



Business Organisations for Trade Negotiations

Trade & Competitiveness

BUSINESSEUROPE: 40 members in 34 countries

 INDUSTRIELLEN VEREINIGUNG	 FEB Fédération des Entreprises de Belgique	 BULGARIAN INDUSTRIAL ASSOCIATION União de Indústria e Comércio	 CROATIAN EMPLOYERS' ASSOCIATION	 CCEA	 SP	 DA	 Confederation of Danish Industry
Austria	Belgium	Bulgaria	Croatia	Cyprus	Czech Republic	Denmark	Denmark
 Eesti Tööstuskoostöökeskus Estonian Employers' Federation	 EK	 UNEF Union Nationale des Employeurs de France	 BDA Bundesverband der Arbeitgeber	 BDI	 SEV Hellenic Federation of Enterprises	 Magyar Munkaadók Szövetsége	 Landsliði atvinnuábyrgðar Confederation of Icelandic Employers
Estonia	Finland	France	Germany	Germany	Greece	Hungary	Iceland
 SI Federation of Icelandic Employers	 IBEC	 CONFINDUSTRIA	 Latvian Employers' Association	 LTK	 Fedil Business Federation Luxembourg	 MALTA FEDERATION OF INDUSTRY	 Montenegrin Employers' Association
Iceland	Ireland	Italy	Latvia	Lithuania	Luxembourg	Malta	Montenegro
 NHO	 Lewiatan Polska Federacja Pracodawców Lewiatan	 AIP Associação Industrial Portuguesa	 EP Associação de Indústrias Portuguesas	 SAMI Associazione Nazionale dell'Industria Sammarinese	 AGP Alianta Confederațiilor Patronale din România	 RUZ Ruz' Slovenskej republiky	 ZDS Združenje delodajalcev Slovenije
Norway	Poland	Portugal	Portugal	Rep. San Marino	Romania	Slovakia	Slovenia
 CSOB	 SVENSKT NÄRINGSLIV	 economyuisse	 SCHWEIZERISCHER ARBEITGEBERVERBAND UNION PATRONALE SUISSE	 VNO NCW	 TUSIAD	 TUSIAD	 CBI THE TRADE ASSOCIATION
Spain	Sweden	Switzerland	Switzerland	The Netherlands	Turkey	Turkey	United Kingdom

