



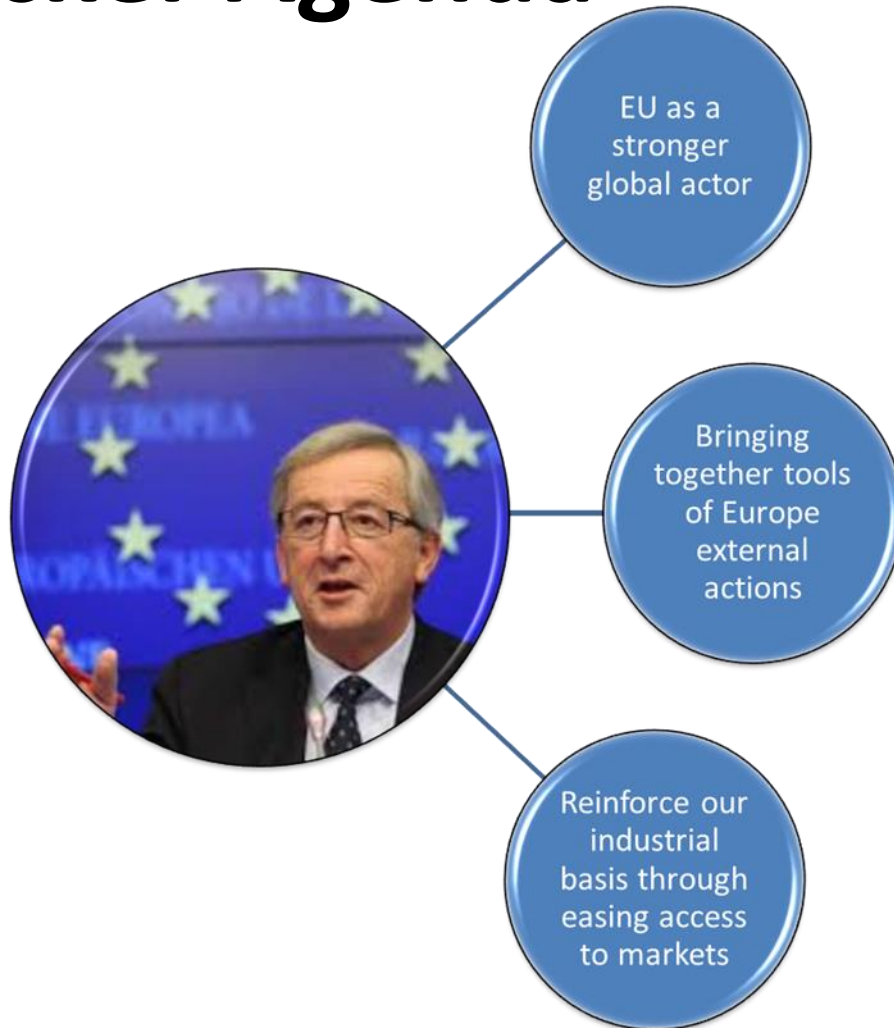
# **EU Economic Diplomacy**

**Optimal use of all levers to promote EU economic interests and prosperity in a global context.**

**Commission – EEAS – EIB ongoing work**

**More coherent approach that target strong economic and political outcomes**

# Juncker Agenda



**Economic diplomacy is at the forefront and crucial to the jobs, growth and investment agenda, the top priority of the Juncker Commission**



