



Press release

06/2007

"27 True Europeans" – EU Panorama Celebrates Grand Opening

Berlin, 22.03.2007 – Gerda Hasselfeldt, Vice President of the German Bundestag, today joined 100 schoolchildren from four Europe Schools in Berlin in celebrating the official opening of the "EU Panorama." The Panorama is a walkable open-air installation, on view in front of the Paul Loebe House in Berlin's Government District on the occasion of the festivities surrounding the 50th anniversary of the Treaties of Rome.

The project was realised by the "Germany – Land of Ideas" nation-branding initiative and the government's location marketing agency, the "Invest in Germany GmbH," with the support of the Federal Ministry of Economics and Technology (BMWi). Cooperation partners are the European Movement International and the Deutsche Presse-Agentur (dpa newswire), which made an editorial contribution to the EU Panorama.

Under the heading "Ideas for Europe," 27 citizens of EU member states give the union a face; their biographies document the growing together of the various countries on the bedrock of the European Union (EU). The Installation will be on view Berlin's government district through June 30, 2007, the end of Germany's EU Council presidency.

Earlier that day, Gerda Hasselfeldt had officially opened the "*Tag der Ein- und Ausblicke*": On 25th March 2007, the day of the EU celebrations, the Deutsche Bundestag invites the interested public into the Reichstag and other Parliament buildings, where an extensive programme of events awaits them.

In her speech, the Bundestag Vice President gave emphasis to the past and future importance of the European Union: "What began fifty years ago as an economic community with six signatory states has since turned into an unprecedented success story. The union now counts 27 members, but Europe is far more than a mere conglomerate of states. Its people bring the European idea to life. Europe is a community of values based on tolerance and mutual respect. The portraits and biographies in the EU Panorama provide a vivid visualisation of this development."

Mike de Vries, Managing Director of the "Germany – Land of Ideas" initiative, encouraged those present to take a walk around the inside of the EU Panorama: "Take a first-hand look at Europe's many facets. The biographies of these 27 EU citizens collectively document how fundamental the European Union has become to people's ideas and concepts of life."

The portraits in the installation are the work of the Berlin photographers Jens Neumann and Edgar Rodtmann.

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On Saturday, 24th March 2007, the protagonists of the European Panorama will be in attendance starting at 3.00 pm to jointly celebrate the 50th anniversary of the Treaties of Rome with a big birthday cake.

Pictures may be downloaded at:

http://www.land-of-ideas.org/CDA/picture_archive.366.0.,en.html

Initiators

The **European Movement International** is an organisation of European civil society promoting a unified and federal Europe since its foundation in 1948. Based on the principles of democracy, peace, freedom, human-rights, solidarity and active participation of the citizens all political, economic, social and cultural trends in Europe are pooled and strengthened. Together with its 22 member organisations (Associations, Trade-Unions, Parties, Companies and others) European Movement is present in 41 countries.

Invest in Germany (IIG) is the federal investment promotion agency informing, assisting, and consulting foreign investors about investment opportunities in Germany. We provide full service support from site analysis to the implementation of investment decisions. Our industry teams study markets, supply information on structures and costs, and ensure professional guidance for successful business launches in Germany. Companies planning to establish or expand business operations in Germany can obtain detailed information on the legal and corporate investment framework, tax regulations, regional and federal financial support, and visa requirements. IIG handles all investment information discreetly and confidentially and all services are free of charge. Investors can contact the IIG headquarters in Berlin or its offices in the US, Japan, and China.

"Germany – Land of Ideas" is a joint nation-branding initiative of the Federal Government and German industry, represented by the Federation of German Industry (BDI). The aim of the initiative is to portray Germany, at home and abroad, as an innovative, cosmopolitan and enthusiastic country. The patron of the initiative is the German President Horst Köhler. The "Germany – Land of Ideas" initiative is funded by the "Deutschland – Land der Ideen e.V." society. It realises various core projects: the event programme – "365 Landmarks in the Land of Ideas", international media service and the FanClub. In collaboration with the federal location marketing agency, the initiative also realises - supported by the Federal Ministry of Economy and Technology - the campaign "Invest in Germany – Land of Ideas" to promote Germany as a business location.

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