.eu
Your European Identity

Photo courtesy of AIRDIASOL - ROTHAN and the Strasbourg Office ● Tourism

.eu embraced by European cities

Maastricht, Strasbourg and Lugo use .eu

The .eu domain enables EU businesses, organisations and residents to choose a single, European Internet name for their websites and email addresses.

There are more than 3 million registered .eu domain names. The popularity of .eu makes sense. It tells the world you are open for business across all of Europe. The Dutch city of Maastricht, the French city of Strasbourg and the Spanish city of Lugo all use .eu Internet addresses for their official websites.

Many leading European companies use .eu as well, including Century 21, Duco and Hyundai Heavy Industries Europe. Read why these leading European organisations have chosen a .eu Internet address on page 4. Visit www.8reasons.eu for more information.

From the
General Manager

At this writing, the 3 millionth .eu domain name has just been registered. This is a tribute to the benefits of the .eu domain to users. Since its public launch in April 2006, .eu has grown rapidly. Today, the .eu domain is among the top ten largest globally.

In this newsletter you can see many examples of companies that have chosen to base their online presence on a .eu address. On page 10 the transportation and logistics sector offers a good illustration of the value of using a .eu domain name to reach out to customers across Europe.

It is an exciting and challenging time to manage the .eu registry. The environment for Internet domains has shifted rather dramatically since .eu was born. Many more top-level domains are expected to come into being as a result of ICANN opening up the top-level domain area to new applications.

As a result, .eu will face greater competition. I welcome that competition because the new Internet domains should mean higher visibility for all domains, which is a good development. I believe that more top-level domains will mean that people will be forced to pay more attention to what domain name suffix they choose. It should also mean that more people recognise the value of using an established and quality top-level domain such as .eu.

The open borders within the European Union and the growth in Internet commerce have created enormous opportunities. More and more companies and organisations are realising these opportunities through the use of .eu domain names. The Spanish city of Lugo, for example, is giving away free .eu email addresses to residents because .eu reinforces their local identity and their European identity at the same time, as you can read on page 5.

Now and always, .eu will be the only Internet domain that offers a single European identity to all residents of the European Union. ■

Marc Van Wesemael

.eu passes **3 million names**

The .eu top-level domain reached its 3 millionth registered domain name in January 2009. That is quite impressive for a newcomer in a competitive and mature market.

As a comparison, it took four years for .info to reach the 3 million mark, in 2006, and almost 20 years for .org. It has been an exciting last few months for .eu in other respects as well. In April last year the young domain turned two and then, in early 2009, the 3 million mark was passed.

