NEWSLETTER COIFFURE EU
3 November 2014

General information Coiffure EU

The working programme 2015 of Coiffure EU is:

- Public Affairs 'give the hairdressers a face' / corporate brochure
- Re-establish and strengthen contacts with UEAPME
- Representative of CEU in Brussels for matters on entrepreneurship and craftmanship (UEAPME)
- Liability of hairdressers on the use of professional products (skin testing)

In 2015 the meetings of Coiffure EU and the Social Dialogue are scheduled on:

Sunday 22 March	Board of Directors
Monday 23 March	Working group SD
Tuesday 19 May	Board of Directors – Zürich - Switzerland
Thursday 23 June	General Assembly
Wednesday 24 June	Plenary meeting SD
Wednesday 30 November	General Assembly
Tuesday 1 December	Working group SD

National level – Switzerland

Damien Ojetti wird neuer Zentralpräsident von coiffureSUISSE. Drei Männer und eine Frau hatten für das Präsidentenamt kandidiert: Costa Christakos aus Oensingen, Giusi Mineo aus Lugano, Damien Ojetti aus Genf und Mauro Tiberi aus St. Gallen. An der ausserordentlichen DV vom 1. September 2014 in Bern stand die mit Spannung erwartete Wahl auf dem Programm. Die Mehrheit der Delegierten entschied sich für den 49jährigen Damien Ojetti aus Genf. Er wird sein Amt im Juni 2015 antreten.

Coiffure EU – P.O. Box 212 – NL-1270 AE Huizen
T +31 35 5 280 280
E info@coiffure.eu

Google translate:
Damien Ojetti is the new President of coiffureSUISSE. Three men and a woman had run for President: Costa Christakos from Oensingen, Giusi Mineo from Lugano, Damien Ojetti from Geneva and Mauro Tiberi from St. Gallen. On the extraordinary DV from 1 September 2014 in Bern, the eagerly awaited election was on the agenda. The majority of the delegates chose the unlikely Damien Ojetti from Geneva. He will take office in June 2015.

General information Sectoral Social Dialogue Personal Services

The working group meeting of the Sectoral Social Dialogue Personal Services of 9 December has been cancelled.

The working programme 2015 of the Sectoral Social Dialogue Personal Services is:

- Improvement structure of the hairdressing sector
- Formalisation EHC
- Euroskills
- Implementation agreement H&S
- Comparable facts and figures hairdressing industry

Economic and fiscal affairs

National level – United Kingdom
The UK National Minimum Wage rate, the statutory minimum employers must pay their staff, increased on 1 October. The government is 'naming and shaming' employers who don't pay at the correct rates and fines go up to £20,000 for each worker incorrectly paid.

All employers will be required to enrol their workers in a pension by 2018. The largest employers have already gone live, with smaller companies following on. The NHF has developed a pension scheme, with guaranteed acceptance for its members

National level – Italy
New opportunity to increase business and work for the Italian hairdressers. The Italian hairdressers are allowed, thanks to recent decisions, following the lobbing activity of their Organizations, to rent some space of their salon to other hairdressers for the exercise of their profession. This is now possible, according to decision of the Ministry of the Economy,(doc. N.0016361), through a contract, on the basis of which the owner of a saloon of hairdresser or of well-being center, grants the use of a portion of the property and equipment upon payment of a fee. The law provides that companies of hairdressers can also use non-entrepreneurs, as long as they possess the professional qualifications required. This new legislative

framework is considered as an effective tool to allow to better faith the irregular work and to reduce the operational cost in the sector with the benefit of the employment.
For more information please contact b.palmieri@ueapme.com

National level – Malta
At present HBF Malta is participating in the BOBS-project (Building Opportunities in the Beauty Sector together with 6 other organisations from Vicenza (the lead partner), Mersin Frankfurt, Belgium Croatia and Slovenia.

The aim is to identify the demographic changes* that are occurring in Europe and elaborating the "curriculum of excellence" that will include things like more cultural and social knowledge about the different nationalities. more care for the ageing population, Further studies about the different services other cultures practice and therefore European hairdressers will need to understand and offer.

