



INITIATIVE FOR TRANSPARENT LABELLING of products in Europe

MADE IN EU - Independence for secure jobs and prosperity

This is the approach taken by I-MIE GmbH, which last year launched the licensed and registered MADE IN EU label. (www.made-in.eu). The purpose of the initiative is to ensure the transparent labelling of products manufactured in the EU. Cross-industry labelling for more added value in the EU, shorter transport routes, quality in production, more independence from global supply chains, secure jobs and thus more prosperity in society.

How much globalisation is required in Europe?

When we think of the economy, it is terms like recovery and pre-crisis levels, as well as supply delays, resource shortages and price increases, that we encounter every day. The ship that ran aground in the Suez Canal or reports of closed ports in the Asian region, 1000s of missing containers - all news that went and continues to circulate around the world. This quickly raises the question of how much globalisation does Europe need?

Traditionally, Europe has been a powerhouse of technology, research and development, coupled with traditional craftsmanship in various industries. The individual countries within the EU were characterised by a mostly small and medium-sized business landscape, often family-run, with strong ties to tradition, but with a strong international orientation. But of course, increasing globalisation - decades back - is here to stay. Company mergers, international takeovers, the migration of production and the associated loss of know-how and price pressure have changed the corporate landscape and structures. The result over years: A fully interconnected global economy, dependency, loss of technology leadership, loss of jobs and know-how.

And now the economy is worried about raw materials, assembly lines are at a standstill and recovery is at risk due to a lack of parts. Regional and domestic production suddenly takes on a whole new significance. The production and supply chains within the EU should guarantee the further processing and availability of goods.

Europe is measured against the USA and ASIA

The advocate of such EU-wide programmes is EU Commissioner Thierry Breton, who, for example, is striving for 20% of all semiconductors to be produced in the

EU within the next ten years. The Austrian Federal Minister for Digitalisation and Economic Affairs, Dr Margarete Schramböck, also supports this initiative, classifying the current chip shortage situation for the automotive industry as already 5 after 12. “If we want to bring foreign production back to Europe, we have to make several adjustments. Now more than ever, the rapid revision of competition law [...] is needed. The European member states must pull together here; we are not measuring ourselves against each other, but against the USA and Asia,” the minister stressed to the 23.9.2021 industry magazine.

Strength and independence

Such so-called reshoring projects consume time and large investments, but at the same time are supposed to strengthen the European economy and make it more independent. Reshoring now exists in many different sectors. Favoured by a change in consumer behaviour and awareness of regional production, companies are trying to “bring back” whole manufactures, individual lines or individual products. And anyone who takes a closer look at the subject quickly realises how much production already takes place in the EU. The problem, however, is often that locally produced goods are not recognisable as such. Because only if the customer knows about the origin of the products can he actively choose regional products.

Additional information: www.made-in.eu

Media and press review: <https://www.made-in.eu/media/>

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