

IW Study on Product Labelling – The Industrial Customer’s Perspective

Labelling is recognized as a useful regulatory tool to bridge product-related information gaps in business-to-consumer (B2C) relations. When purchasing home appliances, uninformed consumers tend to be guided by the green-to-red-scale to learn about energy efficiency performance. This is where labels seem to make sense: they compensate for market failure.

In a business-to-business (B2B) context, however, the buyer is well informed of his purchases and related performance. Labelling initiatives often bring all types of products into one scope. This creates regulatory uncertainty for mechanical engineering companies who mainly trade with other businesses. As the European Parliament and Council prepare themselves to deliberate a recently tabled policy proposal for a label and certification framework on cyber security, a new evidence-based study by the Cologne Institute for Economic Research sheds light on why the industrial customer should be treated differently to the final consumer in upcoming legislation.

We would be delighted to have you join the presentation and take part in the

Breakfast debate

with

Martina Werner, MEP, member of the ITRE Committee

With introductory remarks by

Dr. Manfred Wittenstein, WITTENSTEIN SE and IMPULS-Foundation,
presentation by

Dr. Karl Lichtblau, Cologne Institute for Economic Research, and
concluding remarks by

Naemi Denz, German Engineering Association VDMA.

on 7 November 2017

from 8h30 to 10h00

in the Members’ Salon of the European Parliament

Please RSVP until 1st November 2017 under the following [link](#).
Please let us know briefly in the message field if you need an access badge to
the European Parliament.