*The average age of the salon customer will be higher. more white haired or fine thinning hair. This is also compounded by Asian African hair that is very different form Caucasian hair and therefore could stimulate the manufacturers of products to cater for that type of hair and skin. the beauty therapist and hairdresser in Europe have to be prepared during training to respond to the new clients needs. Veil-wearing customers still need beauty treatments and hair treatments that require changes to the ambient where services are offered
All these demographic changes require an understanding of the specific needs.

The next meeting in Belgium will involve students form the different countries. This will be followed by the Malta meeting planned for February 2015. The final meeting will be held jointly by Slovenia and Croatia , seeing the close proximity of the partners . The meetings in Frankfurt , Mersin and Vicenza were very interesting and involved preparation and establishing the status-quo.
From now on, the more intense work for creating the syllabus will be picking up momentum.

National level – Netherlands
The Dutch study of ANKO on consumer behaviour will be updated in spring 2015. The results will be presented as soon as possible.

EU-Level
Study comparable economic facts & figures. It is important is to define the expectations and the kind of information that is needed to fulfil that expectations. The coherency of the basic facts and key figures is important. The collection of the economic facts and figures should be done in a structural way/periodically. Eurostat could be a possible partner for the study. The deadline for the call for proposals will be 1 February 2015.

Resolution zur Verhinderung einer weiteren Marginalisierung der Branche. Die Notwendigkeit der Überführung des Gesundheitsschutzabkommens in eine EU-Richtlinie wird in der vom Sozialen Dialog in Brüssel verabschiedeten Resolution zur Lage des Friseurhandwerks in Europa sehr deutlich. Es droht eine Marginalisierung dieses Berufsstandes, fehlt es an Qualitätskriterien bei der Ausübung des Berufes. Arbeitsplätze sind in Gefahr! Persönliche Dienstleistungen wie Friseurtätigkeiten unterliegen ruinösen Angriffen durch Schwarzarbeit und damit einhergehendem Preisverfall. Die EU ist deshalb aufgerufen, an einer

grundsätzlichen Regulierung des Marktes über Qualitätsprüfungen festzuhalten. Damit verhindert sie den Verlust von Arbeits- und Ausbildungsplätzen, insbesondere für junge Menschen. Der Soziale Dialog, Coiffure EU und UNI Europa Hair and Beauty, haben sich auf eine Entschließung 'Securing employment in the hairdressing sector' verständigt. Sie soll der Kommission und dem Parlament zugeleitet werden, ist aber auch ein überzeugendes Instrument zum Einsatz auf nationaler Ebene.

Google translate
Resolution to prevent the further marginalization of the sector. The need for transfer of the health agreement in an EU directive is very clear in the resolution adopted by the social dialogue in Brussels on the situation of the hairdressing trade in Europe. It threatens a marginalization of this profession, lack of quality criteria in the exercise of the profession. Jobs are in danger! Personal services such as hairdressing activities subject to ruinous attacks by undeclared work and thus walking hand in hand in prices. The EU is therefore called upon to adhere to a fundamental regulation of the market through quality checks. She prevent the loss of work and training places, especially for young people. Social dialogue, EU coiffure and UNI EUROPA hair and beauty, have agreed 'Securing employment in the hairdressing sector' on a resolution. It should be forwarded to the Commission and Parliament, but also a compelling tool for use at the national level.

Public relations

National level – United Kingdom
Recent press releases include: UK's positive response to the Stoiber report and the 'bonfire of EU red tape'. Anti-EU feelings are running high due to disputes about the free movement of workers and a large unexpected EU bill for Britain due to its economic growth. Launch of the NHF guide to franchising, pension scheme, Britain's Best competition. Initiatives to encourage growth on the high street e.g. small business Saturday.

Education and vocational affairs

National level – United Kingdom
The UK government has announced that they will aim to create 3 million Apprenticeships by 3 million during the next Parliament if they are re-elected. The latest statistics though show a drop of 60,000, a fall of 13% and the first fall in numbers for 7 years. There has been a growth of 5% in 16-18 year old Apprentices, but all other age groups have dropped. Employers in the hairdressing sector are finding it hard to recruit 16-18 year olds. More are staying on at school and college to complete maths and English qualifications in line with new government policy designed to raise literacy and numeracy standards.

The NHF is working on new Apprenticeship standards for hair, barbering and beauty. The government is expected to announce major changes to Apprenticeship funding, which will require employers to contribute to the cost of Apprenticeship training and assessment, as well as paying Apprenticeship wages.

