

Market Access Strategy: EU actions to remove market access barriers in third country markets



Market Access Seminar

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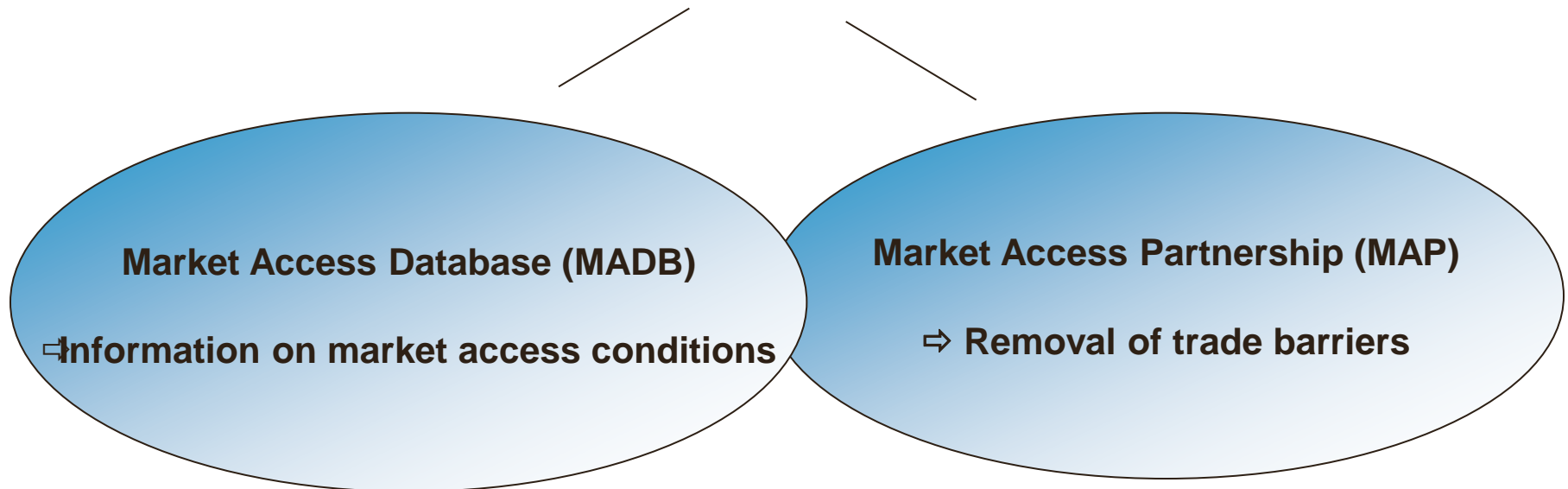
Market Access Strategy: the bigger picture



- **Ensure effective access for European companies to third country markets: part of the enforcement agenda of EU trade policy**
- **Revamped in the context of the « Global Europe » Communication (2006/07) and further reinforced in the recent Communication on “Trade, Growth and World Affairs” (09/11/2010)**
- **Translating trade opportunities created by multi-/bilateral negotiations into «actual» trade flows**
- **Complementary to negotiating agenda of trade policy**
- **Focus on short to medium term delivery**
- **Important for the legitimacy of trade policy**

Market Access Strategy: two pillars

Market Access Strategy (MAS)



