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The Economic and Business Consequences of the EMU A Challenge for Governments, Financial Institutions and Firms Hubert

Ooghe Conference Chairman, Vlerick Leuven Gent

Management School alld Ghent University EMU finally got

under way on 1 st January 1999. Since then 11 European

countries share a common currency, the Euro, and pursue a

common monetary policy managed by the European Central

Bank (ECB). After forty years of economic integration,

Euroland has the wherewithal with which to enter the 21 st

century. However monetary union has implications for nearly all areas of economic activity and decision-making.

Throughout the academic world researchers are fully occupied

with the theoretical analysis of the impact of the Euro and the

effects of incorporating the new operational framework into

their economic models. Businesses and government

departments are concerned primarily with the practical

implementation of the single currency. For all those who play a

part in the economy, it is a question of making the most of the

macro and micro- economic opportunities offered by the Euro

and minimising any threats. On 17th...



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