

# Market Access Strategy in the context of the EU's enforcement agenda



**Market Access Seminar**

**Budapest, 6 April 2011**

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# Content

- **Wider Context**
- **Enforcement agenda**
- **Trade and Investment Barriers Report (TIBR)**



# Wider Context

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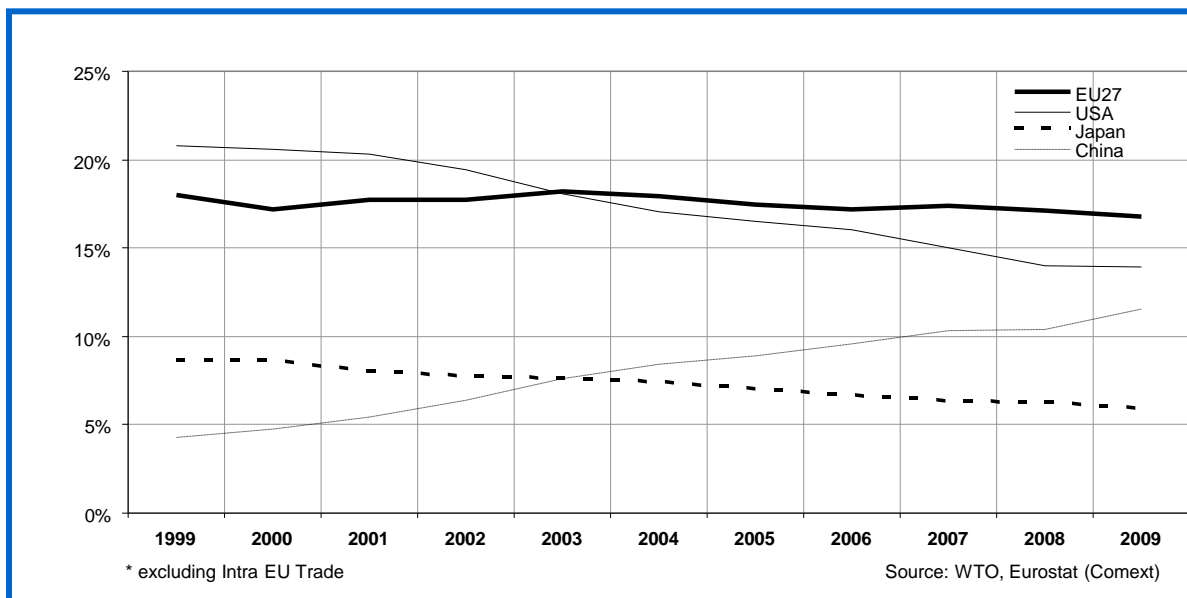


- **Commission Communication "*Trade, Growth and World Affairs*" of 9 November 2010**
- **Background**
  - Europe 2020
  - Changing economic environment (acceleration of globalisation, rise of emerging economies)
  - Impact of economic/financial crisis
  - Public expectations to implement what is being negotiated

# The EU and the world trade

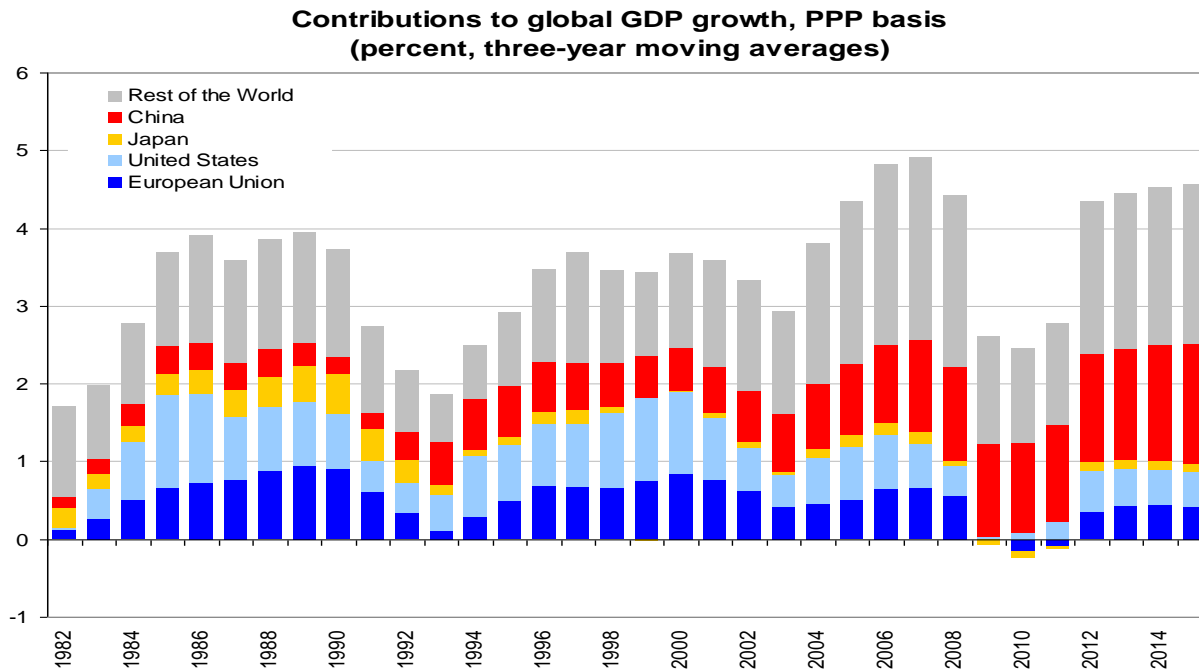
- Global exports fell during the economic crisis yet Europe's share of world trade has held steady over previous decade.
- 1/3 of the 1.8% EU GDP growth in 2010 was triggered by net exports from the EU.

