

Press Release

Strasbourg, 19 February 2008

EUROCHAMBRES turns 50: New image, traditional values

EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, celebrates its 50th anniversary this year. The festivities for this event took place today in Strasbourg – the city where the “Conférence Permanente” of what became EUROCHAMBRES held its first assembly back in 1958.

On this occasion – gathering representatives of the Chamber network and Members of the European Parliament – EUROCHAMBRES launched two symbolic initiatives underlining its commitment to adapt to the challenges of the 21st century: a joint Declaration by the Chamber network and a new logo.

The Chambers’ Declaration: a common vision for the future

EUROCHAMBRES was the first business organisation to be set up at European level following the signing of the Treaty of Rome. Its unique specificity lays in the fact that it is the sole European business organisation whose members actively work for the development and growth of companies, as well as for the economic development of their regions.

Galvanised by the achievements of the last 50 years, EUROCHAMBRES and its member organisations renew their future commitment to:

- Underpin the competitiveness of European companies through actions based on the four strands of the Chambers’ Manifesto*.
- Promote and develop the entrepreneurial spirit at an early stage. Chambers will expand their mission as interface between public authorities, companies, schools, training centres and universities to devise tools to develop entrepreneurial spirit and risk-taking and to detect talent and vocation as early as possible.
- Encourage at local, regional and national levels, the emergence of genuine platforms for discussion involving public authorities and all relevant economic stakeholders. In this respect, the European Parliament of Enterprises, to be organised in October, will establish a direct dialogue with the European institutions, allowing entrepreneurs from the 27 Member States to express their opinions democratically on the main topics of economic interest.

The Chambers’ Declaration, endorsed by all EUROCHAMBRES’ member delegations, is included in a special brochure summarising the highlights of EUROCHAMBRES’ history. Both Declaration and brochure can be downloaded from www.eurochambres.eu/Content/Default.asp?PageID=1&DocID=723.

EUROCHAMBRES – The Association of European Chambers of Commerce and Industry represents over 19 million enterprises in Europe through members in 45 countries and a European network of 2000 regional and local Chambers.



New logo: dynamism and energy!

“Some say life begins at 50!” said Pierre Simon, President of EUROCHAMBRES. “We wanted the same spirit to be reflected in EUROCHAMBRES’ image. This is why the gold in the old logo has been discarded and replaced by bright yellow, indicating the Association’s vitality. The royal blue remains unchanged, pointing to the institutional aspect of our European mission. The globe evokes the idea of experience and tradition, while depicting movement and circulation. This image conveys the values that Chambers pursue in their daily work.”

The new logo can be downloaded from www.eurochambres.eu/Objects/1/Images/LogoEUROCHAMBRES.jpg

* The four strands of the Manifesto are: Business creation, development and transfer; Internationalisation of companies; Training and education; Innovation.
