

International Marketing

A European Perspective
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The EU Founders

New ideas for lasting peace and prosperity...



Konrad Adenauer



Alcide De Gasperi



Winston Churchill

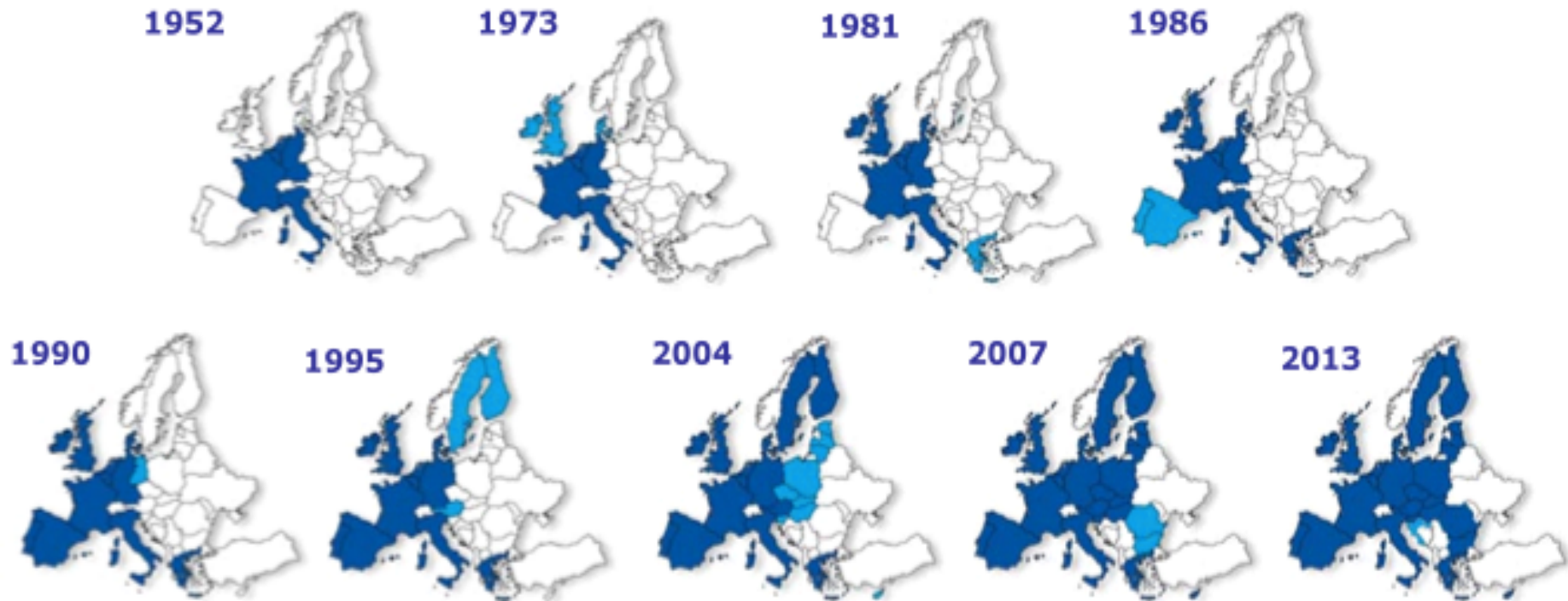


Robert Schuman



Jean Monnet

EU History



Europe grew through various kinds of agreements.

