

Crazy

DISPOSABLE ITEM, NO INVESTMENT

More than 40 members and friends of the European Sunglass Association (ESA) met in June at Camogli on the Ligurian coast.

The participants heard 13 lectures, each as interesting as the other.

By Jörg Spangemacher

Everyone is talking about China: China makes your eyes glow, China makes you frightened. Little wonder when this was the subject of the first lecture, straight after the participants had been greeted by ESA president, Antoni Olivella, and ESA chief executive, Petra Eckhardt. 'Brands from China - Chances and Risks' was what Dr. Thorsten Gerhard had to talk about. Mindful of the old guarantee of quality "Made in Germany" the EU bureaucracy is now thinking about having "Made in ..." stamped on sunglasses where

quality related work has been done in an EU country.

When China awakes the world quakes

These deliberations are intended to result in a guideline. However the industry is against it. Similar to the saying above by Napoleon, the intention is to go for partnership, based on the motto, "If you can't beat them - join them!" After all, the Chinese are much more