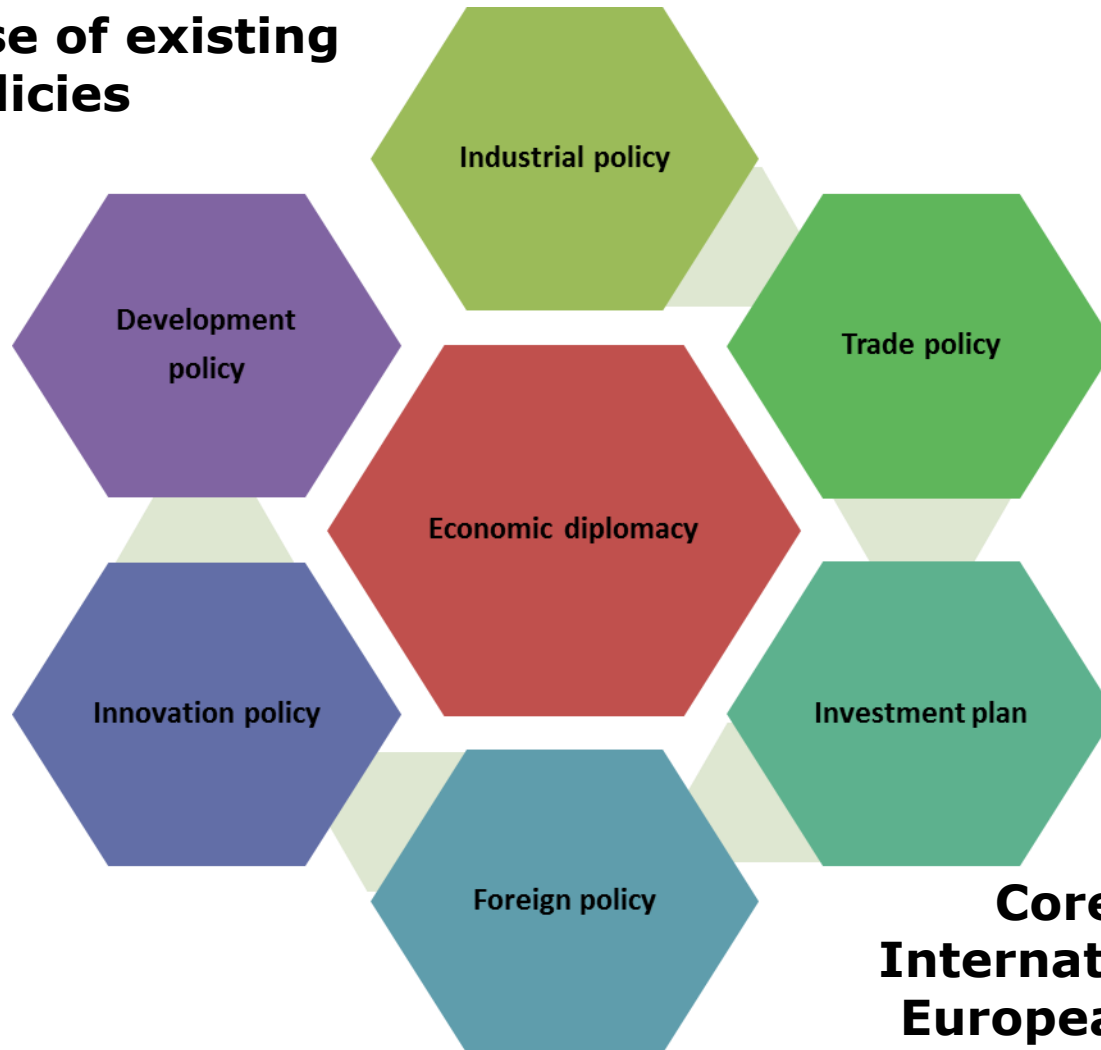
# **Elżbieta BIEŃKOWSKA**

## **Commissioner for Internal Market, Industry, Entrepreneurship and SMEs**

**Considers the external dimension of the internal market and access to non-EU markets as an area of great importance for industry and SMEs alike.**

**Regards economic diplomacy as very necessary to open up business opportunities for European enterprises, and for bringing growth, competitiveness and jobs to Europe.**

# Convergence, coherence, articulation and more focused use of existing policies



**Core element:  
Internationalisation of  
European businesses**



European  
Commission

# Issues?

**Important  
potential,  
needs and  
opportunities  
in strategic  
sectors**

EU is the world's  
largest economic  
bloc + strong  
internal market

But no corresponding  
impact in promoting  
European interest in the  
world

90% of growth coming  
from outside the EU +  
30 million European  
jobs are export related