National level – Switzerland
Die Schweizermeisterin steht fest! Vom 18. bis 21. September 2014 fanden in Bern die Swiss Skills statt, die ersten Schweizer Berufsmeisterschaften. Die besten jungen Berufsleute aus

Handwerk, Industrie und Dienstleistung zeigten Können auf höchstem Niveau. Auch coiffureSUISSE war an dieser grossen Berufsschau mit einem Stand vertreten und 30 Coiffeusen und zwei Coiffeure frisierten um den Schweizermeistertitel.
Die glücklichen Medaillengewinnerinnen:
Gold für Melanie Perez, Intercoiffure Dätwyler, Horgen (Mitte)
Silber für Céline Walker, Schnitt-B, Grosshöchstetten (links)
Bronze für Kathrin Dietziker, Hair Saloon, Hombrechtikon (rechts)

Google translate:
The Swiss champion has been picked. From 18 to 21 September 2014 found in Bern the Swiss skills instead, the first Swiss Professional Championships. The best young professionals from trade, industry and services demonstrated abilities at the highest level. Also coiffureSUISSE was represented at this major professional show with a stand and 30 hairdressers and two hairdressers souped-up for the title of Swiss champion. The happy Medaillengewinnerinnen: Gold for Melanie Perez, Intercoiffure Dätwyler, Horgen (mid) Céline silver cut-B, Walker, Grosshöchstetten (left) bronze for Kathrin Dietziker, hair saloon, Hombrechtikon (right)

Social affairs

National level – United Kingdom
The NHF has completed a benchmarking survey of the hairdressing industry. 600 salon owners took part. The results are available on request. Some findings are worrying:
Stylists are on low pay (below the statutory minimum wage) and recent research by the Chartered Institute of Personnel and Development shows that being female, working part-time and being less qualified significantly increases an individual's chances of being 'stuck' in a low pay job after 10 years. Employers are worried about profits, taxes and business rates as well as Apprentices and pensions.

National level – Belgium
Gesundheitsschutz im Friseurhandwerk - eine Gesamtübersicht. UBK/UBC, Arbeitgeberorganisation des Belgischen Friseurhandwerks hat eine Gesamtübersicht über alle bereits getroffenen Gesundheitsschutzmaßnahmen im Friseurhandwerk vorgelegt. Die Studie trägt den Namen 'Close Shave'.

Google translate
Health and safety in hairdressing - a complete overview of UBK/UBC, employer's organisation of the Belgian hairdressing has presented an overview of all health protection measures already taken in the hairdressing trade. The study bears the name 'Close Shave'

EU-level
Gesundheitsabkommen tritt auf der Stelle. Das zwischen der Partnern des Sozialen Dialogs geschlossene Gesundheitsabkommen für das Friseurhandwerk tritt weiter auf der Stelle. Coiffure EU und UNI Europa Hair & Beauty fordern eine Umsetzung der getroffenen Vereinbarungen als europäische Richtlinie. Sobald die neue EU-Kommission im Amt ist und die Zuständigkeiten für den Sozialen Dialog geklärt sind, wird Coiffure EU seine Forderungen erneut bekräftigen. Mit Befriedigung kann aber auch zum jetzigen Zeitpunkt festgestellt werden, dass wir unser Abkommen mit UNI eine Norm geschaffen haben, die in mehr und mehr Mitgliedsnationen der EU anerkannter Standard ist, wenn es auch weiterhin an einer rechtssicheren Umsetzung für alle Friseure fehlt.

Google translate
Health agreement comes on the spot. The health agreement between the partners of social dialogue for the hairdressing delivers further on the site. Coiffure EU and UNI EUROPA hair & beauty require an implementation of the agreements as a European policy. As soon as the new EU Commission is in Office and responsibilities for social dialogue have been resolved, coiffure EU will reaffirm his claims. Noted with satisfaction can be but also at the present time, that we a standard have created our agreement with UNI, recognized standard in more and more EU Member Nations, if still lack a legally compliant implementation for all hairdressers.