Viviane Reding, the EU Commissioner for Information Society and Media, commented on the important milestone:
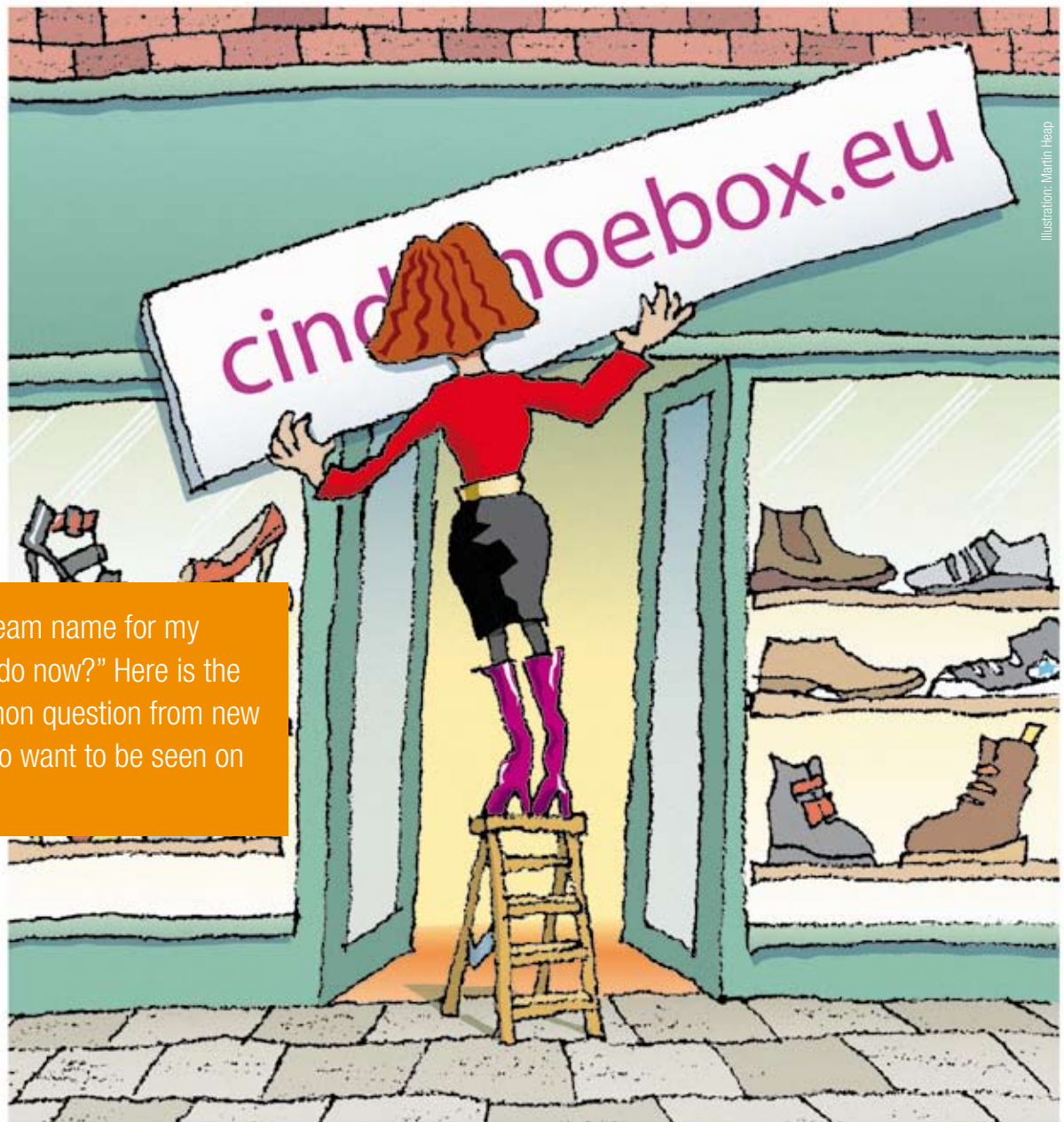
"The three million .eu domains reflect the confidence of European Internet users in .eu. This achievement, just a few months before its third anniversary, indicates how .eu has clearly won public favour: a growing number of Internet users are embracing the opportunity to express their European character online."

On average, 2500 new domain names are registered each business day. The .eu domain has grown rapidly since it first became available in April 2006. Germany is the country that leads in terms of total number of .eu domains per country, followed by the Netherlands, the United Kingdom, France and Italy. During 2008, the .eu TLD grew by a healthy 10% or 274 000 domain names. The highest growth was in Poland (69 000), Germany (50 000), France (49 000) and the Netherlands (43 000).

The .eu top-level domain uniquely offers a single European Internet identity to 500 million Europeans in 27 countries. ■

Important steps for .eu

1999 The first discussion about a possible .eu domain starts within the European Council.

2000 The EU Council decides on the creation of .eu as a part of the eEurope initiative in Lisbon 2000.

May 2003 EURid is chosen by the European Commission to be the registry in charge of the .eu top-level domain.

7th of April 2006 .eu registrations open to the public.

April 2006 The number of .eu domain names reaches 1 million.

June 2006 The number of .eu domain names reaches 2 million.

April 2008 .eu celebrates its second birthday.

11th of January 2009 The number of .eu domain names reaches 3 million.

**Viviane Reding,
Commissioner for
Information Society
and Media**

EURid
The European Registry of Internet Domain Names

"I have found the dream name for my business. What do I do now?" Here is the answer to this common question from new business owners who want to be seen on the Internet.

