISE POLICY

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EURO two

**Significant breakthrough in the fight
against sex tourism**

▼
Fight against sex tourism

Letters page.....



EUROPEAN COMMISSION

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This issue contains articles on how Directorate-General XXIII, which is responsible for enterprise policy, distributive trades, tourism and the social economy, intends to stimulate the improvement of the business environment, contribute to the development of SMEs, and promote sustainable growth, intelligent competitiveness and effective innovation.

In this way, European businesses will be able to contribute effectively to the implementation of the guidelines adopted at the Cologne European Council.

The European Council approved the European Employment Pact with a view to a lasting reduction in unemployment, particularly amongst young people, and set the challenge of a coordinated employment strategy.

DG XXIII, which is also responsible for tourism, is making an appeal for the rights of children the world over: it intends to lead the way in the fight against child sex tourism. This is not only a challenge, it is a positive message about action to be taken on all fronts.

Euro-info is a concise information bulletin for SMEs and the craft sector.

It is sent to those who put in a written request. Euro-info is published 10 times a year.

The information contained in this bulletin can be reproduced, provided the source is mentioned. This publication, which is purposely written in a journalistic style, does not reproduce legal texts faithfully. Those texts should be referred to directly. The content of the current Euro-info is purely informative.

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Euro-info and other information with regard to DG XXIII is available on Internet via the EUROPA server:
<http://europa.eu.int/en/comm/dg23/index.htm>

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FILE OF THE MONTH

1 COMBATING CHILD SEX TOURISM

INFORMATION

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On 26 May 1999, the European Commission adopted a communication on the implementation of measures to combat child sex tourism (COM(1999) 262 final of 26 May 1999).

Mr Christos Papoutsis, member of the Commission with responsibility for tourism policy, stated on that occasion, 'The action we have undertaken demonstrates the EU's capacity to provide, in cooperation with professional bodies and non-governmental organisations, a concrete response to the concerns expressed by Europeans as regards the appalling phenomenon of child sex tourism. The vast majority of Europeans, 88 % of the Union's citizens, believe that intervention from the EU is necessary. This year, the year of the 10th anniversary of the United Nation's Charter of Children's Rights, we must intensify our efforts to protect children and give them the opportunity for a brighter future.'

This communication follows on from that of 27 November 1996, which opened the way to action in this field. It summarises the progress achieved since 1997 regarding the improvement of information on the problem, increasing the effectiveness of laws and their application, including extra-territorial criminal laws, intensifying efforts to stem the flow of sex tourists from the Member States of the European Union (EU) and the development of initiatives to combat child sex tourism in non-member countries. It also provides details on the operational follow-up planned for 1999.

Improving information on the phenomenon

The Eurobarometer survey carried out in April and May 1998 on the basis of 16 165 one-to-one interviews with citizens in

all the Member States revealed the growing awareness of European public opinion. The results of the survey, which were widely disseminated, are also useful reference points for everyone involved in combating child sex tourism.

The first European gatherings of the main players in the fight against child sex tourism, which took place in November 1998 at the 23rd Brussels Travel Fair, provided the opportunity to take stock of the most important achievements. The presence of eminent figures and the participation of renowned experts contributed enormously to the quality and success of the event, which was organised on the Commission's initiative.



Increasing the effectiveness of laws and their implementation

The development of police and judicial cooperation in Europe is helpful in combating child sex tourism.

For example, the joint action of the Council of 24 February 1997 on combating trafficking in human beings and sexual exploitation of children provides for each Member State to undertake a review of its national laws on measures relating to intentional types of behaviour such as the sexual exploitation of children or submitting them to sexual abuse.

The fact that the requirement of double criminality remains possible in exceptional cases must not hide the substantial contribution of this joint action to the fight against child sex tourism, i.e. the affirmation of the principle of extraterritorial jurisdiction over 'a national or habitual resident of that Member State'.

Intensification of efforts to stem the flow of sex tourists from Member States

The communication measures carried out in 1998 with the financial support of the Commission were based on the work of a team of communication experts and involved the development of two mutually complementary projects.

The first is an awareness and information advertisement produced by Terre des hommes which is shown in aircraft during long-haul flights. Lufthansa was the first airline company to decide to show it. Olympic Airways, Sabena, Air Europa and LTU joined in later. Negotiations are in progress with other airline companies in order to ensure maximum dissemination of the message.

