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### NEW MARKET ACCESS STRATEGY “A STRONGER PARTNERSHIP TO DELIVER MARKET ACCESS FOR EUROPEAN EXPORTERS”

#### STATEMENT BY PHILIPPE DE BUCK, SECRETARY GENERAL, BUSINESSEUROPE

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- BUSINESSEUROPE **fully supports the review** of the EU Market Access Strategy leading to a more effective and dynamic strategy to tackle trade and investment barriers in international markets.
- The new strategy **must deliver results for European companies** by facilitating market access in high-growth emerging countries where European companies face new and complex trade and investment barriers and distortions. The strategy should therefore strengthen the international competitiveness of our industry and services.
- To provide effective market access, BUSINESSEUROPE supports the **Commission’s approach to act at both the multilateral and bilateral level** in a coherent and integrated way. The priority, however, remains the WTO Doha Round negotiations.
- On that point, we call once again on Commissioner Mandelson to **keep up the pressure for an ambitious outcome of the Round that will provide** new commercial opportunities for EU industrial goods and services providers. BUSINESSEUROPE also supports ambitious bilateral free-trade



agreements based on economic criteria which are fully compatible with the WTO rules.

- To tackle non-tariff barriers, BUSINESSEUROPE calls for a better **structured coordination with EU Member States** in foreign countries. The Commission's delegations and Embassies of EU Member States represent a significant diplomatic force which until now has not been efficient enough in solving companies' problems.
- The Commission and the EU Member States combined have several hundred diplomatic personnel in countries like China or Russia. Traditionally many EC officials dealt with cooperation, but how many deal with the growing number of trade barriers that hurt, especially, SMEs? Very few. In the EC Delegations in China and Russia there are 7 officials out of around than 100 staff in each. This is totally insufficient. If the EU wants to deliver on market access, its needs to put serious resources into this important field.
- **Business is ready to strengthen its cooperation with the Commission to tackle barriers to trade and investment.** Businesses can improve the information provided on the barriers that affect them and participate more actively in negotiations with third countries to eliminate them. To optimise cooperation, the Commission needs to follow-up on the removal of trade and investment barriers and maintain closer contacts with complainant businesses.
- In this new partnership with business, we would also like **Commissioner Mandelson to act more often as the EU Ambassador for Market Access around the world.** EU business leaders would like to join the Trade Commissioner on visits to third countries to work hand-in-hand at



removing barriers and opening new opportunities. This is a normal practice in EU Member States and it would probably help the Commission address market access problems more effectively. BUSINESSEUROPE would also like to see better coordination with the Commission when high level foreign officials visit Brussels so that business leaders can express their concerns directly.

- BUSINESSEUROPE supports better prioritising to make the best use of limited resources. On country coverage, priority should be given to the EU's main trading partners such as the US and the large emerging countries China, India, Brazil and Russia. If European companies are excluded from emerging markets, Europe's economic future and competitiveness is compromised.
- To conclude, BUSINESSEUROPE counts on and will work closely with Commissioner Mandelson to make the new Market Access Strategy a success for European business. The Commission and the Member States must work together in a coordinated fashion to deliver better market access for EU companies in key third country markets. **Now, we look forward to the rapid implementation of the measures proposed in the Commission Strategy.**

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