OIRA-Tool fertiggestellt. Die Arbeiten zur Fertigstellung des Basic-OIRA Tools sind abgeschlossen. Das von OSHA, European Agency for Safety and Health at Work entwickelte Instrument ist eine ideale Hilfestellung für die in den Salons erforderliche Gefährdungsanalyse. Das Tool wird bereits in BE, CY, CZ, PT, EL angewendet. Gemeinsam mit OSHA lädt Coiffure EU alle Mitgliedsnationen ein, die Dienste von OSHA zu nutzen. Informationen gibt es hier: www.oiraproject.eu/Resources/materials-about-the-project. Ab Mitte Oktober ist das Friseurtool auch im Internet verfügbar (Englisch) und kann getestet werden: www.oiraproject.eu/available-tools

Google translate
OIRA tool completed the work on the completion of the basic OIRA tools are completed. The OSHA, European Agency for safety and health at Work developed instrument is an ideal aid for risk analysis required in the salons. The tool is already applied in BE, CY, CZ, PT, EL. Together with OSHA, coiffure EU invites all Member Nations to take advantage of the services provided by OSHA. There is information here: www.oiraproject.eu/resources/materials-about-the-project from mid-October is the hairdressing tool on the Internet available (English) and can be tested: www.oiraproject.eu/available-tools

Allergietestung durch den Friseur? Haarfarben unterliegen der europäischen Gesetzgebung und sind sicher. Allerdings ist nicht zu verneinen, dass sie wie andere Substanzen auch über ein allergenes Potential verfügen. Für das "In den Verkehr bringen" haften die kosmetischen Hersteller. Dennoch kommt auch auf den professionellen Anwender, den Friseur, eine hohe Verantwortung zu. Durch geeignete Befragungen kann der Friseur ermitteln, ob der Kunde

Haarfarbanwendungen verträgt. Es gab aber darüber hinaus sowohl in Industriekreisen als auch unter den Mitgliedern Vorschläge, eine Art dermatologisches Testverfahren durch den Friseur zu implementieren. Diesem Vorschlag steht die Mehrheit von Coiffure EU allerdings kritisch gegenüber, da die Interpretation allergischer Reaktionen dem Dermatologen überlassen werden muss und die Gefahr besteht, dass bestimmte Haftungsrisiken auf das Friseurhandwerk übergehen, für die die haarkosmetische Industrie verantwortlich ist. Coiffure EU wird deshalb gemeinsam mit der Industrie und Dermatologen ein geeignete Instrumente zur Problemlösung entwickeln.

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Allergy testing by the hairdresser? Hair colours are subject to European legislation and are safe. However, it is not to deny that other substances also have an allergenic potential. Cosmetic manufacturers are liable for the "put into circulation". However, a high level of responsibility is also to professional users, the hairdresser. By appropriate surveys, the hairdresser can determine whether the client hair colour treatments can withstand. There were proposals, a way to implement dermatological test procedure by the hairdresser but also in industrial circles as well as among the members. The majority of EU coiffure is however critical this proposal, because the interpretation of allergic reactions must be left to the dermatologist and there is a danger that certain liability risks on the hairdressing skip is responsible for the hair cosmetics. Coiffure EU will develop together with the industry and dermatologists problem-solving a suitable instruments.

Ecodesign-Studie über Föne. Die Europäische Ecodesign-Richtlinie 22009/125/EC sieht den Einsatz nachhaltiger und energieschonender Produkte vor. In einer vorbereitenden Studie zur Umsetzung der Richtlinie wurden die beim Verbraucher und im professionellen Friseurhandwerk eingesetzten Föne, insbesondere deren Energieverbrauch untersucht. Coiffure EU hat den Eindruck, dass die professionellen Anforderungen an Föne in der Studie nicht berücksichtigt sind. Eine hohe Wirksamkeit der Föne, die auch in der Energieleistung zum Ausdruck kommt, schont durch den kürzeren Zeiteinsatz schont schließlich die Gesundheit der Anwender.

Google translate
Ecodesign study on hair dryers. The European ecodesign directive 22009/125/EC foresees the use of sustainable and energy-efficient products. The dryers used in the consumer and the professional hairdressing, especially their energy consumption were investigated in a preparatory study on the implementation of the directive. EU coiffure has the impression that the professional requirements of hairdryers in the study are not taken into account. A high effectiveness of the hair which is expressed also in energy performance, saves using the shorter time protects the health of users eventually.