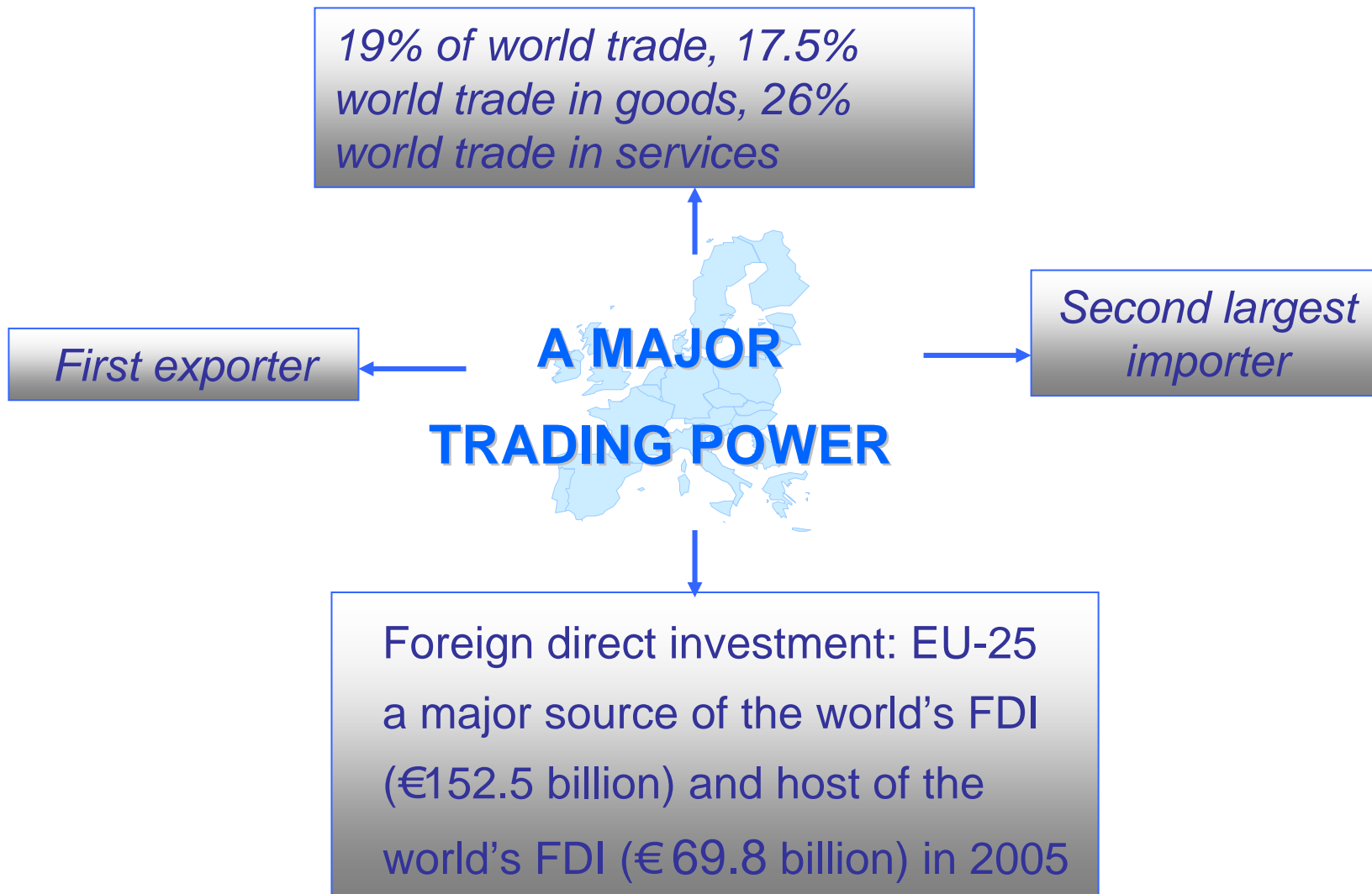


BUSINESSEUROPE: Policy priorities

1. Implement the reforms for growth and jobs
2. Integrate the European market
3. Govern the EU efficiently
4. Shape globalisation and fight all kinds of protectionism
5. Promote a secure, competitive and climate-friendly energy system
6. Reform European social systems to respond to global challenges