Register a .eu address
and become present on the Internet

When you have thought of the perfect name for your company, your organisation or your personal website, you can go to the WHOIS database on the EURid website at **www.eurid.eu** to check if it is available as a .eu domain name. Simply type in, for instance, *myperfectname*, and the WHOIS system will instantly tell you if myperfectname.eu is available for registration.

After you find an available name that you like, you will need to register it through an accredited .eu registrar. If you don't already have a registrar, you can find one by searching EURid's list of accredited .eu registrars, which is also at www.eurid.eu. You can search for a registrar who uses your language and who operates in your

country. You simply pick one from the list that you prefer to use and contact that registrar.

Registrars usually offer a variety of services, so they can help you get a website up and running as well as register your .eu domain name. The price of registering a .eu domain varies from registrar to registrar. The price of a package of services may range from 10 to 20 euros per year, depending on which registrar you use and what, if any, additional services you choose.

This is how simple it is to register a .eu domain name:

1. Visit www.eurid.eu and search for an available .eu name in the WHOIS database.

2. If you don't have a registrar, pick one from the EURid list of nearly 1000 accredited registrars.

3. Contact the registrar you have chosen to register a new .eu Internet address.
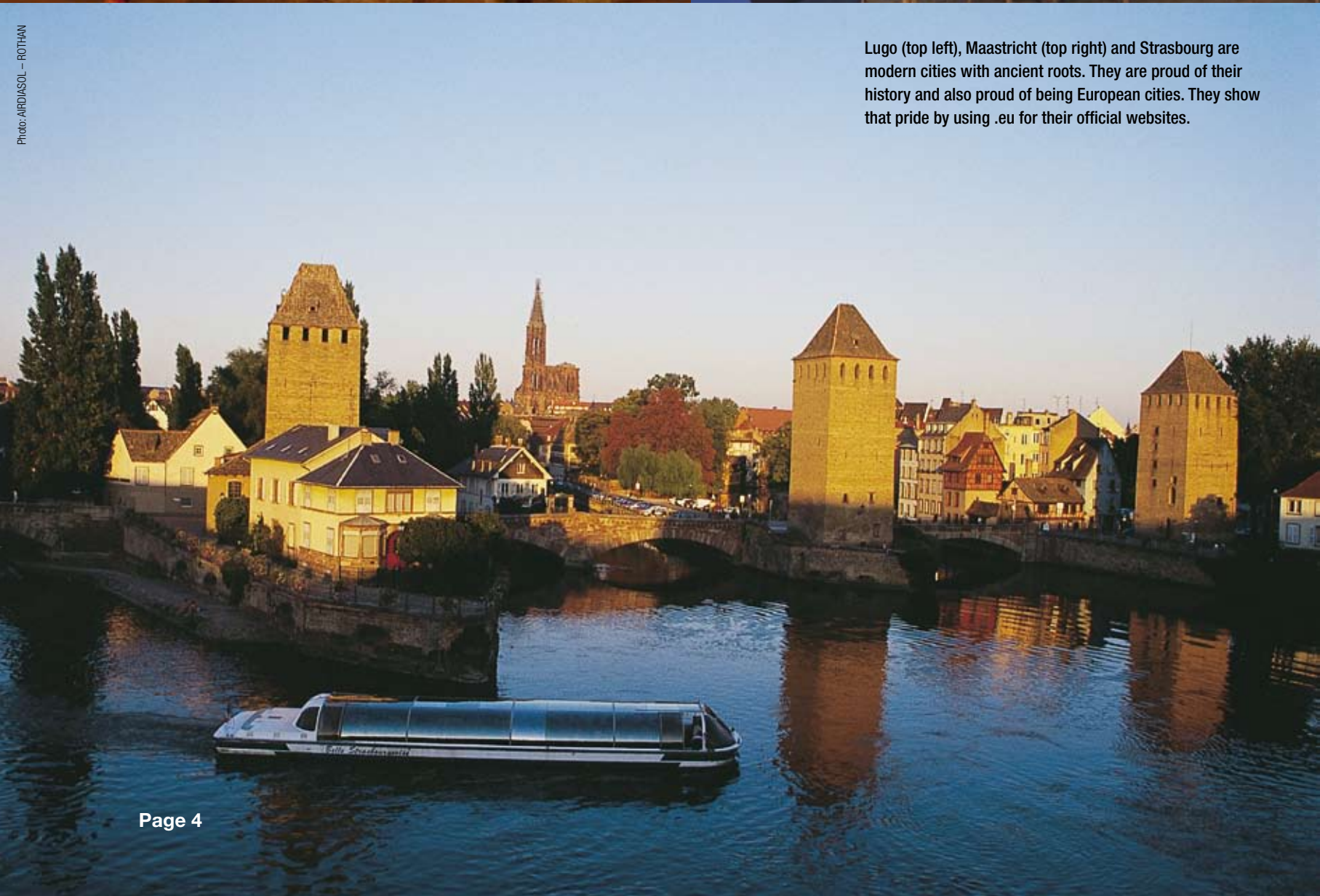
Lugo (top left), Maastricht (top right) and Strasbourg are modern cities with ancient roots. They are proud of their history and also proud of being European cities. They show that pride by using .eu for their official websites.