Sustainability and environment

National level – United Kingdom
The NHF is about to survey it's members about water use and the potential for water saving and cost reduction. A future edition of salon Focus will be on Eco salons and may well refer to the research Stephane presented at the last Coiffure EU meeting.

EU-level
The European Commission has adopted the 2nd of July a Communication Green Action Plan (GAP) for SMEs: Enabling SMEs to turn environmental challenges into business opportunities. The Action Plan proposes a series of actions, at European level to help exploit the business opportunities that the transition to a green economy offers.

These actions includes:
a) improving the resource efficiency of European SMEs, (for the reduction of production costs and for productivity gains);
b) supporting green entrepreneurship, (to offer new business opportunities for enterprises that bring green products and services to the market);
c) exploiting the opportunities of greener value chains,(green products have a great potential to become drivers of economic growth and job creation);
d) and facilitating market access for green SMEs (help SMEs successfully integrate into global value chains).

It is therefore important to implement the GAP thoroughly, so as to ensure an impact across Europe for the benefit of SMEs. Coiffure EU as, UEAPME firmly calls on the European Commission to fully associate the real SME intermediary bodies, Crafts and SMEs organizations, in the implementation of the proposed actions".
For more information please contact b.palmieri@ueapme.com or visit http://ec.europa.eu/enterprise/policies/sme/public-consultation-green-action-plan/index_en.htm

Craftmanship and sme's

National level - Netherlands
In the Netherlands a study on the costs of regulatory burden has been made. The result of this study is that between 5-8% of all costs in salons is caused by the regulatory burden. Keep in mind the marginal profitability of the average salon then 5-8% is a significant percentage. The study figured out the specific bottlenecks and solutions are formulated leads to a reduction in the regulatory burden for the hairdressing industry. The outcome could be of use for other European countries and will be presented in the first meeting of 2015.

EU-level
The confidence European SMEs express in the overall situation of their businesses surged nearly four percentage points from six months ago, as the UEAPME SME Business Climate Index now moves to 71.7 (from 67.9 last semester), a nearly 4-year high. Furthermore, the confidence gap between countries in the South and Periphery and countries in the North and Centre of Europe decreased to the lowest level seen in four years. Notably, SMEs exceeded their own expectations for economic performance in the first semester 2014, and in fact, every single size class and sector of SMEs expects improvements in the second semester 2014.

The significant increase seen in the UEAPME SME Business Climate Index is a sign that stabilisation and even growth are materialising and will continue to do so if current downward risks in the political sector (Russia, Islamic State) do not materialise. This improvement has been led by "good performance in the export-driven manufacturing sector and resurgence in the construction sector," said Gerhard Huemer, Director of the UEAPME Study Unit, which issues

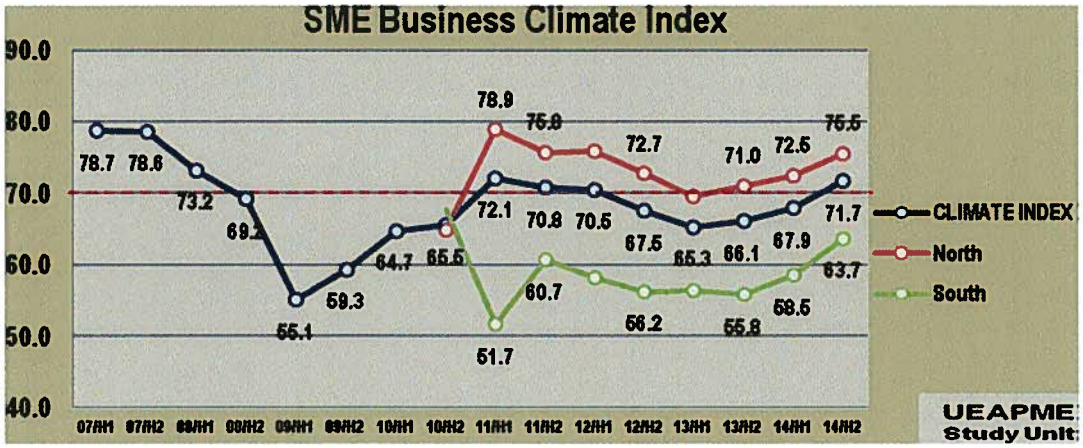
the "EU Craft and SME Barometer" prior to the EU summits in spring and in autumn. However, a point of caution, noted Mr Huemer, is that the forecast is still predicting decreases rather than increases for investment, which "will be a critical component of any long term recovery."