EU History

1952
The European Steel and Coal Community

1958
The treaties of Rome:
The European Economic Community
The European Atomic Energy
Community
(EURATOM)

2009
Treaty of Lisbon

1987

The European Single Act: the Single Market

2003
Treaty of Nice

1999
Treaty of Amsterdam

1993
Treaty of European Union
– Maastricht

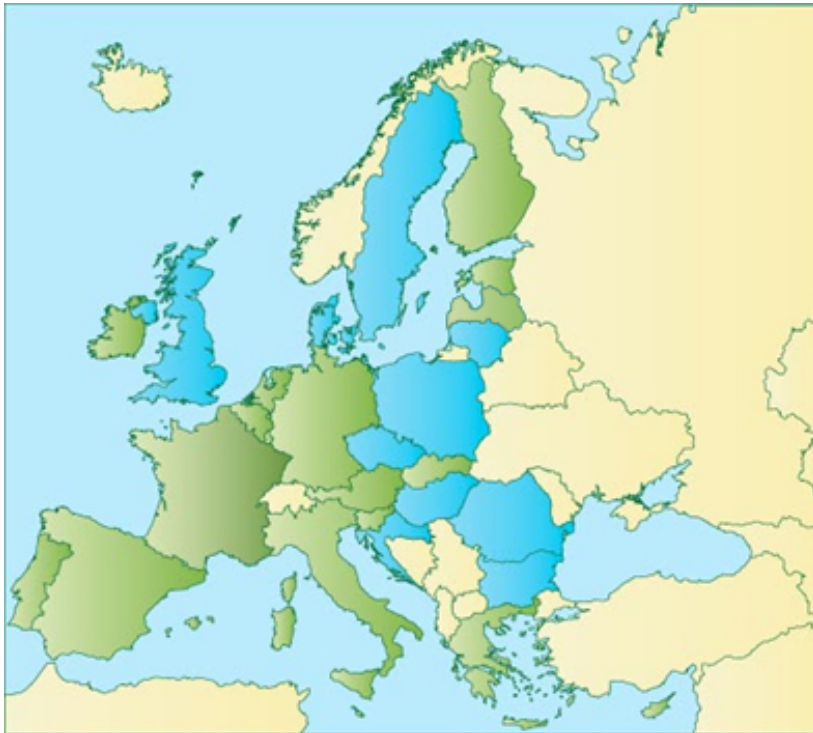
The European Union



28 countries

508 million people

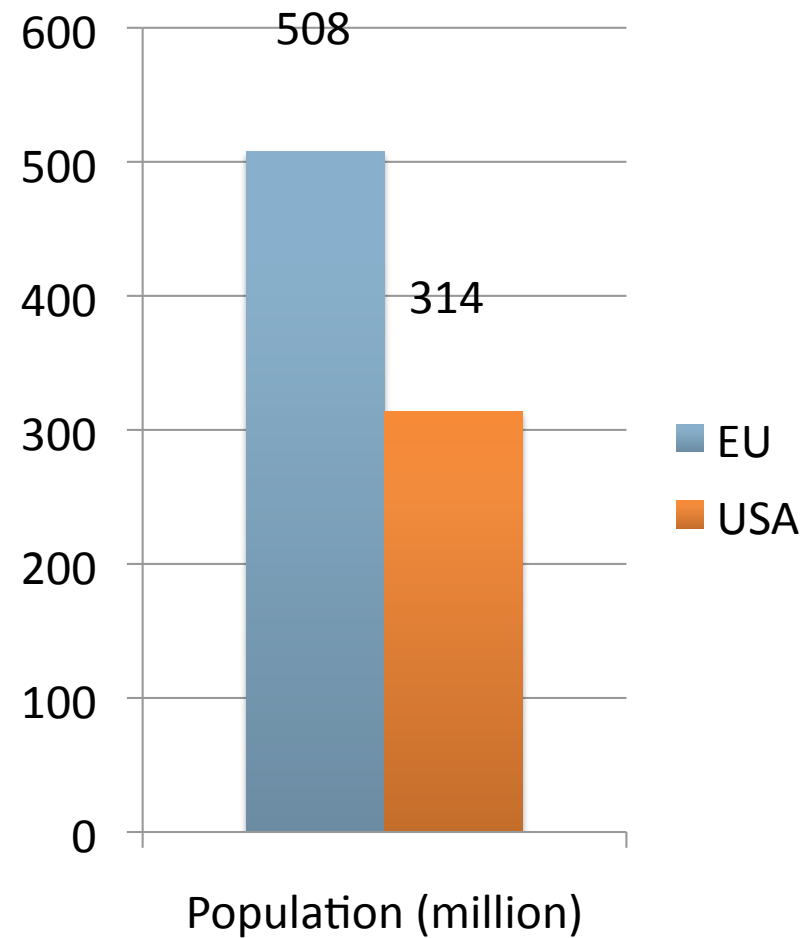
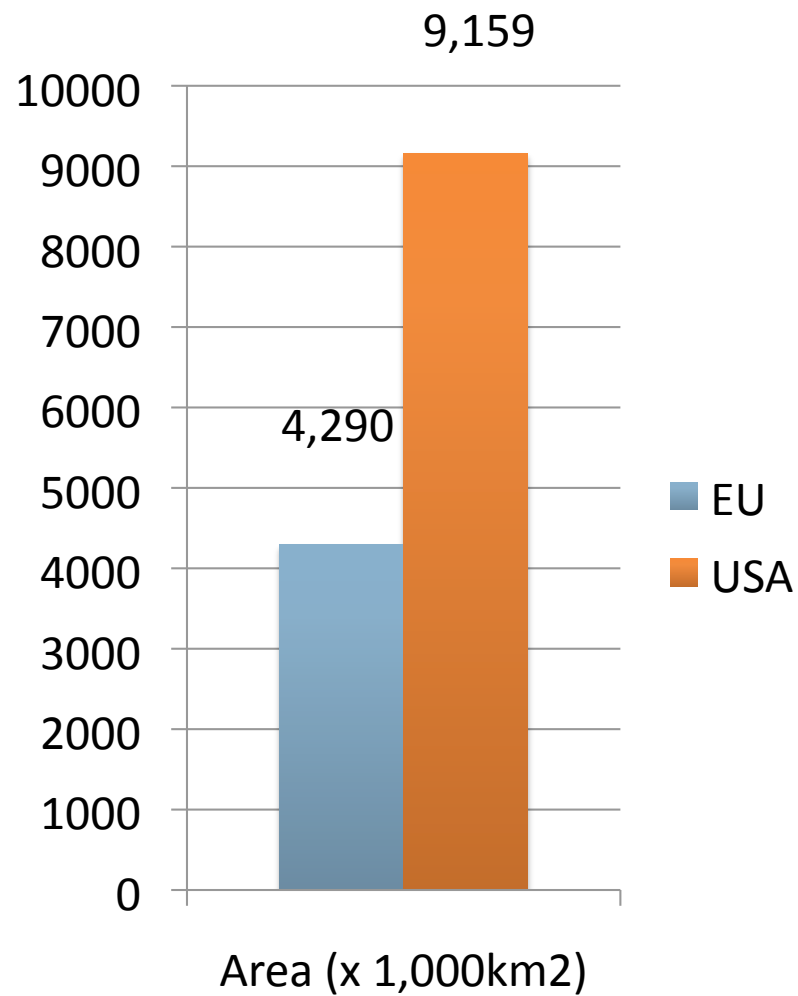
The European most common currency