Three cities, one Internet address: .eu

.eu is the only Internet address that offers a single online identity to all residents of the European Union. One city in France, a second in the Netherlands and a third in Spain are among the many fans of .eu.

Every website needs an Internet address, which includes a top-level domain. There are many domains, including domains related to a geographical area (such as Belgium's .be and France's .fr) and general domains (such as .com and .net). Which domain should you choose for your Internet address? For a growing number of people, the obvious choice is .eu.

France. Registrations for .eu domain names grew by 26% percent in France between the end of 2007 and the end of 2008. No French city has embraced .eu more than Strasbourg, which is home to the European Parliament, the European Court for Human Rights and the Council of Europe.

"The new web address will better reflect the dimension of Strasbourg as a European capital."

Roland Ries, the mayor of Strasbourg, the French city that uses Strasbourg.eu for its official website.

Photo courtesy of PBastian and the Strasbourg Office of Tourism

Photo: Sébastien HANSSENS - Architecture Studio

Vulla commolore magna feu feugue dolesse volor aliquat augue tat volor sit inciduis ex et nos exer

When the city government of Strasbourg decided to radically overhaul its official website, the first step was moving the website to a new Internet address. The city began using Strasbourg.eu on January 1, 2009.

"There was a strong need for such a change," notes Roland Ries, the mayor of Strasbourg. "The new web address will better reflect the dimension of Strasbourg as a European capital. We thought it was urgent to promote a new state of mind which anchors Europe even deeper in the daily environment of our citizens, increasingly placing it at the heart of our municipal policies."

The Netherlands. The .eu domain is especially popular in the Netherlands, which has the

second-largest number of .eu domain name registrations in the European Union. The Dutch city of Maastricht chose Maastricht.eu for its official website in 2006.

The Romans established the city more than 2000 years ago, which is why Maastricht lays claim to being oldest city in the Netherlands. The city's central location near Belgium, Germany, France and Luxembourg make it a hub of EU activity. "Maastricht is well-known for the European Treaty of 1992 and the introduction of the euro," comments Gerd Leers, the mayor of Maastricht. "We chose a .eu address to show that the people of Maastricht also feel at home in Europe."

▶▶▶

"We chose a .eu address to show that the people of Maastricht also feel at home in Europe."

Gerd Leers, the mayor of Maastricht, the Dutch city that uses Maastricht.eu for its official website.

Photo: acTVity

> "With the .eu ending, people are instantly shown that we belong in the European Union."

José López Orozco, mayor of Lugo, the Spanish city that uses Lugo.eu for its official website

Photo: Courtesy of the City of Lugo

Spain. The small city of Lugo is situated in Galicia, one of seventeen autonomous regions within Spain. Like Maastricht, it has more than 2000 years of history. Its well-kept Roman wall is one of the main tourist attractions. Lugo helps attract tourists to its historic sites in a very modern way: by using Lugo.eu for its official website. The city council has taken the use of .eu one step further by giving Lugo residents free email accounts at Lugo.eu.