Many of the economic indicators of the SME Barometer saw improvements for the first half of 2014, but even more importantly, the majority of indicators exceeded expectations from six months ago and feed into even higher expectations for the second semester of 2014. "However, it seems that SMEs are currently utilising existing capacities and do not yet see the need for investing and hiring personal," explained Mr Huemer. The numbers given for the second half of 2014 give reason to believe that "Europe can expect growth from SMEs in 14/H2 and into 15/H1." He added that whether or not this positive trend becomes a robust recovery will "mainly depend on the overall economic development, on future lending conditions for SMEs and on the impact of political events on the economy in Europe."

Also notable are the significant improvements seen in both the North/Centre and South/Periphery of Europe. The confidence level of the North is now at 75.5, a clear indication of growth (led by a strong manufacturing sector), and while the South is still below the neutral line of 70, the five percentage point increase from 58.5 to 63.7 is a sign that the situation is at least becoming less negative. The fact that both regions saw improvements is a further reason for confidence.

An important contribution to the positive outlook for the SMEs comes from the construction sector, which, after years of consolidation, started to grow again, driven by a boom in construction of private housing in some Member States, like Germany, UK and Poland.

The main takeaway is that "SMEs are in a position to move from a period of stagnation to one of growth in the current and the coming semester," noted Mr Huemer.



Activities/agenda

The next meeting of Coiffure EU is scheduled on Monday 8 December. The working group meeting of the Sectoral Social Dialogue Personal Service of 9 December has been cancelled. For that reason there is no reimbursement by the European Commission. The venue to this meeting is Brussels.

National Events

National level – Switzerland

hair day '15 – D E R Event der Schweizer Coiffeurbranche. Am 18. Mai 2015 ist das Hallenstadion in Zürich Treffpunkt der Schweizer Coiffeurbranche. coiffureSUISSE präsentiert zusammen mit den Partnerfirmen den hair day '15, eine Neuheiten- und Trendplattform, die ganz im Zeichen von Inspiration und Weiterbildung steht. Die Besucher erwartet ein Event mit internationalen Frisurenshows, Workshops, Ausstellungsständen und Firmenlounges.

Google translate

hair day ' 15 - D E R event of the Swiss hairdresser industry. On the 18th may 2015, the Hallenstadion in Zurich is meeting point for the Swiss hairdresser industry. CoiffureSUISSE presents the hair day ' 15, a news and trend platform, which is dominated by inspiration and training together with the partner companies. An event with international hair shows, workshops, exhibition stands and corporate lounges awaits the visitor.

Your input in this newsletter? Send a mail to info@coiffure.eu

SMEs mean jobs and growth

UEAPME priorities for 2015 - 2019

The 20.7 million SMEs in Europe count for 99.8% of all enterprises, 2/3 of employment and close to 60% of the added value created in the European Union. These enterprises play a decisive role in Europe's economy and society, are drivers of innovation and ensure social and regional stability. Only with a prosper SME sector, a sector hit hard by the current crisis, will Europe be able to tackle the most important challenges ahead like restoring economic growth, fighting (youth) unemployment, reforming the social model and creating welfare for the future.

To achieve this, Europe needs to lay the foundations for post-crisis growth and modernisation. To make this happen, a stronger Crafts and SME policy has to be put forward as one of the top priorities of all European Institutions over the next five year period. To enable change, UEAPME demands a more ambitious growth strategy as well as a future SME policy built on the following priorities:

- **Europe needs a better Economic policy mix to ensure growth, employment and stability**

  An improved policy mix has to give a stronger focus on investment and growth enhancing structural reforms without endangering mid-term fiscal consolidation. Sustainable public households are a precondition for financial stability generating economic growth. However, fiscal consolidation has to be accompanied by investments in infrastructure, innovation and skills.