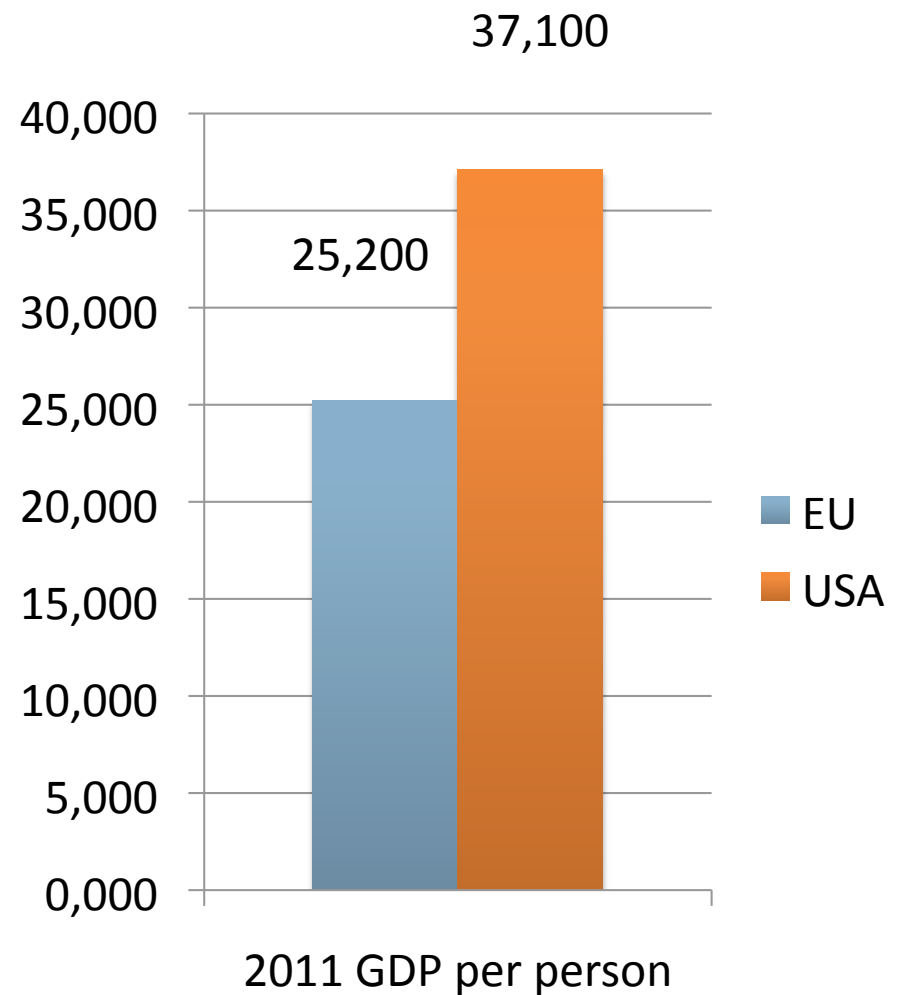
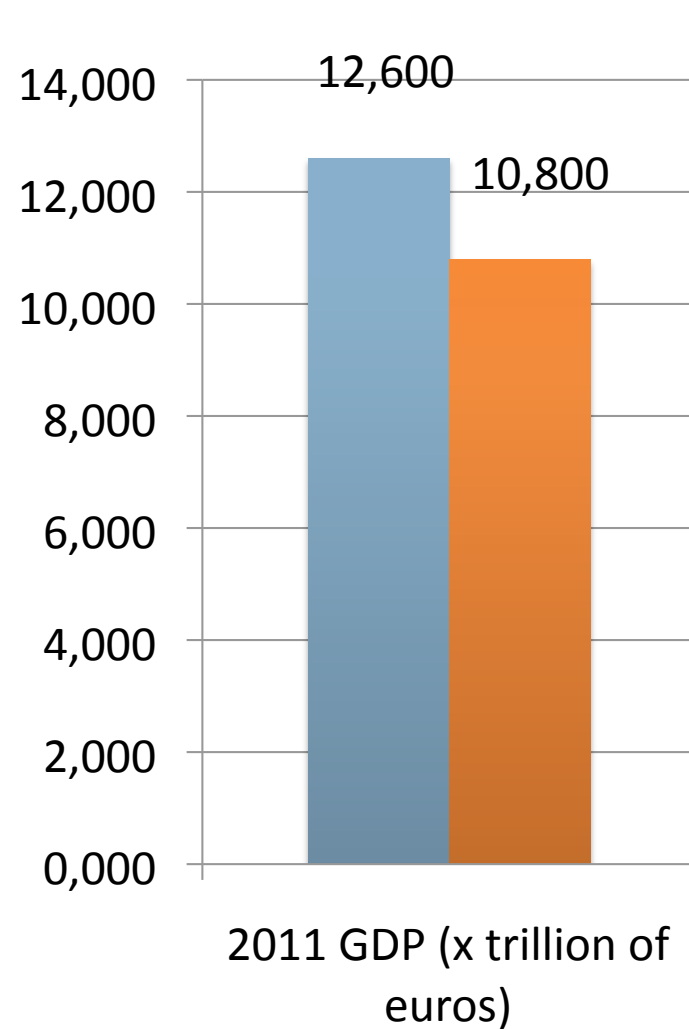
- EU countries using the euro
- EU countries not using the euro