The second project was developed by Groupe Développement, in cooperation with the campaign to end child prostitution, child pornography and the trafficking of children for sexual purposes (ECPAT) and the group of national travel agents' and tour operators' associations within the EC (ECTAA). It has two objectives: informing travellers by distributing around 400 000 leaflets in several Member States, along with luggage stickers for suitcases and/or hand baggage, and training workers in the tourism industry by developing and providing teaching material for tourism teachers.

A call for proposals and a call for tenders were published in the *Official Journal of the European Communities* (OJ C 151, 29.5.1999, p. 23 and OJ S 103, 29.5.1999, p. 39) concerning the introduction of new communication measures for combating child sex tourism.

Development of initiatives to combat child sex tourism in non-member countries

The importance attached by the European Union to the observance of democratic principles and human rights is reflected particularly in its contribution to the work of various international organisations and bodies. One notable consequence of this is the inclusion of the issue of child sex tourism in a variety of documents and statements.

In this context, the Community support strategy for the development of sustainable tourism in developing countries stresses, in relation to the combating of child sex tourism, that, 'the need for specific action in this field to supplement the measures to support the tourism sector must be taken into account from the outset in drawing up national and regional strategies'. It also explicitly provides for work to continue 'on fostering an awareness of this question in the framework of a structured political dialogue with the countries most affected, and particularly at regional level'.

The recent adoption by the Joint ACP-EU Assembly of a resolution on the situation of children in the ACP countries, calling upon the ACP countries to 'strengthen their national legislation against sex tourism and ensure that it is observed' is a first step in this direction.

European Union communication actions to combat Child Sex Tourism		for further information, please fax to 00 32 2 299 06 02
		
You can do something about it.		It's up to you.



NEWS

2 OVERALL POSITIVE EVALUATION OF THE THIRD MULTI-ANNUAL PROGRAMME

INFORMATION



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What has been the impact of the measures launched by Directorate-General XXIII to assist SMEs? For instance, is the Euro Info Centre network working effectively? Have the measures taken to improve the access of SMEs to finance achieved their objectives? How cost-effective is the SME programme?

These are the types of question the report on the evaluation of the third multi-annual programme for SMEs (1997-2000) attempts to answer. The Council of Ministers called for an external evaluation in its decision on the programme. The evaluation was carried out by Deloitte & Touche and is now available.

The evaluation concludes in general that the implementation of the programme is acceptable and is cost effective. The evaluation of the policy measures launched by DG XXIII is particularly positive. These are measures such as BEST (Business environment simplification task force), the 'concerted actions' with the Member States to identify and disseminate best practices at European level and the proposal for a directive on late payments. Likewise, the measures involving the most expenditure, such as the Euro Info Centre network, are usually assessed positively. The negative aspects mainly concern the areas in which pilot projects have been carried out, and those where the evaluators concluded that too many small-scale operations had been undertaken.

The report contains conclusions and recommendations on each measure in the programme. These recommendations will be taken into account when drawing up the next programme, which the Commission is to put forward by the end of the year.

The executive summary of the evaluation report is available in all languages. It is presented in a Commission communication which already includes some preliminary responses to the evaluators' main conclusions and recommendations. The text is available in the 11 official languages on the Internet at the following address:
<http://europa.eu.int/en/comm/dg23/index.htm>

3 REVITALISING THE BCC NETWORK AND BC-NET: A COMMITMENT FOR EVERYONE

INFORMATION



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Since the first national meeting of correspondents from the Business Cooperation Centre (BCC) and business cooperation network (BC-NET), which took place in Spain and where the idea of having a contact point in each country was first mooted, almost all the Member States have now chosen their liaison members.

Most of them are active members who have volunteered to play this role for their countries in order to revitalise the networks, increase efficiency and improve coordination through greater decentralisation. Their presence should also simplify relations between the national members and the Commission, but without their becoming intermediaries, as direct contact is still encouraged.

The first meeting of the liaison members took place in Brussels on 4 June. The objective was to consider the role they would be expected to play and the specific measures they could draw up to revitalise the networks at national level.

At the meeting, the Commission stated in which areas a contribution by the liaison members would be appreciated. These were: the promotion of information for SMEs and information disseminators at local level; national action and coordination, which could involve holding national meetings or any other initiative to put members in contact with each other; training for other members both at a technical level and in more general fields of international cooperation, strategies for partner search and export procedures, etc.

The aspect the Commission emphasised most was, however, the identification of success stories from the two networks, since this was the greatest short-term need, particularly to help with the evaluation of the networks scheduled for the end of the year.

In the ensuing discussion, the liaison officers reported a genuine desire on their part and on that of their countries to continue the networks' activities, which they considered extremely useful. Each of them therefore undertook to carry out a number of specific measures in one or more fields, and new ideas and proposals were formulated in a spirit of cooperation and mutual support which should soon bear fruit.