- **Europe needs a stronger industrial base to strengthen its competitiveness**

  UEAPME fully supports the aim to strengthen the industrial base, but this needs a comprehensive approach, one that targets the whole supply chain with a specific focus on SMEs and related services. Such a strategy has to build on strong research and innovation policies and needs standardisation systems that are accessible for SMEs and respect their needs and interests. Finally, it has to ensure access to resources and energy under competitive conditions as well as it needs more efforts to digitalise Europe. The strategy for reindustrialisation needs to be "Competitiveness First".

- **Europe needs to promote entrepreneurship and entrepreneurial culture**

  UEAPME demands a "cultural change" towards entrepreneurship, which includes the recognition of entrepreneurial endeavors and the important role intermediary business associations play in advising SMEs. Furthermore, slow administrative procedures and other barriers for entrepreneurs and start-ups have to be removed. Therefore, entrepreneurship and the spirit of initiative must be integrated in all programmes for education and training to build a future entrepreneurial society.

  Transfer of businesses remains a main challenge for SMEs in the coming years and UEAPME asks to support this difficult process by awareness raising, coaching and the creation of well-functioning market places. Furthermore, UEAPME asks for support towards entrepreneurs having experienced bankruptcy so as to find a job or to restart. This would also be supported by less burdensome insolvency procedures, allowing a second chance.

- **Europe needs to improve the regulatory environment for Crafts and SMEs**

  SMEs suffer from complex and burdensome regulations and waste too much time dealing with red-tape. Regulations need to be properly designed by strictly applying the Think Small First principle, based on independent impact assessments and a compulsory SME test. Both have to take into account the adaptation, compliance and administrative costs. They have to be applied if substantial changes during the legislative process occur. National implementation has to avoid "gold-plating". The REFIT programme is supported by UEAPME, but must first be applied to the most burdensome regulations for SMEs, such as REACH.

- **Europe needs to ensure access to markets and a level playing field for SMEs**

  In order to make full use of the Internal Market, the Services Directive has to be fully implemented in all Member States, so as to guarantee fair competition. An EU-wide administrative enforcement instrument should be introduced. A level playing field needs a correct and full implementation of agreed rules and their enforcement in all Member States. Furthermore, it has to be ensured that the new Enterprise Europe Network really reaches SMEs.

  UEAPME supports Free Trade Agreements, but insists that effective and accessible trade defence instruments ensure fair competition and enforce Intellectual Property Rights.

  Finally, SMEs need regulations that provide a fair balance as regards consumer rights and ensure fair competition between local producers and service providers and large multinationals.

- **Europe needs to improve financing of the real economy**

  Access to finance for SMEs has to be improved by completing financial market reforms, strengthening the creditworthiness of SMEs, supporting the establishment of decentralised local banks and broadening the guarantee systems for financial instruments. Access to EU financial instruments needs to be facilitated.

- **Europe needs more adequate education and training systems and modernised labour markets**

  The provision of skills and qualifications needed by employers has to be ensured by strengthening vocational education and training. Financial incentives need to be provided to tap fully the potential of training placements and fostering the recognition of competences. Furthermore, youth guarantee programmes have to focus on apprenticeships and traineeships.

  Labour law and wage setting mechanism have to respect the flexibility needs of SMEs. Wages need to be in line with productivity.

- **Europe needs an energy and environment policy which takes competiveness into account**

  EU climate and energy policies need realistic targets and have to be proportional with other parties' commitments to respects price competitiveness of companies. Furthermore, energy costs should be reduced by continuing the liberalisation, decentralisation and integration of energy markets. Security of energy supply needs to be guaranteed.

  Finally, the EU has to tap the potential of SMEs to improve energy efficiency and make resource efficiency a new business opportunity for SMEs.

To achieve these goals, UEAPME asks for a revised version of the Small Business Act, which enforces the Think Small First principle and translates the above priorities into political reality. Effective implementation needs to be guaranteed. Last but not least, the dimension of Crafts and SMEs needs to be integrated into all EU policies.

Full version of the UEAPME Policy Paper 'SMEs mean jobs and growth' with concrete policy proposals can be found at:

http://www.ueapme.com/IMG/pdf/140611_UEAPME-2020_final.pdf

MAISON DE L'ECONOMIE EUROPEENNE - RUE JACQUES DE LALAINGSTRAAT 4 - B-1040 BRUXELLES
TEL +32 (0)2 230 75 99 - FAX +32 (0)2 230 78 61 - E-MAIL g.huemer@ueapme.com