Industry and international industrial competitiveness: Community action programme

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OBJECTIVE: To draw up an action programme with a view to improving the competitiveness of European industry, which will provide the basis for economic growth and employment creation and will contribute to economic and social cohesion. COMMUNITY MEASURE: Council Decision 96/413/EEC on implementation of a Community action programme to strengthen the competitiveness of European industry. SUBSTANCE: The main objectives of the action programme are to: 1. Promote intangible investments (vocational training; research; promotion of quality; new ways of organizing work; improving the dialogue between the two sides of industry, etc.); 2. Develop industrial cooperation at horizontal level while also taking account of the situation of the: - Central and Eastern European countries and the CIS; - Latin American and Mediterranean countries, - Asian countries, - ACP countries. 3. ensure fair competition both inside and outside the Community; 4. modernize the role of the public authorities (e.g. further deregulation, redefinition of public service objectives, development of partnerships between big businesses and small firms, simplification of legislation and administrative procedures, etc.); 5. pave a smoother way for the 'learning society' (promotion of vocational training); 6. intensify and deepen relations between the EU and the US, particularly via support for the Transatlantic Business Dialogue; 7. establish a data base on the barriers encountered by European businesses in non-Member countries on a market-by-market basis; 8. examine the question of the scattering of industrial activities and services and report to the directors-general for industry; 9. improve the operation of the internal market, in particular with a view to speeding up the process of standardization; 10. upgrade the complementary nature of industrial activities and the related services; 11. draw up an annual report on trends in the competitiveness of European industry.