

THE EURO – BENEFITS

The Euro was created to make Europe economically stronger and more united. But what benefits does it bring exactly?



In a nutshell

With the euro, EU countries wanted to create a more stable and stronger economy by:

- **Removing all risks caused by having to exchange currencies**, like exchange rates changing over time.
- **Encouraging trade among EU countries** to support their economic growth.

These general mechanisms achieve their goal by bringing the following benefits!



FOR THE EU AS A WHOLE

... **more attractiveness for foreign investors**

... more influence worldwide: the euro is the **2nd most important currency after the USD**

... stimulates intra-EU trade, bringing countries **ever closer through economic ties**

... prices' stability helps **investing & developing**

... **symbolizes unity** : the euro is the most concrete illustration of EU Citizenship!



FOR CITIZENS

... **lower prices** for a wide array of goods & services

... **more choices** when shopping as it is easier to buy stuff abroad

... **more stable prices**

... **easier & cheaper travels**, especially when it is time for vacations!



FOR BUSINESSES

... **lower prices** for raw materials, supplies etc, allowing lower prices for sold products

... **easier cross-border supply**

... **new potential customers**, thanks to an easier access to new markets abroad

... **more secure long-term business plans**, thanks to more stable prices over time

... **easier & cheaper (business) travels**

Benefits > Costs



The euro also has a few limits*, but most **experts estimate its benefits outweigh these costs!**

** check the dedicated Factsheet to get the full picture!*