But only a tiny fraction of  
European SMEs do export

Need of European  
businesses to access  
new growth markets  
outside the EU

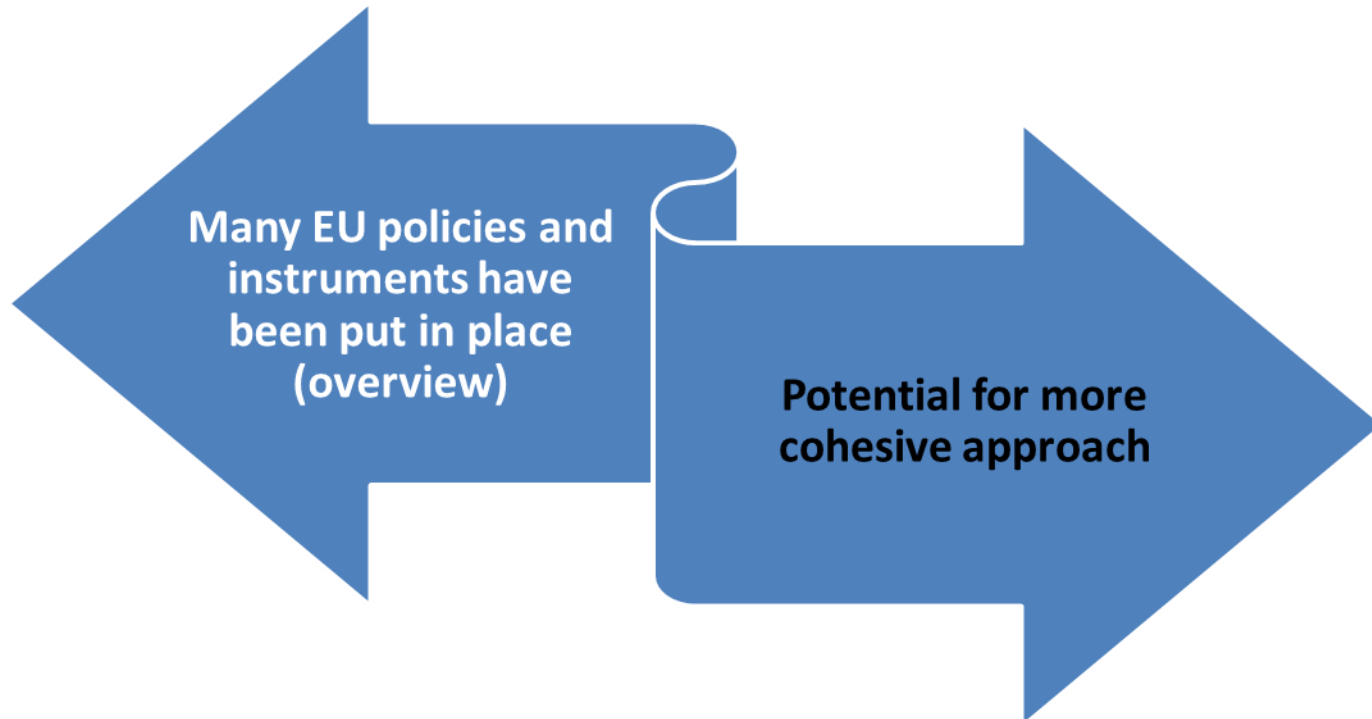
But they do not have  
sufficient access to  
finance

New aggressive and  
large emerging  
countries and  
political powers

But the EU partially fails  
in addressing this  
challenge, e.g. China in  
Africa, raw materials...