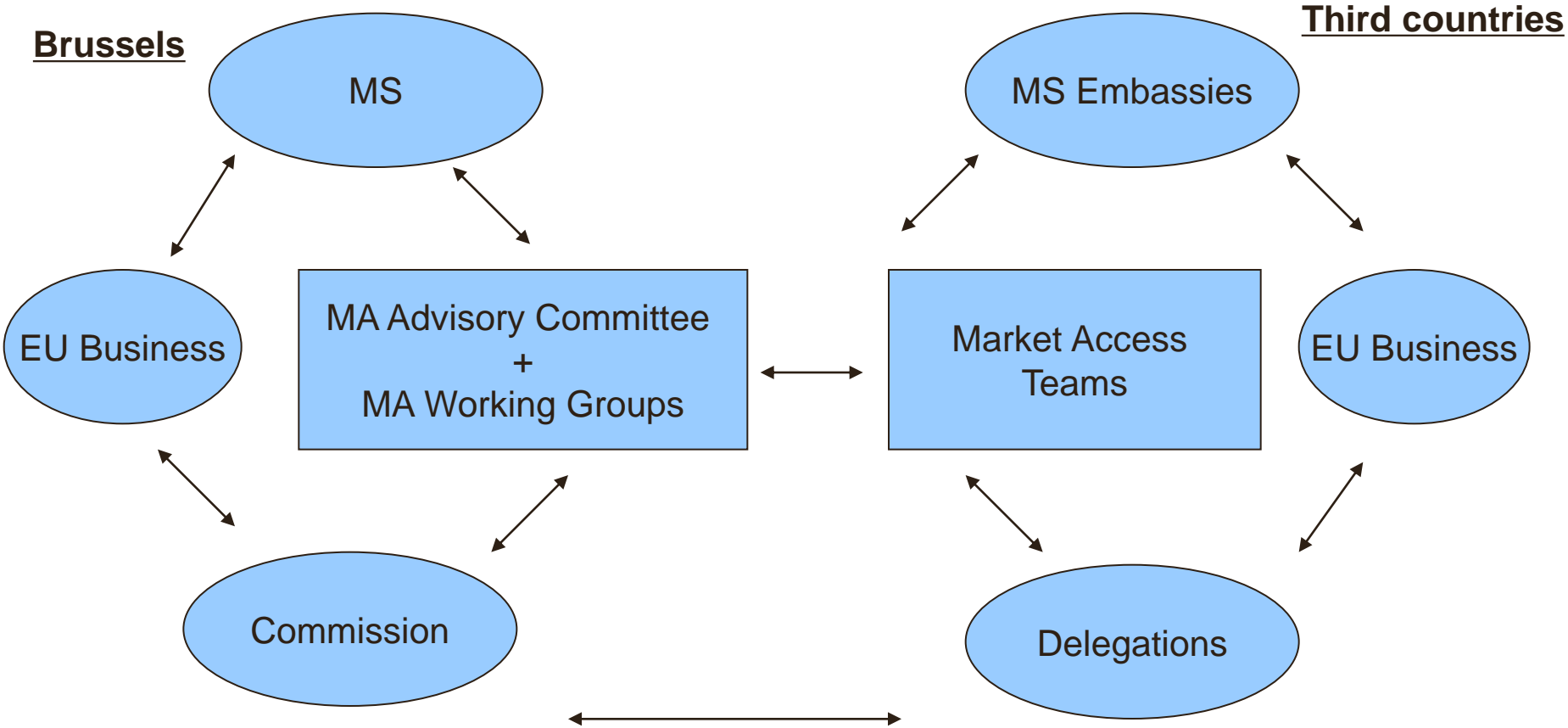
Market Access Partnership: Objectives



- Identification and legal/economic analysis of barriers
- Setting of priorities
- Prevention of new barriers
- Removal of existing barriers
- Special focus on needs for SMEs



Market Access Partnership: Structures



Market Access Partnership: Instruments

- **Technical dialogues (e.g. IPR)**
- **Soft diplomacy (e.g. specific demarches or joint Trade Working Groups with third countries)**
- **WTO Committees**
- **Careful monitoring of FTA implementation**
- **Formal procedure according to the Trade Barrier Regulation**
- **WTO dispute settlement**
- **Political interventions (e.g. Ministerial meetings, Summits)**

Current Flagships (1)

Key barriers process

- **Identification of 200 barriers in 30 countries**
- **Benchmark for future work**
- **Purpose: concerted messages by COM and MS vav third countries**
- **Ultimate objective: removal of the barriers**

Current Flagships (2)

Protectionism monitoring

- **G20 commitment: four aspects**
 - standstill: no new measures
 - focus to lifting of existing measures
 - time period: until 2013
 - monitoring mandate to international organisations (WTO, OECD)
- **7 public reports since January 2009**
- **Feeding into WTO monitoring**
- **Peer pressure**
- **Basis for Market Access work**



Current flagships (3)



- **Annual Trade and Investment Barriers Report**
- **First report submitted to the European Council of 24/25 March**
- **Strengthen role of local Market Access Teams (EU Delegations, Member States embassies, business representatives)**

Trade and SMEs

- **Open new markets and establish a predictable framework for all EU companies (bilateral and multilateral agreements)**
- **Enforcement of trade rules to ensure trade flows**
- **Market Access Partnership to identify and address trade barriers**
- **Trade defence assistance**
- **Information tools and helpdesks (MADB, Export Helpdesk, IPR Helpdesk in China, etc...)**
- **In preparation: Communication on possible EU support for SME internationalisation**