**4 AN SME FORUM
UNDER THE GERMAN
PRESIDENCY,
20 AND 21 MAY 1999,
ON 'SMES 2000 — HOW TO MEET
THE CHALLENGES BY
COMMUNICATION, INNOVATION
AND COOPERATION'**

INFORMATION



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The SME forum in Leipzig was organised by the German Ministry of Economics and Technology in conjunction with the Commission. Nearly 320 participants (ministers, officials, entrepreneurs and representatives of business organisations) attended the discussion in three workshops around the following topics:

1. Communication and electronic commerce;
2. Innovation and technology transfer;
3. New forms of business cooperation.

In parallel with the forum, a ministerial lunch discussion, organised by the German Presidency, addressed issues for the future of enterprise policy.

In the Commission's introductory statement, innovation was emphasised as being vital for the competitiveness of SMEs. The introduction of new technology is a significant source of innovation. However, as the economy becomes more knowledge-based, competitiveness is increasingly determined by intangibles, such as know-how, human resources or market intelligence. SMEs require reliable information and advice, access to suitable finance, appropriate training and often specific assis-

tance when venturing into new markets. An important task for business support services is to create an optimum framework in which SMEs are effectively assisted to address these challenges.

In the workshop on communication the discussion was focused on the fact that an economic, social and cultural change is taking place due to the booming growth in new digital media. This is going to change the way we do business, the way we buy products and services and the way we organise society. The Internet is the engine of this change and is creating a whole new set of activities. Up until now it has been underest-imated by European enterprises and public authorities.

The most important part of these developments from an SME's point of view is e-business. E-business is the conduct of business on the Internet, that is, not only buying and selling but also servicing customers and collaborating with business partners. American competition is perceived as a serious threat. Already customers from Europe are buying in the US, banking in the US, doing business in the US through the world wide web. And the question is whether these customers will come back.

New initiatives must be launched to help SMEs find their way onto the Internet. Much remains to be done including establishing a legal and regulatory framework, developing R & D cooperation and improving the business environment with the definition of standards and very clear rules.

In the workshop on innovation it was stated that SMEs need institutions that can pick-up and transform knowledge into exploitable ideas. Competent mediators are needed for matchmaking between universities and SMEs. It is essential that enterprises cooperating with research institutes have sufficient manpower to absorb the knowledge that is created through the projects in which they are engaged. Using the Internet gives an easy and cheap way for SMEs to innovate. Distance is no longer a problem.

In the closing session of the forum it was stated that life-long learning and also access to better training was necessary for SMEs. In the further training of SMEs, information technology must be used. If the enterprises do not have an Internet site, they will not be recognised by customers. Awareness of e-commerce, Internet, databases, the virtual market, etc. will be important for SMEs. Enterprises need new key competences, if they are to be able to cope with the structural changes.



5 EU-JAPAN INDUSTRIAL COOPERATION CENTRE

A joint venture between the European Commission and the Japanese Ministry of International Trade and Industry (MITI).

Want to learn about the Japanese market?

Training programmes for EU executives

HTRP 26 — Japan Industry Insight

This programme gives an in-depth insight into the structure of Japanese industry and its business practices, by means of conferences, trips, seminars and individual visits to businesses. The knowledge acquired during the programme will be very useful to any company that has or wishes to have commercial relations with Japan. Applicants must be financed by their employers. There are no registration fees or any other course costs to pay. All travel and subsistence costs are to be paid by the participant's company. To help cover subsistence costs, DG XXIII of the European Commission awards grants to small and medium-sized enterprises of fewer than 250 employees which do not belong to a larger group. The selection criteria include motivation, training and professional experience. The EU-Japan Centre pays the direct costs of the programme (conferences, seminars, group trips, travel and subsistence costs outside Tokyo).

Duration: from 11 January to 23 March 2000

Deadline for applications: 30 October 1999

For information and application forms, contact (*):

EU-Japan Centre for Industrial Cooperation
Rue Marie de Bourgogne 52
B-1000 Brussels

Tel. (32-2) 282 00 40/43
Fax (32-2) 282 00 45
E-mail:office@eujapan.com

(* Please mention the name of this publication.

THE COOPERATIVE SECTOR

6 PLENARY MEETING OF THE CONSULTATIVE COMMITTEE ON COOPERATIVES, MUTUAL SOCIETIES, ASSOCIATIONS AND FOUNDATIONS (CCMAF) — 28 MAY 1999

INFORMATION



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On 28 May, the CCMAF held its third plenary meeting since its creation by a Commission decision in March 1998.