"Culturally, socially and for tourism, .eu is very convenient," reports José López Orozco, the mayor of Lugo. "I just came back from a trip to China. They know where Europe is but it is difficult to explain where Spain is and even harder to explain where Lugo is. With the .eu ending, people are instantly shown that we belong in the European Union."

Business leaders also embrace .eu. Many leading European companies have also seen the value of using .eu. These companies include Century 21, Duco and Hyundai Heavy Industries Europe.

> "The .eu domain was the best choice. Higher education in Europe has got a good reputation in the world and therefore it is good to have a .eu domain name, which reflects this."

Karen Buhr, Coordinator for the German-based higher education portal moveonnet.eu,

Century 21 registered and uses Century21.eu because it "provides us with extra visibility and highlights our professionalism," according to Julie Lestabel, the company's PR and Marketing Manager for the Benelux region.

Luc Verhaeghe of Duco, a manufacturer of natural ventilation and sun control systems, notes that it was very important for Duco to register and use the Duco.eu domain name. "We are based in Belgium, but we aim for the European market," he says.

Hyundai Heavy Industries Europe moved from Hyundai.be to Hyundai.eu because the company distributes its machines all over Europe. "We can see an increase in the number of visitors," according to the company's Marketing Engineer, Jan Coemans. "The .eu is gaining in popularity." Which domain is best for an Internet address? For many, .eu is the easy, obvious choice. More than 3 million .eu domain names have been registered to date. As the mayor of Lugo notes, "With Lugo.eu, I potentially unite myself with 500 million people."

Follow the leaders and put yourself on the map with .eu. Go to www.eurid.eu now and find out how to register your own .eu domain name. ■

Why use .eu?

3 reasons why .eu means business

Photo: activ

A .eu web address helps you cross borders. It allows you to appeal to customers outside of your local area by giving your company a single European identity. It has many other advantages as well.

Many companies and organisations have discovered that .eu means business. Below are three of the many ways a .eu domain name can help your company or organisation.

Reason 1
A .eu domain name is practical

Many companies have found advantages in using a .eu website as an online hub. A central website is practical on many levels. You can use a single email address for the entire company, and you can direct visitors to a single corporate website. Visitors can still find information about local offices, for example, but directing them to the corporate hub website first helps companies track customers and their needs. A .eu website is also an easy way to address all potential customers across Europe. Manufacturers in the food industry, for example, often want to use the same packaging for a product sold in several markets.

"In order to save space, sometimes you can put some of the information on a website rather than directly on pack," notes Jup van't Veld of Monchoix, which uses a **Monchoix.eu** website in addition to several national websites. "In that case, a .eu website is very useful to reach all of these consumers at once."

Reason 2
A .eu domain name attracts customers

After Stuart Hill and his business partner bought an elegant guesthouse in the UK's Brighton and Hove area, they changed its name to The Claremont and moved the guesthouse website from a co.uk address to **TheClaremont.eu.**

"A lot of my competitors thought it was a strange move and rather foolhardy," notes Mr Hill, who has no regrets. "In the long run, it's certainly proved a roaring success."

The website has seen a rise in visitors from Europe and from America since the move to a .eu address, according to Mr Hill.

Reason 3
The .eu domain is trustworthy

The .eu domain is a reliable online home for European businesses and organisations for a variety of reasons. First, the operation of the .eu domain name registry is based on solid European Community regulations and a stable European judicial environment. Second, EURid requires the active consent of the current domain name holder before a .eu name changes hands. Third, those who register a .eu domain name have access to a thorough, multi-lingual dispute-resolution process that is designed to protect against speculative behaviour.

Building a successful brand requires a great deal of time, energy and money. It is important to use an Internet domain that feels secure and trustworthy. For a growing number of companies, that means using .eu. ∎

A few tips on how to market your website

There are many ways to attract visitors to your website. Bring visitors to your site with the low-cost tips below.

Add a marketing signature to your email messages

One of the easiest ways to market your website is by adding or changing the signature line in your email messages. Many companies use signatures that automatically list the company name and address but no more than that. To painlessly market your organisation, include a link to your website in the signature line. You should also give people a reason to click on it.

