

## TEST “EURO-PINION”

### European Executives Sound Off On Everything From Economic Growth To Where To Find The Most Content Business Leaders On The Continent

(NAPSA)—Which European nation boasts the happiest business executives? Which country do European business leaders expect to show the strongest economic growth this year?

Test your European business savvy in a short quiz and compare your answers to those of 1,500 European business executives from top companies in the tenth UPS Europe Business Monitor (EBM). Visit [www.ebm.ups.com](http://www.ebm.ups.com) for complete survey details.


When executives were asked, “if you could change nationality, which would you be?” almost one in five (18 percent) said they would prefer to be American—more than any other nationality chosen in the survey. However, nearly one-third of executives surveyed (32 percent) said they would prefer not to change nationalities.

As for which country boasts Europe’s happiest executives, business leaders said Italian executives are the most content on the continent, followed by their German and French counterparts.

The survey also revealed cautious optimism for Europe’s economy. Fifty-seven percent of executives say they expect their company’s economic position to be stronger by the end of the year. Furthermore, over half (54 percent) of European business leaders expect Spain to show the strongest economic growth over the next three years.

“We were surprised to hear that, although 2000 was the year the dot-com bubble burst and the

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**Almost one in five Europeans say they would rather be “Born in the U.S.A.”** 

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stock market fluctuated, top European business figures remain cautiously optimistic about the future of the European economy,” said Ed Buckley, director of Marketing, UPS Europe.

The tenth edition of the UPS EBM surveyed 1,477 business leaders from Europe’s top companies. Interviews were conducted in Belgium, France, Germany, Italy, the Netherlands, Spain and the UK. Executives interviewed represent companies with average revenues of 1.64 billion and an average employee size of 3,310.

The results of all ten Monitors are available at [www.ebm.ups.com](http://www.ebm.ups.com).

#### Test your European Business IQ

Circle your answers below. When finished, check with the answer key below.

**1) Which country boasts the happiest business executives?**

A. Spain B. Germany C. Italy D. Netherlands

**2) Which of the following countries is the most desirable for European executives to retire?**

A. Greece B. France C. Italy D. Switzerland

**3) If European executives had to choose another nationality, which one would it be?**

A. Italian B. Australian C. Swiss D. American

**4) How many e-mails do most European executives receive each day?**

A. Fewer than 10. B. 11-20 C. 20-30 D. More than 50

**5) What do executives say causes them the most stress at work?**

A. Overload for bureaucracy or paper work B. Commuting C. Technical glitches D. Office politics

**6) Which of the following nations do European executives expect to show the strongest economic growth over the next three years?**

A. UK B. Greece C. Germany D. Spain

**7) Which European executives are the most optimistic about their companies’ economic position over the coming year?**

A. Belgian B. French C. Dutch D. German

**8) Which European executives are the most pessimistic about their companies’ economic position over the coming year?**

A. Belgian B. French C. Dutch D. German

**9) What do executives consider to be the most significant political event to impact Europe over the last decade?**

A. Reunification of Germany B. Break-up of the Soviet Union C. Launch of the Euro D. Expansion of European Union to 15 states.

1) C, 2) B, 3) D, 4) C, 5) A, 6) D, 7) C, 8) A, 9) B