



Press Release

MC organises trade fair appearance of the European Commission at the IFA

Integrated campaign informs about CE marking

Berlin, September 3, 2010. Ranging from cell phones to teddy bears – many EU-products wear the CE marking. But what does this marking stand for? On behalf of the European Commission, MEDIA CONSULTA implements the integrated information campaign “CE marking makes Europe’s market yours!”. The agency has already organised various trade fair appearances and information seminars in Germany, France, Great Britain and Romania in order to inform entrepreneurs and consumers.

Consumers as well as small and medium sized enterprises are often not fully familiar with CE marking. The Directorate General of Enterprise and Industry wants to use their 2-year information campaign to educate about this subject. From this marking, the consumer can see that a product complies with all EU-regulations and thus can be marketed and sold throughout the whole of the EU.

From September 3-8, 2010, MC will organise the trade fair appearance of the European Commission at the IFA Berlin and will answer all questions regarding the CE marking. For enterprises, the certification process and the meaning of CE marking are important in order to gain access to the European market.

The IFA is the world’s largest trade fair for consumer electronics and electronic household appliances. For the 50th time, international representatives of this industry sector introduce their new products and innovations.

In addition to organising trade fair stands and educational seminars for enterprises, MC also informs audiences about the CE marking with a viral spot and provides background information on the newly developed and



designed website www.ec.europa.eu/CEmarking. Using information and promotion material such as flyers and give-aways, MEDIA CONSULTA draws attention to the EU-campaign on an international level.

Caption:

At the Hannover Messe in April 2010, the information campaign of the European Commission was officially introduced.

Information material:

The flyer designed by MC provides all key facts on CE marking and explains the certification process for enterprises.

MEDIA CONSULTA:

MEDIA CONSULTA (MC) is a leading independent PR and advertising agency in Europe and a market leader in the areas of corporate communications, institutional communication and youth marketing. In addition to German branch offices in Berlin and Cologne, MC is the only German network to maintain its own network agencies in all 27 EU member states, the accession states and key business centres throughout the world. Within our integrated agency network, MC specialist agencies cover all areas of modern communication under one umbrella. This includes public relations, advertising and media, corporate publishing, interactive marketing, sports, youth and music marketing, event management and TV production.

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