



4 September 2013

ANNUAL CONFERENCE OF HEADS OF DELEGATION, EUSR AND CHARGÉS D' AFFAIRES

SPEECH BY EMMA MARCEGAGLIA

BUSINESSEUROPE PRESIDENT

**WEDNESDAY, 4 SEPTEMBER 2013 CHARLEMAGNE BUILDING, GASPERI ROOM
170, RUE DE LA LOI, 1046 BRUSSELS**

TIME: 11H45-12H45

MAX. SPEAKING TIME PER PANELIST: 5-7 MINUTES

**MODERATOR: STEPHAN AUER - MD.VI.B, DIRECTOR MULTILATERAL RELATIONS &
GLOBAL ISSUES, EUROPEAN EXTERNAL ACTION SERVICE**

SPEAKERS:

- **EMMA MARCEGAGLIA - PRESIDENT, BUSINESSEUROPE**
- **DANIEL CALLEJA CRESPO - DIRECTOR GENERAL, DG ENTERPRISE**
- **STEFANO MANSERVISI - DIRECTOR GENERAL, DG HOME AFFAIRS**
- **ANA PAULA ZACARIAS - EU AMBASSADOR TO BRAZIL**

SPEECH:

Your Excellencies,

It is an honour to join you today for your conference. Thank you, Mr. Auer, for the kind invitation to participate in this very interesting discussion.

I am happy that our annual exchanges – following my predecessor's, Jürgen Thumann, attendance at your conference last year – are becoming a tradition and that closer cooperation between BUSINESSSEUROPE and the External Action Service can be mutually beneficial.

Our vision for an economic diplomacy and the active role we would like the External Action Service with business is as follows:

First, the EU should continue raising a strong voice against protectionism that many of our trading partners pursue, to the detriment of European companies.



Second, European economic diplomacy should support the competitiveness of EU companies, especially via ambitious trade and investment agreements.

Third, the EU should devote more of resources to facilitate economic partnerships with major trading partners. For instance, the field of development policy is one of the areas where we could achieve positive results. By increasing the complementarity between trade, foreign and development policies, and by establishing contact points for business in EU's Permanent Representations, local growth and development will be facilitated and new business opportunities for EU companies will be created.

Fourth, the EU should engage more forcefully to promote its interests in energy and raw materials. There must be a fine balance between the pursuit of our resource needs and cooperation with resource-holding countries.

Fifth, the EU and business need to find better ways to cooperate on sensitive political issues like economic sanctions or human rights. In cases where sanctions are indeed applied, more clarity should be offered to companies on how the sanctions will function.

To pursue these five issues, Europe will need to strengthen relations with the largest global economies and inaugurate strategies with emerging markets, which present opportunities for European companies.

Ladies and gentlemen,

We applaud Vice-President Tajani's initiative to launch the EU Missions for Growth project. It is an important step forward toward achieving closer relations with our trading partners around the globe. We fully endorse the aim to increase the visibility of EU business in third countries and, as BUSINESSEUROPE we have always been present in the missions through our members, since 2011 – among which in Brazil (*EU Ambassador in Brazil sitting on the panel*).

Memoranda of Understanding are signed with the host countries in different fields, including regulatory dialogue, environment for SMEs and respect of contracts and payments, while business-to-business events are also organised. This allows EU business to be aware of investment opportunities in third countries and further supports their internationalisation.

Most importantly though, meeting the political leadership of the hosting countries in an informal setting, is a unique opportunity for our companies that allows them to raise problematic situations and ask questions directly.

On our part, BUSINESSEUROPE regularly communicates the upcoming missions for growth to our member federations and associate companies as soon as we receive the relative information from DG Enterprise. We appreciate the improvements in the flow of information between the Commission and the business community, especially with regards to the organisation methodology of the missions and the company selection criteria. However, one area that needs to be further improved is the early



communication of the intended programme, which would help attract the relevant sectors and high-level business representatives.

I look forward to listening to Mr. Calleja Crespo on the new missions that the Commission is organising, would perhaps a future mission take place in Africa?

Ladies and gentlemen,

Allow me to take this opportunity to reiterate our belief in BUSINESSEUROPE of the role that the External Action Service, along with the Commission, can play in promoting the economic interests of the EU outside our borders.

I would like to thank you for the excellent cooperation we already have when it comes to the organisation of bilateral Summits and BUSINESSEUROPE missions, such in Moscow (February 2012) and in Washington (September 2013). I only wish this cooperation is further reinforced in the future.

Our doors in BUSINESSEUROPE are open and I look forward to welcoming you for fruitful exchanges.

Thank you.
