



PRESS RELEASE

Brussels, 28 April 2003

EurActiv.com accompanies “Europa renaissance” with new Spring version

EurActiv.com, the leading independent online media on EU policies, has presented a leaner version of its multilingual web site, including new content services such as interviews and profiles. The “Spring version” of the EurActiv site was launched on 28 April 2003.

User-friendly, multilingual navigation:

- The upgraded lay-out has an **easier navigation structure** within EurActiv’s policy section policy areas.
- A new software architecture provides **faster access**.
- Two features facilitate access to **translated content** (partial or complete):
 - Opening language version name www.euractiv.co.uk , www.euractiv.fr , www.euractiv.de .
 - Shortcut addresses, such as www.euractiv.com/fr/education

New content services: interviews and VIP profiles

- In a first round of **interviews**, EurActiv interviewed:
 - six Commissioners (Barnier, Byrne, Busquin, Diamantopoulou, Liikanen and Verheugen),
 - and several other political, industry and NGO leaders (Wim Philippa – ERT; Philippe de Buck – UNICE; Maja Wessels – AmCham EU Committee; Eggert Voscherau – CEFIC; Brian Ager – EFPIA; Klaus Töpfer – UNEP and others).
 - All outlined their ideas on the “renewal of Europe” and the implications of enlargement in different policy areas. A sample of contributions will appear in EurActiv’s printed yearly brochure “Special Edition” in June under the title “Europa Renaissance”.
- EurActiv will also publish **profiles of key EU decision makers**.
 - The profiles provide short background information as well as essential links to speeches and EurActiv news mentioning these VIPs.
 - The series started with profiles of José Maria Aznar, Tony Blair, Jacques Chirac, Valéry Giscard d’Estaing and Gerhard Schröder. More profiles will follow on a regular basis.

EurActiv’s Editor, Willy De Backer, stated: *“We are proud to present this rejuvenated version of the portal. We reach nearly one million page views per month. This is very good for a specialised media. We are clearly the leader in the private sector, complementing the institutions’ Europa server. With these new content services and our improved user experience, we will be in an even better position to satisfy our readers’ needs.”*

For more information, call

Willy De Backer, Editor, at +32 2 226.58.14 or email editor@euractiv.com or

Christophe Leclercq, Publisher at +32 2 223.58.13 or email publisher@euractiv.com

The EurActiv website is available via www.euractiv.com .

Note to the editor:

EurActiv.com is the leading private sector portal on EU Affairs. With more than 950,000 page views per month, the site is an important working instrument for the majority of *EU Actors* (institutions, industry federations, NGOs, think tanks, the press and others) involved in defining or influencing EU policies.

General sponsors of the EurActiv portal are: the European Commission's eContent and IST programmes, Solvay, CEPS, Microsoft, Toyota Motor Europe, DuPont and Club Europa Romania. Section sponsors of EurActiv are: APEAL, BP, Deutsche Bank, Edelman, EIPA, Eucomed, France Telecom, Hydro, Levi Strauss & Co, Michelin, Pfizer, Squire Sanders.

Plus special support from DG Education and Culture, and ERT - The European Round Table of Industrialists.

EurActiv also has 50 "content partners" (NGOs & think tanks) as well as ca. 500 "contributors", providing their policy positions for free publication, up to the editorial team. Input welcome: editor@euractiv.com .

EurActiv policy sections are open to further sponsoring, either by corporations wishing to enhance their reputation as constructive EU Actors, or by service providers conveying their specific expertise. For more, see www.euractiv.com/en/sponsors