



**UNITEE**  
New European Business Confederation



MENU



## Vision and Mission

### Overview

UNITEE plays a crucial role in Europe as it is the **only organisation** representing entrepreneurs and professionals with a migrant background, whom we refer to as « **New Europeans** »: people who live in Europe but have connections with more than just the country where they live.

Through its **7** national federations and **78** associations, UNITEE represents more than **15000** entrepreneurs and business professionals across **26** European countries and from all the major sectors of the European economy.

### Vision

UNITEE works for:

#### An economically strong Europe ...

UNITEE aims at strengthening European SMEs, the backbone of the EU's economy.

#### ... sustainable, social and smart

The EU's economic growth should be a "healthy" one, namely respecting the citizens' well-being and their environment.

#### ... drawing its strength from the diversity of its citizens

In particular, our ambition is to reach definite open-mindedness towards New Europeans' assets for EU countries.

#### ... seeking deeper economic relations with the countries of origin of our members

UNITEE aims at fostering our members' role as economic bridge between Europe and their country of origin

### Mission

To create the Europe that we envisioned, we believe that our members have a key role to play. Indeed, due to their dual cultural and linguistic background, as well as their entrepreneurial spirit, New European entrepreneurs and business professionals constitute a major asset in terms of international trade, but also with regard to job creation and innovation.

Our mission is therefore to represent and support New European entrepreneurs and business professionals through:

- **European Advocacy:** Advocate our members' interests to local, national and European public authorities.
- **Other Services:** Provide a wide range of services to our members to aid in their economic, social and cultural development. We encourage them to play a stronger role in their country of residence and at the European level.

### From European Turkish to New European

In september 2014, UNITEE – European-Turkish Business Confederation has become UNITEE – **New European** Business Confederation.

This new name responds to our vocation to **embrace entrepreneurs and business professionals**

### UNITEE BROCHURES

Our activities with a single click

### UNITEE NETWORK

Find out more about our members

### UNITEE TV

Browse our event videos

**in Europe of all migrant backgrounds:** those we refer to as New Europeans, “people who live and work in Europe, but have connections with more than just the country where they live.”

Our name changed, but the organisation's **vision, mission and values remain the same.**

UNITEE will thus continue to bring forward the invaluable asset that our members, wherever they are from, possess: a **dual cultural and linguistic background**, which is most welcomed in times of market globalisation and increased competition.



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#### OUR MEMBERS

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