

Elmar Brok
Chairman of the Committee on Foreign Affairs of the European Parliament

Caused by the European internal market the European economies are interdigitated as never before in the European history. Trade on the European internal market has reached a volume of roughly 1,500 billion €, which shows the dimension and importance of this project.

The societies, especially on matters of education need to reach a similar level of integration. The EBBD is a milestone which is applicable throughout Europe. It illustrates the increased necessity for highly qualified young talents and the relevance of necessary additional competences, like multilingualism and intercultural awareness.

Thus the EBBD is the logical consequence of the Bologna Process, which targets a unification of qualification, together with an increased labour mobility. This process also increases the chances of young people on the European labour market, as well as at a global scale and hence also strengthens the economic power of the EU and its competitiveness.

The EBBD guarantees the next generation of business managers an education which corresponds to the changing environment in which business is being conducted. It is a clear commitment to an international focus, which is illustrated in moduls such as "Competences in international business fields", "European competences" or "Language competences". In addition, instruments like CLIL and work placements abroad should lead to an optimal education level.

The EBBD is trendsetting and as an investment into the competitiveness of Europe and of coming European generations without any alternative. Thus the EBBD embodies not only the reality, as well as the standard which Europe and Germany aims for, it also lives Goethe's principle: "A smart person, will find the best education in travelling."

With education, it is similar to the fields of fiscal and tax policy, further integration and unification is of vital importance for the EU.

I wish you a successful conference and productive discussions which hopefully will lead to new impulses in this field.

As a member of the European parliament I am especially interested in a European approach in the realm of education and I hope that in the near future further steps to a corresponding unification on a national and European level can be implemented.

A handwritten signature in black ink, reading "Elmar Brok". The signature is written in a cursive style with a large, stylized initial 'E'.