**Potential for  
higher impact,  
additionality  
and visibility**

# Current situation?



**Overview of EU instruments contributing to the internationalisation of European businesses**



European  
Commission

## **COSME**

[SME Internationalisation Portal](#)  
[Enterprise Europe Network](#)  
[IPR Helpdesks](#)  
[EU-Japan Centre for Industrial Cooperation](#)  
[Network of European Business Organisations in Third countries](#)  
[Cluster internationalisation](#)  
[Erasmus for Young Entrepreneurs possible initiatives in third countries](#)  
[Connect Project by the European Business & Innovation Centre Network \(EBN\)](#)  
[Small Business Act \(SBA\)](#)  
[Mission for Growth \(M4G\)](#)  
[Financial Instruments \(EFG and LGF\)](#)

## **ICI**

[European Business and Regulatory Cooperation with Taiwan](#)  
[EU Business and Information Programme with Hong Kong/Macau](#)  
[EU-GCC Trade and Business Cooperation facility](#)

## **ICI+**

[SME Centre in China](#)  
[European Business and Technology Centre \(EBTC\) in India](#)  
[European Association for Business and Commerce \(EABC\) in Thailand](#)  
[European Chamber of Commerce in Myanmar](#)  
[EuroCham Malaysia](#)  
[EuroCham Philippines](#)  
[EuroCham Laos](#)  
[EuroCham Cambodia](#)  
[EuroCham Indonesia + European Indonesian Business Network \(EIBN\)](#)  
[European Vietnamese Business Network \(EVBN\) Vietnam](#)  
[Coordination Platform for Asia, covering all actions mentioned above](#)  
[European and Latin American Business Services and Innovation Network](#)

## **PARTNERSHIP INSTRUMENT**

[Clean energy cooperation with India](#)  
[EU Gateway/Business Avenues in South East Asia](#)  
[Green Gateway to Korea](#)  
[EU Gateway to China](#)  
[Low carbon business action in Brazil and Mexico](#)  
[Market access and trade & investment agreement negotiation & implementation facility](#)  
[Public Procurement Initiative](#)  
[Technical Assistance and Information Exchange \(TAIEX\)](#)  
[EU-China Aviation project](#)  
[International urban cooperation](#)  
[Resources efficiency initiative in India](#)  
[Green Gateway to Japan](#)  
[EU-South East Asia civil aviation project](#)  
[Feasibility study for an EU-Canada mineral investment facility](#)  
[Support to CETA implementation & EU Chambers' coordination](#)

## **EUROPEAN NEIGHBOURHOOD INSTRUMENT**

[Neighbourhood South:](#)  
[Euromed Invest \(EU Support to business and investment partnerships in Southern Mediterranean\)](#)  
[Support to the development of culture and creative industries and clusters in Southern Mediterranean](#)  
[Euro-Mediterranean Trade and Investment Facilitation Mechanism](#)  
[Support to trade development in the Southern Mediterranean](#)  
[Support to the preparation of Agreements on Conformity Assessment and Acceptance of Industrial products](#)  
[Support to the Euro-Mediterranean dialogue on the future of the textiles and clothing sector](#)  
[Neighbourhood East \(Eastern Partnership\)](#)  
[SME Flagship including:](#)  
[Support to SMEs competitiveness](#)  
[STARFF](#)  
[East Invest](#)  
[Small Business Support](#)  
[SME Finance Facility](#)  
[DCFTA Facility](#)  
[Bilateral DCFTA and SMEs support programmes \(Moldova, Georgia, Ukraine\)](#)  
[Bilateral technical cooperation facilities in the Neighbourhood East](#)  
[Horizontal assistance: TAIEX, SIGMA](#)

## **INSTRUMENT FOR PRE-ACCESSION ASSISTANCE**

## **DEVELOPMENT POLICY: DCI and EDF**

## **HORIZON 2020**

## **STRUCTURAL AND INVESTMENT FUNDS**

## **PROMOTION OF AGRICULTURAL PRODUCTS**

## **LIFE PROGRAMME**

## **OTHER ACTIONS**

[Seconded European Standardization Experts in Third Countries](#)  
[Industrial and Regulatory Dialogues with Third Countries](#)  
[Market Access Database](#)  
[Export Helpdesk](#)  
[SME Trade Defence Helpdesk](#)  
[Technical Barriers to Trade – Enquiry Point](#)  
[EU-US Transatlantic IPR portal](#)  
[EU Business Fora in/with Africa](#)  
[Taxation and Customs](#)