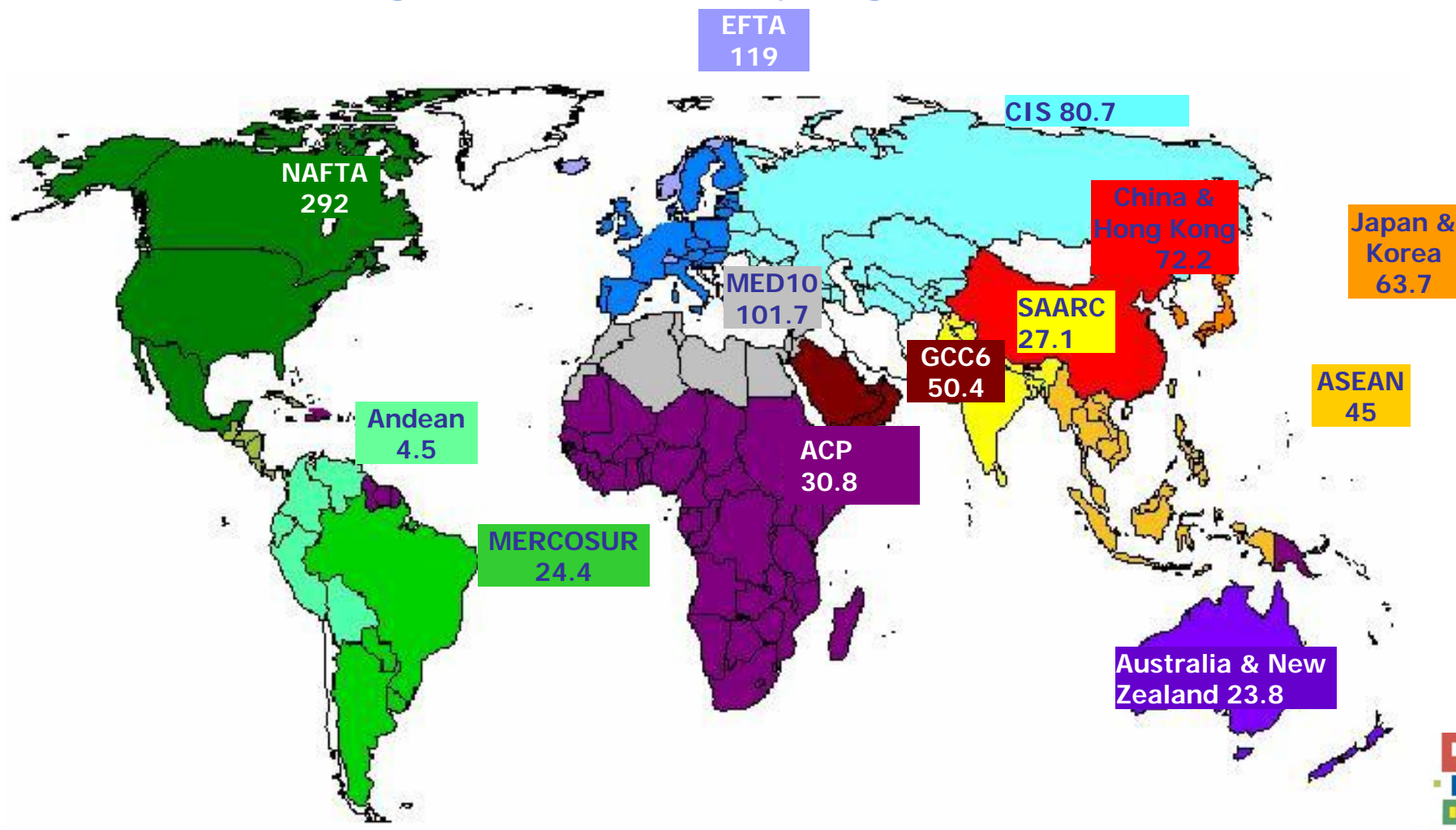


The EU in world trade



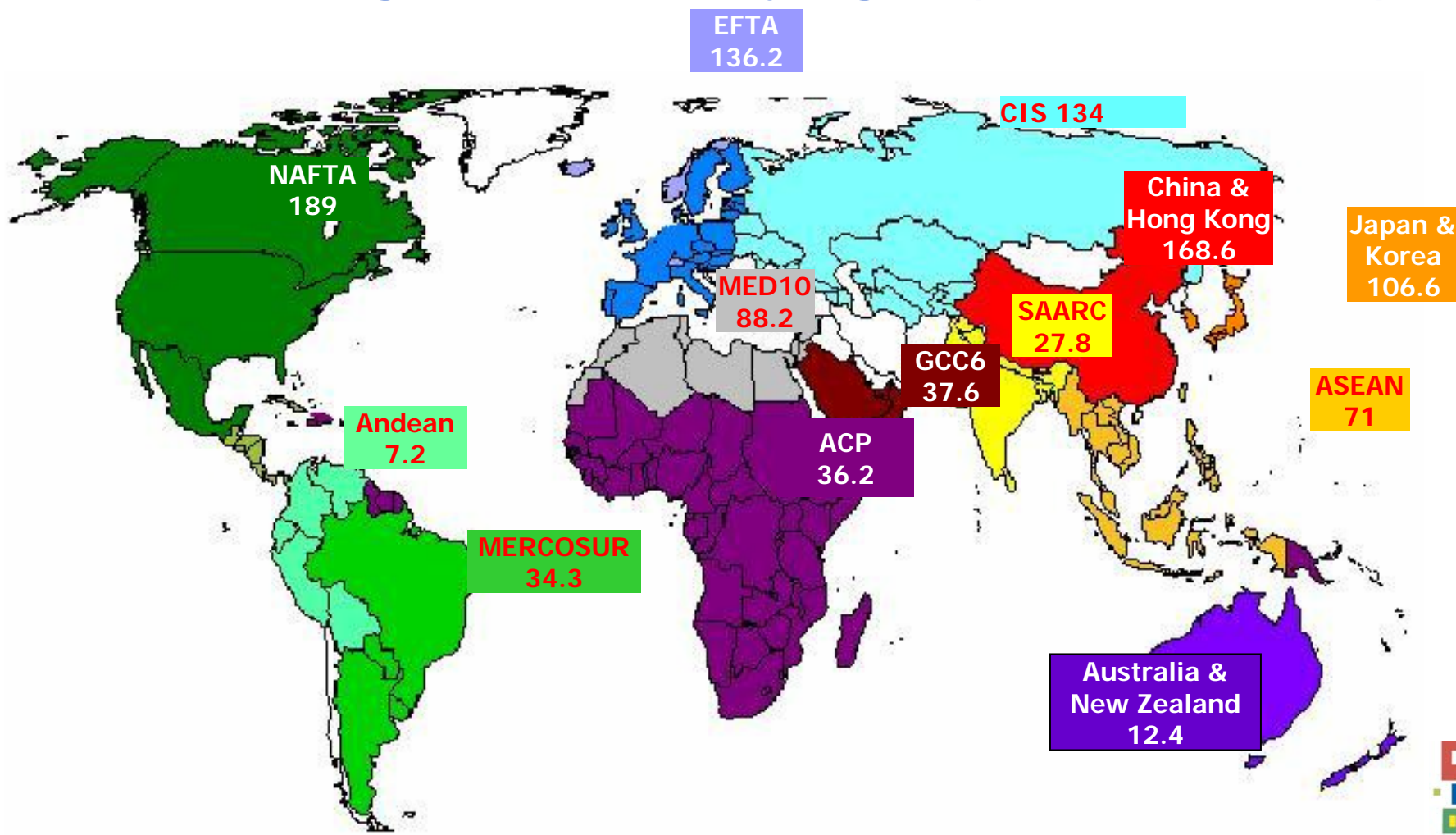
The EU in world trade

EU-25 Trade in goods: **Exports** by region (2005, billion euro)



The EU in world trade

EU-25 Trade in goods: **Imports** by region (2005, billion euro)



EU trade policy agenda: Global Europe

“Integrate competitiveness in trade policy”

- **WTO DDA negotiations**
- New generation of **FTAs**
- New strategy for **China**
- Renew **Market Access Strategy**
- Global strategy on **IPR**
- Possible reform of **anti-dumping**



WTO DDA negotiations: EU positions

- **Industrial goods:** open emerging markets
- **Services:** new market access
- **Agriculture:** tariff & subsidy cuts
- **Trade Facilitation:** legally binding agreement



New FTA policy

- Economic focus
- Comprehensive and ambitious coverage
- services and investment
- Stronger provisions on NTBs, IPR, public procurement, competition, trade facilitation



New FTA policy: coverage

- **Current negotiations: Mercosur, GCC**
- **New FTAs:**
 - India
 - ASEAN
 - South Korea
 - Ukraine
 - Russia?
- **Association agreements:**
 - Comunidad Andina
 - Central America



EU-US: Framework for economic cooperation

- Transatlantic Economic Council
- Reinforce Regulatory Cooperation
- Lighthouse priority projects
 - Investment
 - Trade and security
 - IPR
 - Financial markets
 - Innovation



Market Access Strategy

- Structured and dynamic approach to tackle trade barriers
- Structured coordination with EU Member States and business
- Country priorities: China, Japan, India



New China Strategy: Competition and Partnership

- **China: an opportunity for EU business**
- **China's growing responsibilities: reciprocity**
- **Main priorities:**
 - A new PCA (investment, NTBs)
 - Enforce WTO commitments
 - Cooperation on counterfeiting
 - Reform of banking system



IPR enforcement

- Strengthen IPR provisions in FTAs
- Enforcement of existing commitments
- Reinforce customs co-operation