At the meeting, the Committee finalised its work programme.

Participants also reviewed questions of common interest concerning the application of Community policies in their sector. The effects of the reform of the Structural Funds on social economy enterprises were, for instance, discussed, both in terms of access and their role in management bodies and the involvement of the sector in the current drafting of national employment action plans.

The committee drew attention to the desire of the social economy sector to see the European statutes for cooperatives, mutual societies and associations rapidly approved. The participants urged for the topic to be included again in the programmes of the next EU presidencies and hoped it would be concluded successfully, after a hold-up of almost seven years.

7 DIALOGUE ON THE SOCIAL ECONOMY — BUDAPEST AND LONDON

INFORMATION



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Three recent events in Budapest and London involving the social economy unit of DG XXIII demonstrated the growing recognition of the European dimension to the social economy.

The first event was a conference held in Budapest on 3 and 4 May 1999 by the International Center for Not-for-Profit Law, the headquarters of which are in Washington. It discussed the legal and fiscal framework for NGOs in central and eastern Europe. The conference was attended by representatives of most central and east European countries, several EU Member States and the United States. Mr Per-Ove Engelbrecht, head of the social economy unit of DG XXIII, gave the Commission's point of view on the NGO sector and discussed the likely impact of European integration and the need for transparency and sound management in the sector.

A second international conference was also held in Budapest on 11 June 1999, under the auspices of the Hungarian Government, on a 'Dialogue for the future of Europe — European integration and civil society'. The central European perspective on relations between NGOs and the government and the importance of the sector for European integration were presented.

In his introductory speech, Mr Crauser, Director-General of DG XXIII, told delegates that the European Union had yet to become the Union of Europe. The success of the integration of the future Member States depended partly on civil society organisations, which had already played an important role in reconstructing democracy and civic life in central and eastern Europe. He stressed the growing importance of the social economy, including NGOs, as an economic player and creator of jobs in the European Union. Mr Crauser concluded by calling upon the sector and the governments in the region to be flexible and receptive to new social changes, which required solutions based on new activity models.

The third event took the form of a meeting in London on 17 June with representatives of UK government departments dealing with social economy issues. The meeting, which was held by the Charity Commission for England and Wales, explored possible avenues for cooperation between the UK and the European Commission on issues relating to the voluntary sector, including social entrepreneurship and transnational exchanges of best practise and expertise. The meeting will be followed up by further discussions in Brussels.



CALLS FOR PROPOSALS/CALLS FOR TENDER

8 TWO NEW INITIATIVES

- Communication measures for combating child sex tourism — Call for proposals.
Deadline for submission of proposals: 27.8.1999.
Ref.: OJ C 151 of 29.5.1999, page 23.
- Formation of a team of communication experts responsible for providing expertise in the implementation of communication actions in the field of the fight against child sex tourism — Call for tenders.
Deadline for submission of tenders: 27.8.1999.
Ref.: OJ S 103 of 29.5.1999, page 39.

The texts are available on our Internet pages at the following address:
<http://europa.eu.int/en/comm/dg23/cftindex.htm>

NEW TITLES

9 NEW PUBLICATIONS

INFORMATION



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- Communication on the implementation of measures to combat child sex tourism.

Commission communication COM(1999) 262 final of 26.5.1999.

Available in all languages on the Internet:
<http://europa.eu.int/en/comm/dg23/tourisme/publications/tourismpubl.htm>

- In cooperation with Eurostat:

- Services in Europe: Data 1995
EUR-OP, Luxembourg 1999
Catalogue No: CA-17-98-742-**-C — Available in DE, EN and FR
Price: EUR 20

Services in Europe is the first publication of this kind produced by Eurostat. It provides an overall picture of the whole of the services sector in Europe.

- Proceedings of the seminar on the development of commerce in Europe: Brussels, 3 and 4 March 1998

EUR-OP, Luxembourg 1999
Catalogue No: CA-16-98-594-EN-5 — Available only in EN
Price: EUR 37

This publication contains the 15 contributions to the first seminar on the situation and development of the commerce sector in Europe.

• In the series: *Statistics in Focus: Industry, Trade and Services:*

- No 12/1999: SME Statistics
- No 5/1999: Inbound tourism flows rising in Europe
- No 4/1999: Tourism in the Mediterranean partner countries

Catalogue number: CA-NP-PP-000-**-C — available in DE, EN and FR

Price per copy: EUR 6 — subscription: EUR 84

This series provides summaries of the main survey results, studies and statistical analyses. *Statistics in Focus* is available by individual copy or by subscription.

