

BUSINESSEUROPE

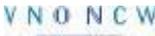


# **Industry Involvement in Trade Policy**

*Experience of BUSINESSEUROPE*

Adrian van den Hoven  
Budapest, 23 June 2011

# BUSINESSEUROPE: 40 members in 34 countries

							
Austria	Belgium	Bulgaria	Croatia	Cyprus	Czech Republic	Denmark	Denmark
							
Estonia	Finland	France	Germany	Germany	Greece	Hungary	Iceland
							
Iceland	Ireland	Italy	Latvia	Lithuania	Luxembourg	Malta	Montenegro
							
Norway	Poland	Portugal	Portugal	Rep. San Marino	Romania	Slovakia	Slovenia
							
Spain	Sweden	Switzerland	Switzerland	The Netherlands	Turkey	Turkey	United Kingdom



# What is BUSINESSEUROPE?



- ✓ The Confederation of European business, representative of more than 20 million small, medium and large companies
- ✓ A Social Partner

## Mission

- ✓ „Actively promote and represent business in Europe“
- ✓ „Advocate a favourable and competitive business environment to foster sustainable economic growth“

## Purpose

- ✓ Influence EU policies to create a business-friendly environment

## Pillars

- ✓ Members FIRST
- ✓ Staff: about 45 persons
- ✓ Supporting network of 42 companies (ASGroup)
- ✓ Alliance for a Competitive European Industry
- ✓ European Employers Network



# BUSINESSEUROPE: Internal governance

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- Statutory bodies with member federations
  - Council of Presidents / Executive Committee / Executive Bureau / DPs
- Policy Committees
  - Legal Affairs, Economic and Financial Affairs, Entrepreneurship & SMEs, Industrial Affairs, International Relations, Social Affairs, Internal Market
- Working groups of experts on different issues



# Key issues in international relations

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1. Doha Development Round
  - Industrial goods: formula; sectors; NTBs
  - Services: new market access
  
2. EU-US Transatlantic Relations
  - Transatlantic Economic Council
  - Cooperation on NTBs
  
3. Bilateral EU Dialogues & Business Summits
  - China, Japan, Russia, Africa



# Key issues in international relations

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## 4. Free Trade Agreements

- Korea, India, ASEAN, MERCOSUR, Canada
- GCC, Andean, Central America, EPAs

## 5. Further issues

- Raw materials
- Development policy
- Revised Community Customs Code
- Reform of export controls regime
- Trade Policy Instruments



# Structure for involvement in trade policy

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1. Information-gathering and sharing
  - Working Groups with representatives DG Trade
  - Example: FTA working group with representatives of national associations, companies and sector associations
  
2. Reaching an industry position
  - Consultation with members on position papers, letters, joint statements

= *Mostly working level*



# Structure for involvement in trade policy

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## 3. Advocacy by BUSINESSEUROPE

- High-level with European Commission or European Parliament
- Business summits
- Interaction with media

= *Mostly political level*



## Example EU-South Korea FTA

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1. Advocacy to move from Doha to bilateral negotiations, e.g. EU-South Korea FTA
2. Gather information in membership on priorities for agreement
3. Submit priorities to negotiators
4. Ensure continuous dialogue between key actors (negotiators and politicians of EU, South-Korea + business partners)
5. Key events to promote BUSINESSEUROPE positions
6. Contact with legislators, European Parliament and Council
7. Inform members about implementation

*= from working level to political level depending on the stage of the discussions*



# Make sure you are heard: how?

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## Companies

- Contact with national business association
- Contact with national sector association
- Participate in online consultations

## Associations

- Contact BUSINESSEUROPE
- Inform your government and 'your' MEPs about your interests
- Create a platform for your members to be informed



## Further information

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[www.businessseurope.eu](http://www.businessseurope.eu)

