

BUSINESSEUROPE



**Growth strategies in the EU and Japan
EESC conference, 3 March 2011**

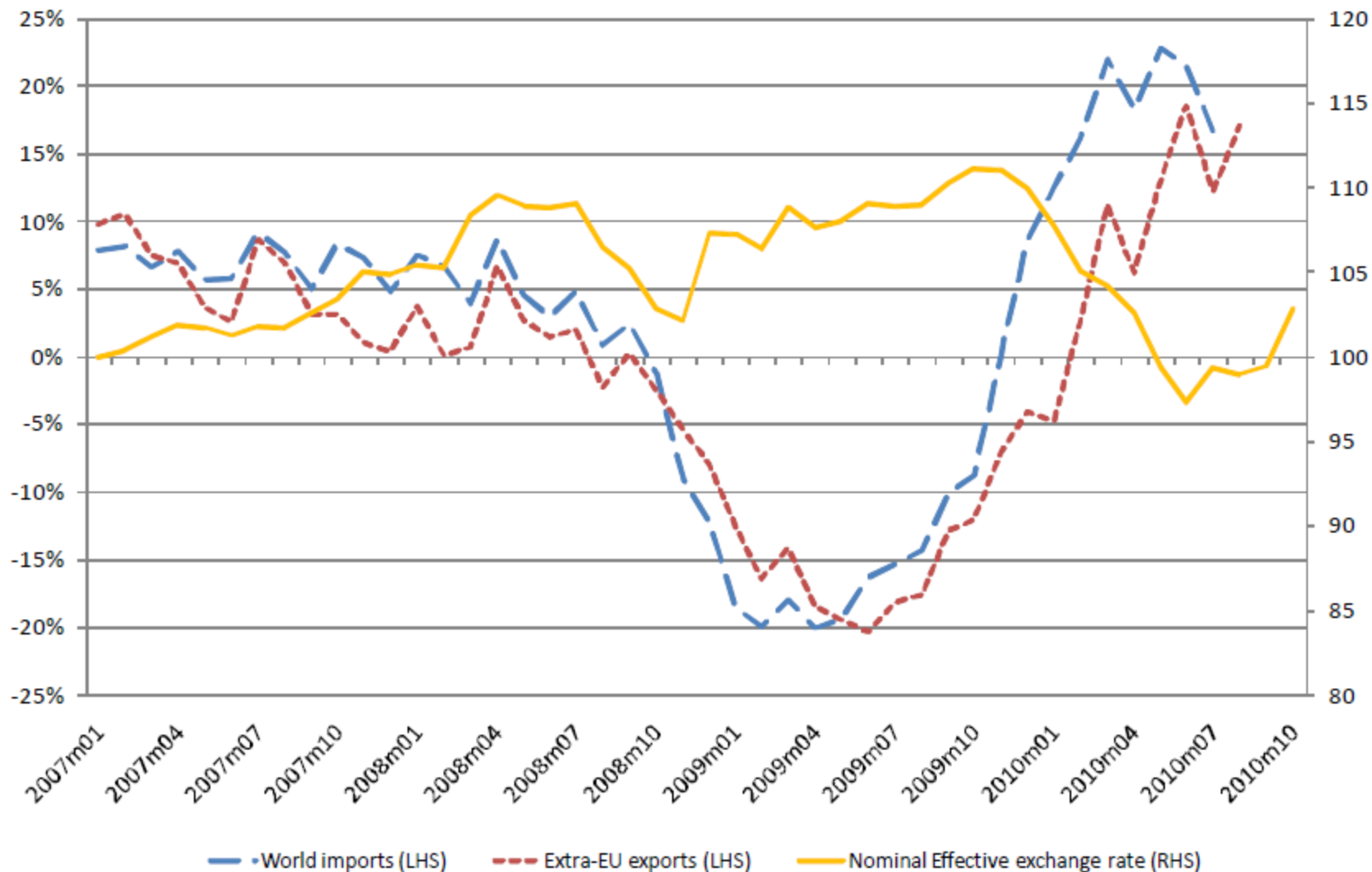
**Priorities for Europe's external
competitiveness
2010-2014**

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% change, m/m-12

January 2007=100



Source: BUSINESSEUROPE (November 2010 Economic Outlook), Eurostat



Europe is losing ground in recovery

Industrial production



Source: BUSINESSEUROPE, Centraal Plan Bureau



Global Economy

Export-driven growth

- Forecast EU real GDP 1.8% (2010) / 1.7% (2011)
- World trade +4,3% (2010) and +6,2% (2011)
- Growth in emerging countries

Risks of stimulus-driven growth

- Economic nationalism/protectionism
- Exit strategies (budget cuts)
- Financial market regulation (de-integration)



Improvements to Global Europe

- Competitiveness focus as in Global Europe
- Four areas of work
 - Negotiations and enforcement
 - Strategic partners
 - Trade enabling policies
 - Coordination across Commission services (trade/enterprise)



Trade Policies

- Focus on competitiveness
- Access to emerging markets (NTBs)
- Free trade in raw materials
- Protection of IPR and technology



Trade Negotiations

- WTO Doha Round: Chemical agreement, energy efficient power equipment
- Bilateral FTAs: Korea, Canada, Ukraine, India, ASEAN countries
- New issues: IPR+, NTBs, raw materials, regulatory cooperation



Strategic Dialogues

- US: Transatlantic Economic Council
- China: High-level Economic Dialogue
- Russia: Investment and industrial dialogue
- Brazil: taxation issues, regulatory cooperation, infrastructure



Cooperation with Japan

- Focus on regulatory cooperation, NTBs
- Ensure effective implementation of §34 issues
- Creation of high-level EU-Japan Economic Partnership Council (EUJ-EPC):
 - achievable targets on specific regulatory issues, NTBs
 - straightforward timeframe
 - progress measured annually



Specific challenges

- Emerging country markets
- No strategic EU vision
- Too defensive EU (NTBs)?
- Working with European Parliament
- Cooperation with External Action Service
- Opposition to open markets policy



THANK YOU

