



Mr. José Manuel Barroso
President
European Commission
Rue de la Loi, 200
B-1049 Brussels

20 March 2013

Dear President,

BUSINESSEUROPE anticipates the launch of bilateral free trade negotiations at the upcoming EU-Japan Summit on 25 March 2013. These negotiations have the potential to deliver a strong push to bilateral trade and investment, and therefore both sides should aim at the highest level of ambition. This will require strong commitments to make courageous decisions in sensitive areas.

Representing European companies that do business with Japan both as exporters and investors, BUSINESSEUROPE expects from the Japanese government to deliver on its promises by taking very concrete and verifiable steps to open up its market to European competition. Free trade negotiations with Japan will only be successful if effective market access is granted to European companies in Japan comparable to that enjoyed by Japanese companies in the EU. In particular, BUSINESSEUROPE requests from the Commission to strive for the following results:

- not just paper concessions by Japan but specific, substantive, measurable, and non-discriminatory measures to open the Japanese market;
- the elimination of all non-tariff barriers included in the roadmaps as well as other trade restrictive measures emerging during the negotiations;
- the removal of obstacles particularly in the areas of services, investment, competition and IPR;
- comparable and effective market access in public procurement, and the elimination of all restrictive measures;
- parallelism between tariff reductions in the EU and elimination NTBs in Japan for those sectors where Japanese tariffs are already low or inexistent;
- in general the resolution of all issues of significant economic interest to either party.

With the upcoming EU-US free trade negotiations and Japan's participation in the TransPacific Partnership (TPP) running in parallel, both sides should be very attentive that the EU-Japan negotiations are closely aligned with the two other initiatives in order to preempt any unnecessary regulatory divergence.

BUSINESSEUROPE hopes that the Japanese government will prove its strong commitment and ability to open the Japanese market by removing long-standing barriers to trade and investment. However, in line with the review clause in the mandate, there should be scope for the negotiations to be suspended in the event that Japan does not deliver on its NTB commitments.

Finally, the negotiations should be conducted in full transparency and close cooperation with the business community. BUSINESSEUROPE stands ready to provide detailed input during all phases of the negotiations.

We count on you, President Barroso, to ensure that a successful EU-Japan FTA will eliminate longstanding barriers and provide new opportunities for European companies to do business with and in Japan.

Yours sincerely,

A handwritten signature in blue ink, appearing to read "Markus J. Beyrer", with a long, sweeping horizontal line extending to the right.

Markus J. Beyrer

This letter has also been sent to:
Mr. Herman Van Rompuy, President of the European Council
Mr. Karel De Gucht, Commissioner for Trade