For further information on Eurostat's activities:
<http://europa.eu.int/eurostat.html>

For the distributors of EUR-OP publications:
<http://eur-op.eu.int/fr/general/s-ad.htm>

10 CORRIGENDUM

Enterprises in Europe, fifth edition: the price of this publication has been reduced from EUR 44 to EUR 32. Eurostat also offers distribution by electronic mail.

LETTERS PAGE

11 READERS' QUESTIONS

INFORMATION



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Questions

- Could you briefly explain how the BCC works?
- What are the main types of search and supply?
- What means of dissemination are used by the BCC?

DG XXIII/B.2 (Internationalisation of SMEs; business networks and partnerships between businesses) manages the BCC.

The BCC is a means of searching for partners and disseminating cooperation offers and requests.

Cooperation can be of various kinds and may concern trade of a technical, productive or financial nature.

The BCC disseminates cooperation opportunities and requests its correspondents to do the same by every means possible (newspapers, trade journals, fax, data banks, television and local radio announcements, e-mail, etc.).

BCC consultants demonstrate their strength and ability by doing everything they can to disseminate the greatest number of offers of and requests for cooperation from businesses, thus promoting the tangible achievement of transnational cooperation between SMEs.

The centres therefore provide a link between ideas, action and achievement.



Question

- **Why is EURO Info distributed late this month?**

DG XXIII has had a few technical problems concerning the translation of Euro Info into 11 languages. The backlog has now been absorbed.

All the 'questions' indicating that an issue was late, together with an ever-growing demand for subscriptions (Euro Info currently has a circulation of 40 000), serve to demonstrate our readers' interest in this publication!

This is a matter of great satisfaction to DG XXIII, which is constantly trying to improve the service it offers SMEs.

Questions

- **Can EURO Info readers enter into discussion with other readers?**
- **Can EURO Info readers recount their success stories and difficulties?**

In the spirit of the Cologne Council of 3 and 4 June 1999, DG XXIII wants to intensify its work by means of a global approach to promoting sustainable growth, which will create equilibrium and stability. It also wants to reach out to all the local bodies dealing with SMEs and join forces in seeking ways of improving the interaction between strategy and action. It therefore welcomes your letters.

EURO Info will publish readers' requests and try to respond to them!

DG XXIII exists to serve SMEs, to help them with their attempts to reform, modernise, innovate and take action at grass-roots level.



PARTNERSHIP '99

Partnership '99 («The role of SME support services in the context of Agenda 2000: interaction with local administrations and other community networks») will be held in Zaragoza (Spain) on 1 and 2 July 1999. 'Partnership' is an annual event organised by DG XXIII. It is attended by all the members of the BC-NET and BCC cooperation networks and the EICs, together with the organisers of events such as Europartenariat, Interprise and IBEX, and events concerned with subcontracting. The main institutions providing support for SMEs at European level are also invited, as well as many representatives of the Commission and VIPs from the host Member State or region.

The Partnership conferences aim on the one hand to give a general picture of the activities of DG XXIII, developments planned for the networks and events organised by DG XXIII; and on the other to encourage an exchange of opinions between the Commission, the members of the networks and the various institutions using the business support services managed by DG XXIII/B.

Partnership'99 will come at a crucial moment in the history of the European Union. Agenda 2000 sets out the new priorities as regards policies, the financial framework and the structures for the work of the institutions for the coming years. It will therefore concentrate on the interaction between these priorities and the SME support services (always taking account of the priorities and interests of SMEs and the organisations representing them).

In Zaragoza, the accent will be on territorial development in the Union (in other words territorial diversity in the light of enlargement and the principle of subsidiarity) and its influence on SMEs.

The importance of interaction and complementarity between DG XXIII's SME support services and other Commission networks (particularly those of Directorates-General XIII and XVI) will be stressed.

The discussions (in 10 consecutive seminars) will focus on three main subjects: 'Agenda 2000: The effects of enlargement on business in Europe'; 'Business support services and territorial diversity: customer satisfaction' and 'Network connection at EU level: aspects with an added value for the development of SMEs'.

Partnership '99 will therefore give its participants a unique opportunity to understand the new scenario for the European Union in coming years and will examine the new situation in the light of the qualified opinions of parties directly involved in the development of SMEs in the field (local and regional development authorities and professional organisations representing or supporting SMEs). It will also highlight the possibility of coordinating the networks from which SMEs can benefit, at both Community (DGs XIII, XVI and XXIII) and local level.



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