EU compared to USA



EU compared to USA



European institutions & leaders

The European Parliament - voice of the people

Martin Schulz, President of
of the European Parliament



The European Council - voice of the Member States

Herman Van Rompuy, President of the European Council



The European Commission - promoting the common interest

José Manuel Barroso, President
of the European Commission



European institutions role

European Parliament

Council of the EU

European Commission

Members directly elected by citizens

National and EU-level leaders appointed by national governments

Members appointed by national governments

Represents the EU's citizens
Adopts laws

Sets priorities
Represents the governments of the individual member counties
Adopts laws

Promotes the interests of the EU as a whole
Proposes new laws
Ensures that the laws are applied and implemented

This is how laws are made



The 5 targets for the EU in 2020

Employment

Research & innovation

- 3% of the EU's GDP to be invested in research

Climate change /energy

- Lower gas emissions, develop energy from renewables, increase in energy efficiency

Education

- Decrease school drop-out rates

Poverty

- decrease poverty and social exclusion

The EU symbols



EU Diversity



EU Diversity



Culture

- 24 official languages
 - ✓ 3 in Belgium
- Education
- Food
- Literature
- Music
- Holidays
- Tradition
- Behavior



The exemple of architecture



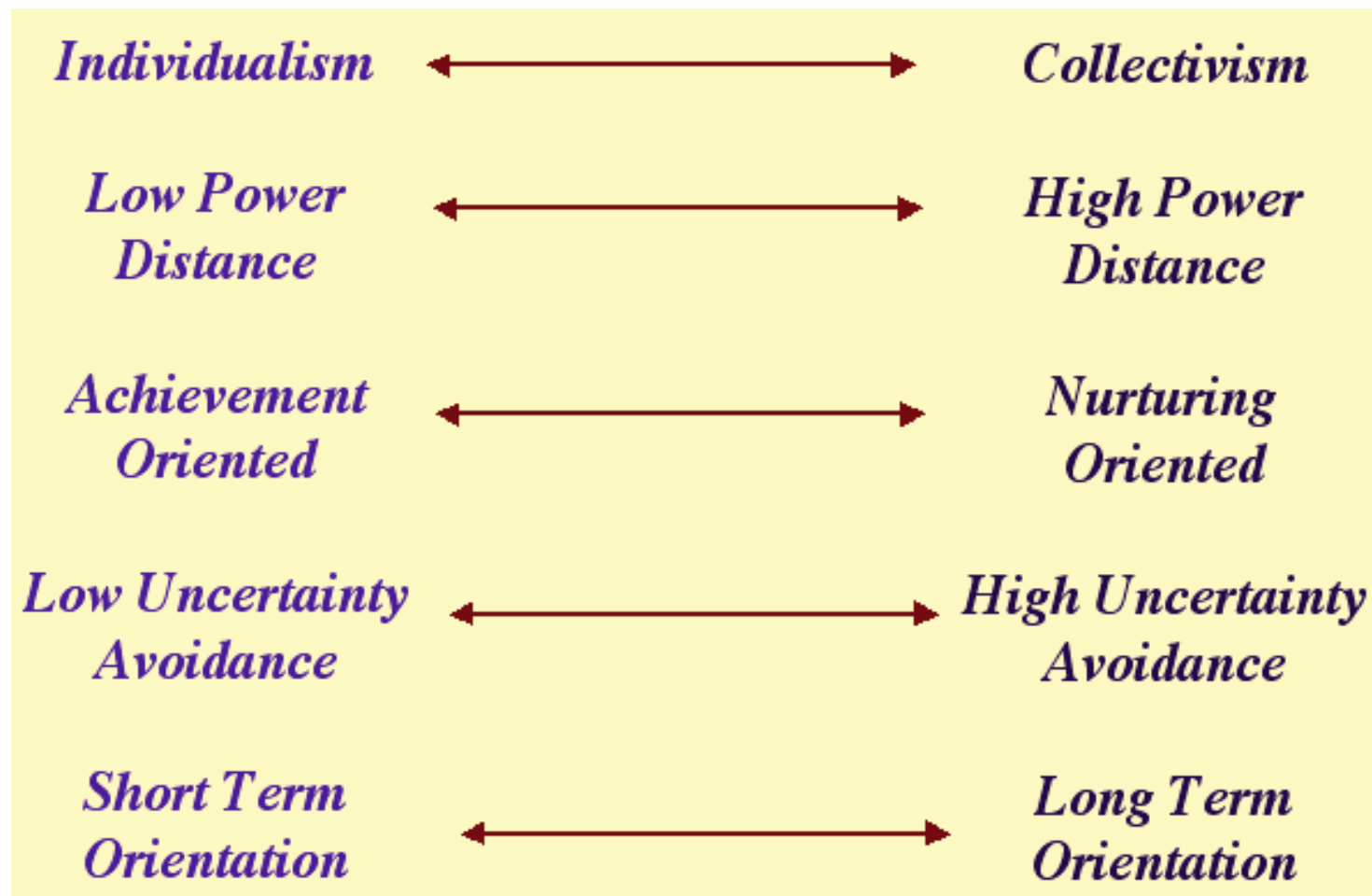
The example of VAT rates

I. LIST OF VAT RATES APPLIED IN THE MEMBER STATES

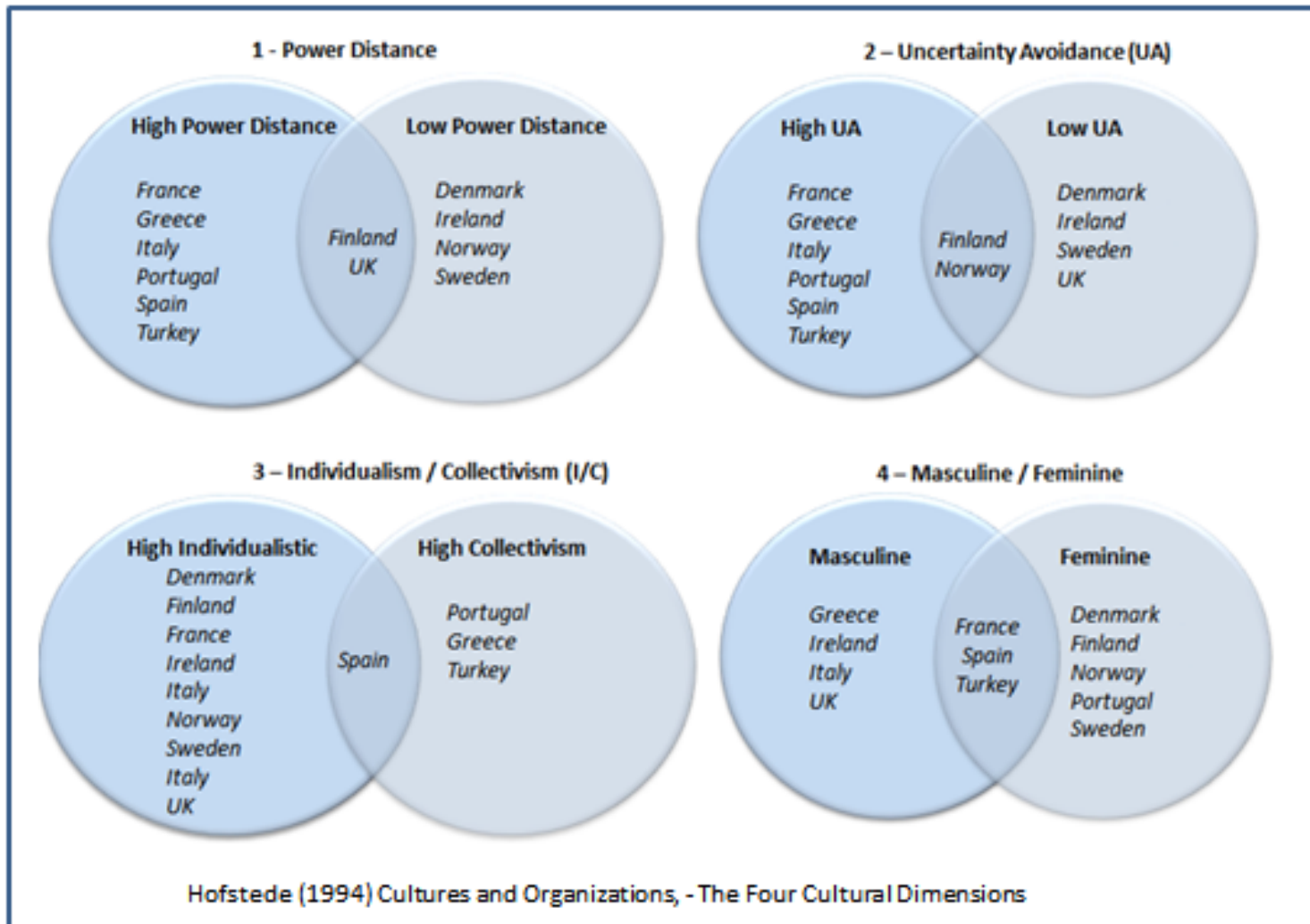
Member States	Code	Super Reduced Rate	Reduced Rate	Standard Rate	Parking Rate
Belgium	BE	-	6 / 12	21	12
Bulgaria	BG		9	20	-
Czech Republic	CZ	-	10	20	-
Denmark	DK	-	-	25	-
Germany	DE	-	7	19	-
Estonia	EE	-	9	20	-
Greece	EL	-	6,5/13	23	-
Spain	ES	4	8	18	-
France	FR	2,1	5,5	19,6	-
Ireland	IE	4,8	9 / 13,5	21	13,5
Italy	IT	4	10	20	-
Cyprus	CY	-	5 / 8	15	-
Latvia	LV	-	12	22	-
Lithuania	LT	-	5 / 9	21	-
Luxembourg	LU	3	6 / 12	15	12
Hungary	HU	-	5 / 18	25	-
Malta	MT	-	5 / 7	18	-
Netherlands	NL	-	6	19	-
Austria	AT	-	10	20	12
Poland	PL		5 / 8	23	-
Portugal	PT	-	6 / 13	23	13
Romania	RO		5 / 9	24	-
Slovenia	SI	-	8,5	20	-
Slovakia	SK	-	10	20	-
Finland	FI	-	9 / 13	23	-
Sweden	SE	-	6 / 12	25	-
United Kingdom	UK	-	5	20	-