The type of signature you should use depends on the type of organisation you represent. The signature should also be tailored to your marketing goals. In the beginning, you might simply want people to know you are open for business. Employees at a new (and imaginary) company called Lucky Baby, for example, might use an email signature line like this: "Find Europe's best selection of baby products at LuckyBaby.eu." After the company is more established, the signature might change to "Find the best products for your baby at LuckyBaby.eu." A signature can reflect special promotions as well. During a sale, the company email signature might read "Last chance to save 30% on baby bedding at LuckyBaby.eu."

Post comments on related blogs and other websites

Another free and nearly painless way to market a website is by adding a comment to an appropriate blog posting. To be effective, you must comment on web content read by people who might be interested in your own website.

Comments added to a parenting blog would be one way to market a baby products company such as LuckyBaby.eu. Anyone who liked the comments could click on the link back to LuckyBaby.eu to find out more about the company.

This marketing approach works if you write comments that are helpful and relevant. A hard-sell comment such as "buy stuff from LuckyBaby.eu" will usually anger bloggers and their visitors, while useful information will be appreciated. Visit FindableBlogs.com/an-introduction-to-blog-comment-marketing for more advice.

Use consistent keywords to help search engines find your site

Use clear, direct language on your website and use the same keywords or phrases consistently to help search engines direct traffic to your site. Google offers many tips on optimising websites at Google.com/support/webmasters. For more general marketing tips, go to MarketingSherpa.com, a truly terrific online marketing resource.

.eu crosses borders

Transport and logistics companies understand the value of .eu

Transport and logistics companies have to cross borders every day. This may help explain why the .eu domain is especially popular among transport and logistics companies. They understand the value of a .eu domain name, which tells the world you're open for business across all of Europe.

The TRANS European Transport Exchange, which uses **TRANS.eu**, is an Internet platform of free loads and vehicle information exchange with more than 116 000 users from all over Europe. Transport and freight forwarding companies can use it to contact their customers and receive new orders. The exchange allows companies to reduce their transport costs. The TRANS exchange, based in Poland, is integrated with a business instant messenger that allows companies to talk to business partners free of charge.

Dorota Sówka, Marketing Manager of Logintrans Ltd., which operates the TRANS exchange, says: "The long term goal of TRANS European Freight Exchange is to create a system efficiently integrating major transport and forwarding companies within the European community. That is why we decided to associate the Trans Exchange domain address with a .eu extension."

Intertrans, a logistic and forwarder provider with offices in the Netherlands, Belgium and Luxembourg, uses **Intertrans.eu** for its company website. According to Jan Breyne, a company executive, "We chose .eu for reasons of uniformity. We used to carry .nl, .lu and .be domains. But now we have a uniform structure: .eu."

Belgium-based transport and expedition company Scanfor specialises in Scandinavia and Eastern Europe and has offices in Estonia,

Finland and Sweden. No wonder the company chose to use **Scanfor.eu** for its website. Says company head Marc Mertens: "We chose .eu to stay uniform and up to date, so one can find us very easy on the Internet."

Iltrans, which uses **Iltrans.eu** as its Internet address, operates a large freight forwarding and shipping agency in Poland. Marc Ilnicki, who heads the company, comments: "We registered a .eu domain name last year, due to its international character. As a result, we met many new partners throughout Europe, from England, France, Belgium and Germany."

Germany's MAN Group, one of Europe's leading industrial players in transport-related engineering, established **MAN.eu** as its corporate Internet address at the beginning of 2008. All of its subsidiaries are making the move to .eu as well, according to the corporation, so all of its companies will use the same unique Internet address. Last year MAN celebrated 250 years in business with a variety of special events and promotions at a special website: **250-years-man.eu**.

The benefits of a .eu domain name are not limited to companies in transportation or shipping or to large corporations such as MAN. If you would like to reach customers all across Europe, go to **www.goingfor.eu** and find out more about the value of .eu. ∎

EUR*id*

The European Registry of Internet Domain Names

www.eurid.eu