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Answer given by Executive Vice-President Vestager
on behalf of the European Commission
(30.11.2024)

The Commission acknowledges the importance of this issue. CE marking is requested for a number of products, and it indicates that the manufacturer or importer affirms the goods' compliance with European health, safety, and environmental protection standards, and as such, it does not guarantee the quality of a product. The unrelated CE (China Export) logo does indeed look almost the same as the CE marking with the only difference that the two letters are closer together on the Chinese CE.

EU legislation¹ prohibits the affixing to a product of markings, signs or inscriptions which are likely to mislead third parties regarding the meaning or form of the CE marking. This legislation obliges Member States to ensure the correct implementation of the regime governing the CE marking and take appropriate action in the event of improper use of the CE marking. Member States are also obliged to provide for penalties for infringements, which may include criminal sanctions for serious infringements. Those penalties have to be proportionate to the seriousness of the offence and constitute an effective deterrent against improper use. These legal tools enable the competent national authorities to lead their necessary fight against any fraudulent use of the unrelated CE (China Export) logo.

¹ Article 30(5) and (6) of Regulation (EC) No 765/2008 of the European Parliament and of the Council of 9 July 2008 setting out the requirements for accreditation and market surveillance relating to the marketing of products and repealing Regulation (EEC) No 339/93, OJ L 218, 13.8.2008, p. 30-47.