



PRESS RELEASE

EUROPEAN ICT/CE INDUSTRY WELL PREPARED FOR RoHS KICK-OFF

EU Law on Hazardous Substances takes effect July 1st

Brussels, June 29, 2006 -- EICTA, the industry body representing the European digital technology industry, today welcomes the application from July 1st of European legislation on the restriction of certain hazardous substances in electrical and electronic equipment (RoHS Directive), and confirms the industry's commitment to comply with the Directive.

The RoHS Directive restricts the use of Lead (Pb), Mercury (Hg) Hexavalent Chromium (Cr VI), Cadmium (Cd) and the polybrominated flame-retardants PBBs and PBDEs. From July 1st, new electrical and electronic equipment put on the market within the European Union must comply with this Directive.

Many information and communications technology (ICT) and consumer electronics (CE) products have been completely redesigned using newly developed technologies and assembly procedures. Despite the considerable complexity and volume of redevelopment involved, industry has worked to maintain product availability and pricing levels wherever possible, minimizing the impact of the increased cost of production on the consumer. In view of the millions of components concerned, the legislation represents the most formidable technical and commercial challenge ever faced by the ICT/CE industry. Manufacturers have responded by investing heavily in the verification of RoHS compliance at all stages of the supply chain.

"The European digital industry has invested considerable time and effort to prepare for compliance without compromising the quality and reliability of our products," according to Mark MacGann, the spokesperson of the European industry and Director General of EICTA.

The legislation permits the very limited use of the restricted substances for specific materials and components in cases where substitution is either technically or scientifically impracticable, or where the negative environmental, health and/or consumer safety benefits caused by substitution are likely to outweigh the benefits. The European Commission has published a number of *exemptions* that have been approved by the EU Member States and will be reviewed every four years.

"The Member States must commit to consistent and effective enforcement of the RoHS Directive in order to create a 'level playing field' across the European Union, and ensure the harmonised transposition of the Directive into national law," MacGann added.

EICTA is advocating cooperation among national enforcement authorities and a common approach to enforcement, based on presumption of conformity.

"The European Commission should play an active role and provide guidance to Member States where needed, in order to avoid a distortion of the internal market," said MacGann.

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For further information on European industry's approach to the Restriction of Hazardous Substances Directive in the EU, please contact:

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About EICTA:

EICTA, founded in 1999 is the voice of the European digital technology industry, which includes large and small companies in the Information and Communications Technology and Consumer Electronics Industry sectors. It is composed of 56 major multinational companies and 36 national associations from 27 European countries. In all, EICTA represents more than 10,000 companies all over Europe with more than 2 million employees and over EUR 1,000 billion in revenues.

The membership of EICTA:

Direct Company Members:

Accenture, Adobe, Agilent, Alcatel, Apple, Bang & Olufsen, Blaupunkt, BenQ, Brother, Bull, Canon, Cisco Systems, Corning, Dell, EADS, Elcoteq, Epson, Ericsson, Fujitsu, Hitachi, HP, IBM, Infineon, Intel, JVC, Kenwood, Kodak, Konica Minolta, Lexmark, LG Electronics, Loewe, Lucent, Microsoft, Motorola, NEC, Nokia, Nortel, Océ, Panasonic, Philips, Pioneer, Qualcomm, Samsung, Sanyo, SAP, Sharp, Siemens, Sony, Sony Ericsson, Sun Microsystems, Symantec, Texas Instruments, Thales, Thomson, Toshiba, Xerox.

National Trade Associations:

Austria: FEEI; **Belgium:** AGORIA; **Bulgaria:** BAIT; **Czech Republic:** SPIS; **Denmark:** ITEK, ITB; **Estonia:** ITL; **Finland:** TIF, FFII; **France:** ALLIANCE TICS, SIMAVELEC; **Germany:** BITKOM, ZVEI; **Greece:** SEPE; **Hungary:** IVSZ; **Italy:** ANIE, ASSINFORM; **Ireland:** ICT Ireland; **Latvia:** LIKTA; **Lithuania:** INFOBALT; **Malta:** ITTS; **Netherlands:** ICT-Office; **Norway:** ABELIA, IKT Norge; **Poland:** KIGEIT, PIIT; **Slovakia:** ITAS; **Slovenia:** GZS; **Spain:** AETIC; **Sweden:** IT Företagen; **Switzerland:** SWICO, SWISSMEM; **United Kingdom:** INTELLECT; **Turkey:** ECID, TESID; **Ukraine:** IT Ukraine.