- Building awareness among EU companies
- Cooperating with developing and least developed countries



Global Competitiveness Conference – « Challenges ahead »

Conference details

- 28 October 2008, 400 participants
- EU Competitiveness: trends & policy

Objectives

- Assess progress international competitiveness
- Advocate for focus on policy challenges
- Provide arguments for “external” Lisbon Agenda



Global Competitiveness Conference – « Challenges ahead »

Conference topics

- China & EU competitiveness
- Access to raw materials
- Climate change Policy & competitiveness
- Case studies (e.g. France, Germany)
- Services & global competitiveness

Support needed from member federations

- Participation of business delegations
- Corporate sponsorship
- High level business speakers



Lobbying on Trade & Competitiveness

2005 New Trade Commissioner Peter Mandelson

- Open to new ideas on trade policy
- Looking for a central role in EU Commission
- Needs support of business in trade negotiations



BUSINESSEUROPE

- trade & competitiveness strategy
- Link between internal/external policies
- More commercial focus in trade agreements
- More aggressive EU towards emerging countries



Early 2006

- Commission presents draft strategy: Global Europe
 - Too vague & academic
- BUSINESSEUROPE demands redraft with more focus
 - Want specific policy actions



Mid 2006-2007

- Commission presents final Global Europe strategy
- Policy actions
 - Finalise WTO agreement
 - Engage in FTA negotiations
 - Improve market access strategy
 - Access to raw materials
 - Focus on China opportunity/threat
 - Improve some policies – anti-dumping or procurement



Advantages of Global Europe for business

- Trade policy is predictable
 - Priority to commercial interests
 - Not entirely dependent on WTO
 - Closer dialogue with business

- Trade policy tackles new challenges
 - Non tariff barriers
 - Services liberalisation
 - Access to raw materials



THANK YOU