Share of EU27\*, USA, Japan and China in World Trade in Goods (%)



# Impact of economic crisis on economy

- Economic crisis accelerated trends of changing weight in global economy.
- Strong economic growth of Asian markets



Source: IMF World Economic Outlook April 2010

# Wider Context



## Three main pillars of renewed trade strategy:

- Complete the negotiating agenda
- Deepen trade relations with strategic partners
- Enforcement agenda

# Completion of current negotiating agenda

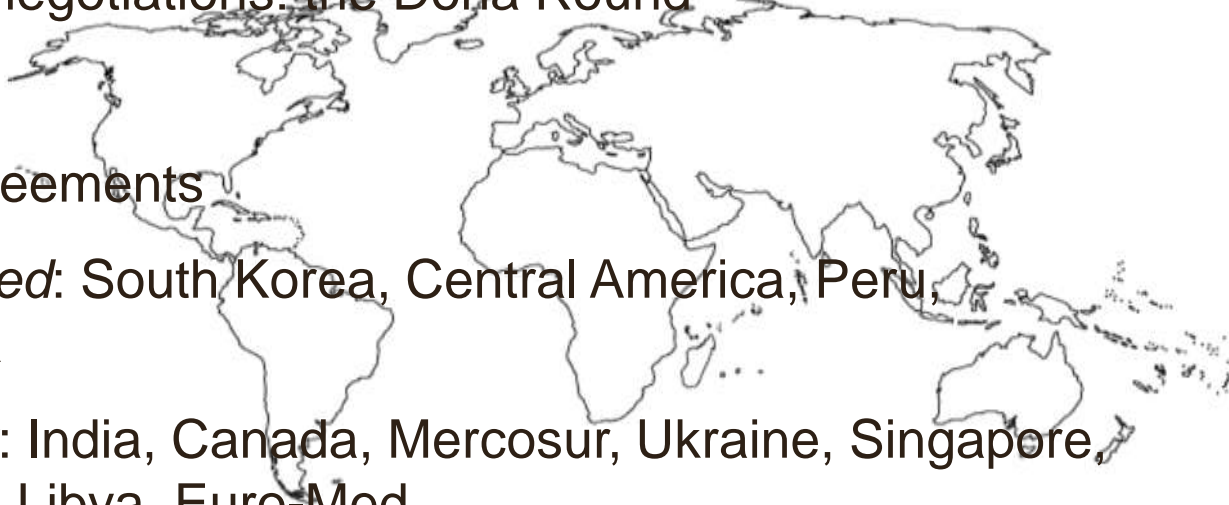
Deliver new opportunities for trade and investment through:

- Multilateral negotiations: the Doha Round

- Bilateral agreements

- *Concluded:* South Korea, Central America, Peru, Colombia

- *Ongoing:* India, Canada, Mercosur, Ukraine, Singapore, Malaysia, Libya, Euro-Med





# Deepen trade relations with other strategic partners

## US:

- EU's largest investment and trading partner
- Transatlantic Economic Council

## China:

- A fast growing market for EU's exports with big potential
- Tackling market access barriers
- High Level Economic and Trade Dialogue

## Japan:

- Regulatory obstacles
- High Level Group

## Russia:

- WTO membership
- Partnership and Cooperation Agreement





# Enforcement agenda



# Enforcement agenda



- **Crisis reconfirmed the importance of enforcing the rules of trade**
- ***"Ensuring that trade agreements on paper can be translated into concrete results for people and companies on the ground"***
- **Important for legitimacy of trade policy**

# Enforcement agenda



## **Technical, legal and diplomatic tools:**

- **Market Access Strategy**
- **WTO dispute settlement**
- **Implementation of FTAs (Korea)**
- **Trade defence instruments**
- **IPR enforcement strategy**



# Trade and Investment Barriers Report





- **Mandated in Europe 2020 communication**
- **One of the tasks of the Market Access Strategy**
- **First annual report adopted on 10 March 2011 and submitted to European Council of 24/25 March**
- ***"Monitor trade barriers and protectionist measures in third countries (...) trigger enforcement actions (...) with the possibility of 'naming and shaming' third countries"***

- **Elevating dismantling of trade barriers to the top of the political agenda**
- **Joint efforts at high level needed – both Commission and Member States**
- **21 barriers in 6 countries/regions (China, India, Japan, Mercosur, Russia, US) covering 45% of EU trade**
- **€ 100 billion European exports potentially affected**

# Concluding remarks

- **Enforcement agenda is in the centre stage of the EU trade policy**
- **Important to coordinate enforcement actions in close cooperation between the European Commission, Member States and Business**
- **Business input is crucial for success of enforcement actions**