N.B.: Exemptions with a refund of tax paid at preceding stages (zero rates) are not included above (see section V)

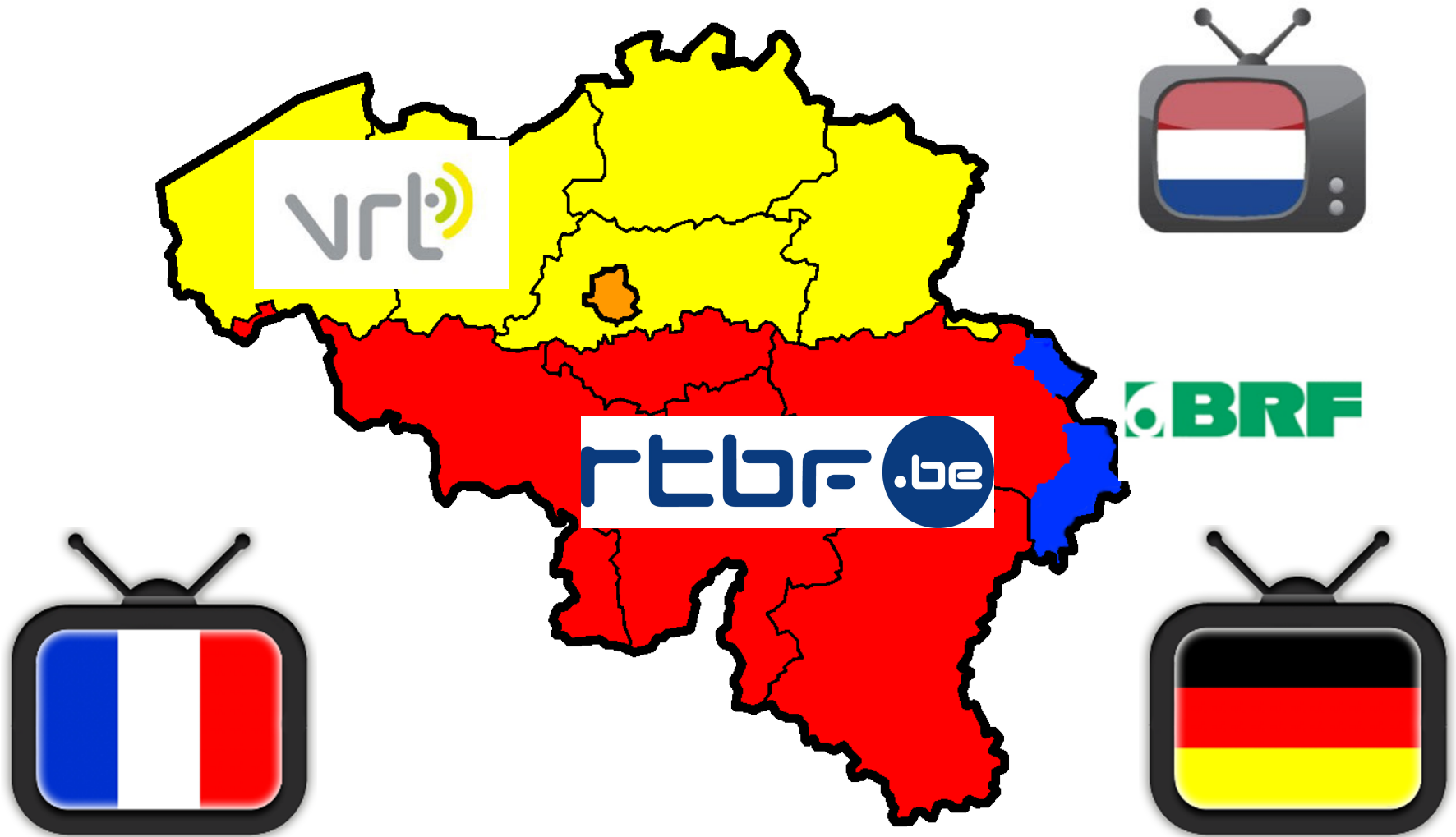
Hofstede's model of national culture



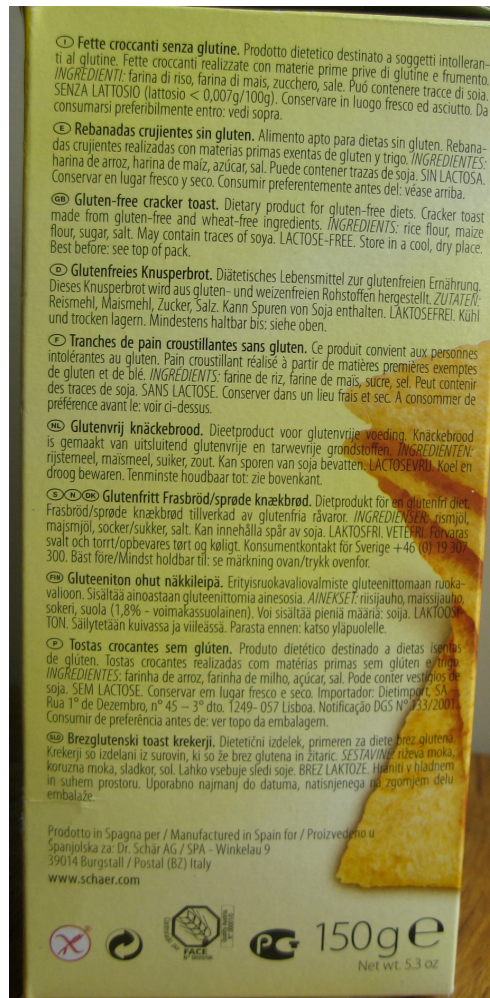
European cultural dimensions



Impact on advertising

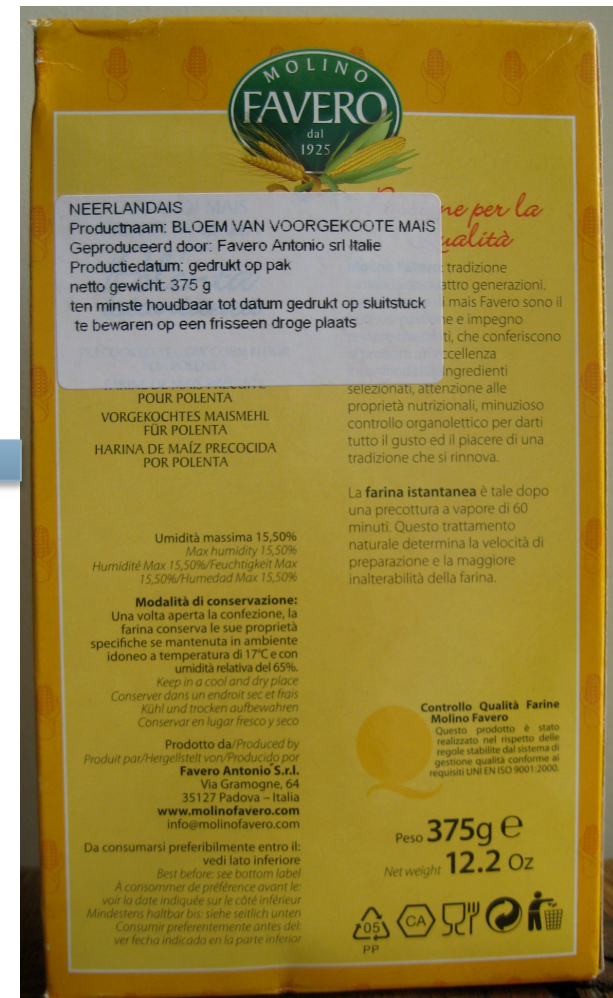


Impact on packaging



10 languages

Additional sticker



Impact on branding

France



Belgium



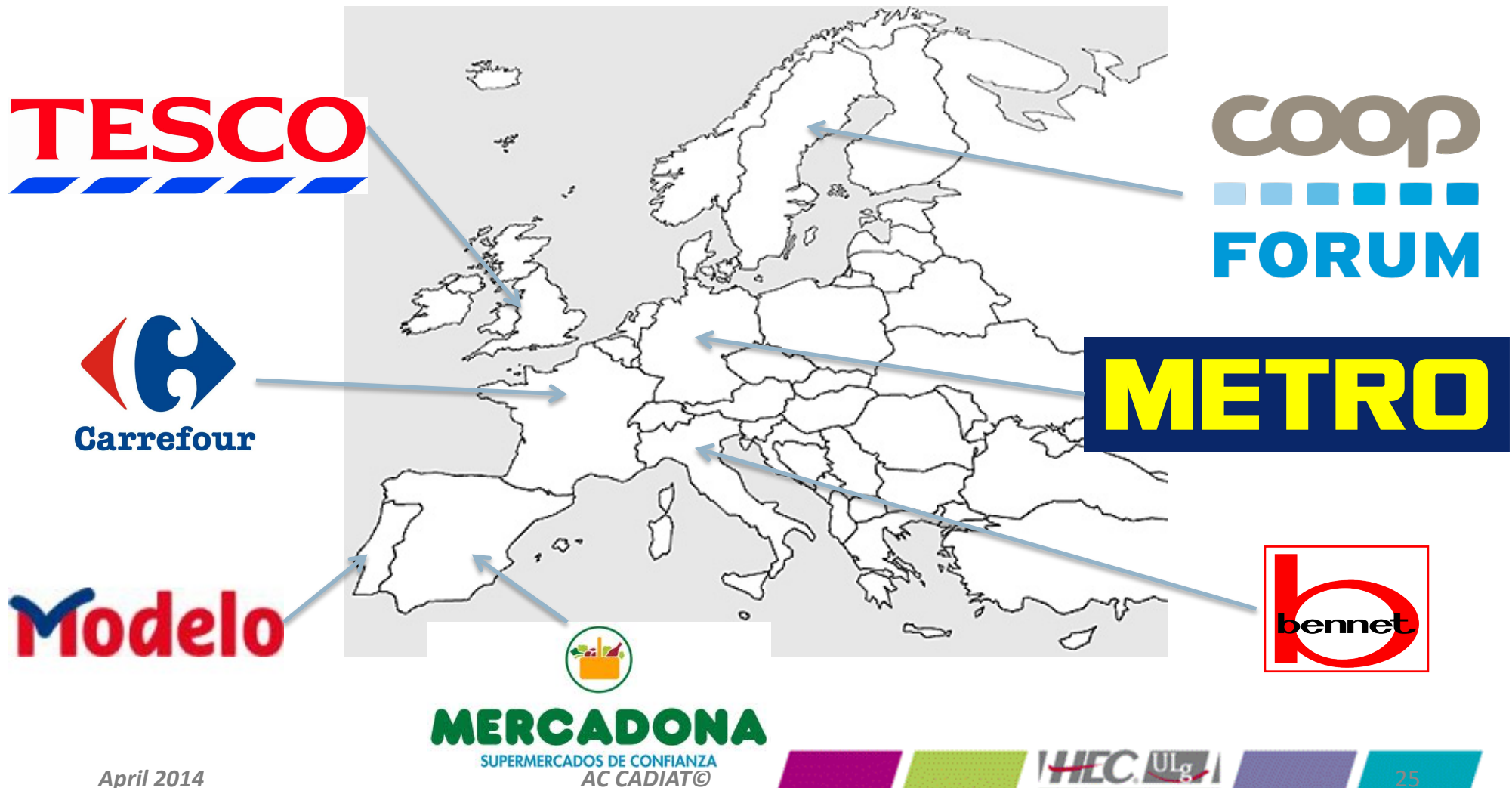
Impact on branding

Auchan



Alcampo

European retailers



April 2014

European bakeries



Conclusion

- You can think global but you must act local!
- Being aware of differences will help you reach your target
- All things evolve constantly mostly because of European programs and ICT

To go further

- http://europa.eu/index_en.htm
- http://ec.europa.eu/consumers/europadiary/uk/about_eu/eu_timeline_en.htm
- http://ec.europa.eu/taxation_customs/resources/documents/taxation/vat/how_vat_works/rates/vat_rates_en.pdf
- Cultures and organizations, Geerts Hofstede (1994)