

# Competitiveness Begins with Confidence

President Juncker is demonstrating decisive leadership in the design of the new Commission and by clearly differentiating many policy lines from the past.

**The key to success is in building confidence.  
That extends to business confidence too.**

Care must be taken not to simply talk competitiveness while undermining the industry we have. The EU must nurture a broad and balanced industrial base, especially its existing manufacturing industry, to sustain the European economy of the twenty first century.

Policies once set must not be systematically revisited and changed. That destroys investor confidence.

The EU must re-establish itself as a reliable location to invest, so that boardrooms in Europe and around the world extend existing manufacturing operations in the EU and inject new investment.

The simple truth is that business needs stable policy and legal certainty to invest with confidence. Do the right thing, please, Mr. President!

**GOOD LUCK TO THE JUNCKER COMMISSION.**

**INTERNATIONAL  PAPER**

International Paper Europe has reduced its greenhouse gas emissions by 73% since 1990. It is committing to reduce them a further 20% by 2020 (baseline 2010).

The Company is currently planting in Poland what will be one of Europe's largest woody biomass plantations providing carbon neutral energy for its manufacturing operations.