## **EUROPEAN INVESTMENT BANK (EIB)**



Example 1

# EU Gateway (Partnership instrument)

EU Gateway are EU-funded initiatives in:

- **South Korea** – target of 1000 EU companies,
- **China (pilot)** – target of 200 EU companies,
- **Southeast Asia with Singapore as a hub** – target of 1000 EU companies,
- **Japan** – under tendering procedure

## Examples of Business missions to South East Asia

- **Environment & Water Technologies**, 11-15 July 2016 in Singapore and Vietnam -  
Deadline for application: Friday, 25 March 2016
- **Green Energy Technologies**, 24-28 October 2016 in Singapore and Malaysia -  
Deadline for application: Friday, 8 July 2016





Example 2

# EBOs: European Business Organisations in third countries

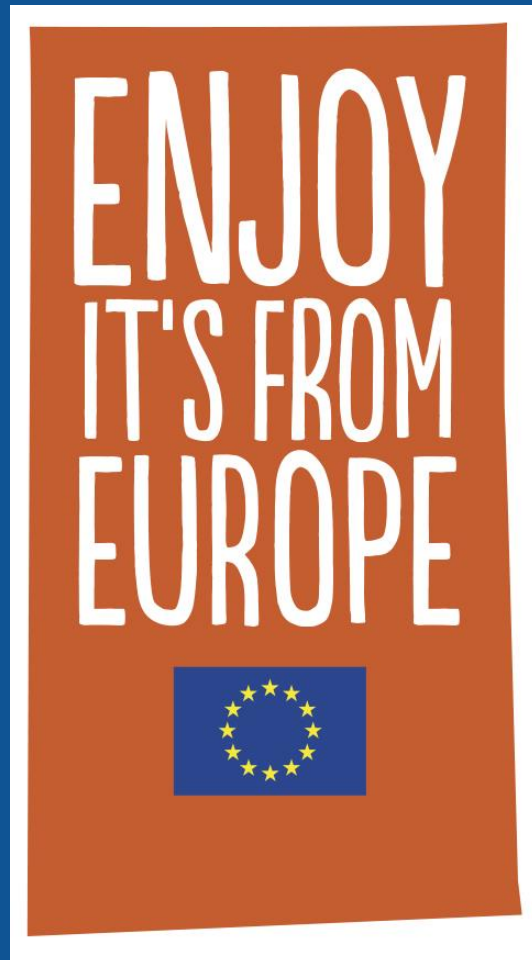
Armenia	European Union Chamber of Commerce in Armenia
Australia	European Australian Business Council
Brazil	Eurocamaras Brazil
Cambodia	European Chamber of Commerce in Cambodia
Chile	EuroChile (Fundacion Empresarial Comunidad Europea Chile)
China	European Union Chamber of Commerce in China
Dominican Republic	Federacion de Camaras Europeas de la Republica Dominicana
Ghana	EBO-Ghana
Hong Kong	European Chamber of Commerce in Hong Kong
India	European Business Group India
Indonesia	European Business Chamber of Commerce in Indonesia
Kazakhstan	European Business Association of Kazakhstan
Korea	European Chamber of Commerce in Korea
Laos	European Chamber of Commerce and Industry in Lao PDR
Macedonia	European Business Association Macedonia
Malaysia	EU-Malaysia Chamber of Commerce & Industry
Moldova	European Chamber Moldova
Nepal	European Economic Chamber (EEC) - Nepal
New Zealand	New Zealand Europe Business Council
Papua New Guinea	Papua New Guinea EU Business Council
Paraguay	Eurochamber of Paraguay
Russia	Association of European Businesses in the Russian Federation
Singapore	European Chamber of Commerce of Singapore
Sri Lanka	European Chamber of Commerce of Sri Lanka
Taiwan	European Chamber of Commerce Taiwan
Thailand	Thai-European Business Association
The Philippines	European Chamber of Commerce of The Philippines
Trinidad Tobago	European Business Chamber in Trinidad and Tobago
Vietnam	European Chamber of Commerce in Vietnam

Example 3

# Market Access Database (DG TRADE)

**Offer EU businesses free online information on customs duties, import formalities, as well as important non tariff barriers in non-EU countries**





# Promoting EU agro food abroad

## Activities

EU co-financed promotion programmes,  
organised by the sector;

Technical support services;

High Level Mission with Commissioner Hogan.

[http://ec.europa.eu/agriculture/promotion/policy/index\\_en.htm](http://ec.europa.eu/agriculture/promotion/policy/index_en.htm)



# Joint Trade Mission by several TPOs (COSME)

**Trade Mission to the United Arab Emirates, 3 – 8 September 2016  
multi sectors – Focus on women entrepreneurs**

1 (Coordinator)	London Chamber of Commerce and Industry (LCCI)	United Kingdom, London
2	Federation of Industries of Northern Greece (FING)	Greece, Thessaloniki
3	Public Institution Lithuanian Innovation Centre (LIC)	Lithuania, Vilnius
4	Chamber of Commerce and Industry of Hajdu-Bihar County (HBKIK)	Hungary, Debrecen
5	Confindustria Sicilia (CS)	Italy, Palermo
6	Brussels Chamber of Commerce and Industry (BECI)	Belgium, Brussels



# EU-Japan Centre for Industrial Cooperation

## ACTIVITIES 2015-2016

Example 6

### POLICY ADVICE

- Policy Seminars/Reports
- Policy Reports & Analysis  
MINERVA FELLOWSHIP  
10-12 fellowships/year
- Policy Recommendations  
(EU-Japan Business Round Table)

### SERVICE TO BUSINESSES

- Training
  - Training for European Executives  
H RTP, WCM, Clusters missions, LEAN in Europe
  - Training for young engineers and scientists Vulcanus in Japan/Europe (45/20)
- Information Service
  - Info Helpdesk
  - Japan Public Procurement info Portal (METI grant)
  - "EU Business in Japan" Web Portal:
- Dedicated Support for SMEs
  - ENTERPRISE EUROPE NETWORK (EEN)
  - "STEP IN JAPAN" – logistic support for SMEs
  - "KEYS TO JAPAN"-Business Plan Drafting Support
  - TAX AND PUBLIC PROCUREMENT HELPDESK
  - TECHNOLOGY TRANSFER HELPDESK
  - ADVISORY SERVICE ON JAPAN DEFENSE&SECURITY MARKET AND INDUSTRIES ( new- 2016)

### R&D INNOVATION

- Helpdesk, website, newsletter
- High tech cooperation and business partnerships using EEN
- Clusters Support & Helpdesk
- JEUISTE project -Promotion of Horizon 2020 (FP7 Grant)
- Japan National Contact Point for Horizon2020 (METI grant)
- GNSS.asia2 (Horizon2020 Grant)
  - Promotion of Galileo in Japan
  - GNSS industrial cooperation strategy
- Space.Japan
  - space industries cooperation downstream and upstream

# EU Business Support Structures in Third countries

**Strengthen business support services to EU SMEs**

**Pro-active dissemination and outreach activities directed at EU-based SMEs**

**Assist all EU companies to establish and develop a business presence**

**China**

**Laos**

**Thaïlande**

**Cambodia**

**Myanmar**

**Indonesia**

**Malaysia**

**Vietnam**

**Philippines**

**Latin America**

# Objectives of EU Economic Diplomacy



## Political

- Promoting our values
- Bringing stability
- Respect for human rights
- Rule of law
- Good governance
- Visibility of the EU on the world scene
- Fight illegal immigration



## Economic

- Better access to third country markets
- Public procurement
- Infrastructures
- Innovation and global value chain
- Improvement of EU attractiveness for investment and skilled people



## Key challenges

- Security
- Scarcity of resources
- Climate change
- Sustainable development

**Overall: more growth and jobs in Europe**

# Next steps

- EU Delegations: Support EU economic interest abroad
- Case-study countries
- Partnership Commission – MS – EU business organisations
- Rationalise presence of EU business support structures
- Boost access to finance for business internationalisation
- EU economic missions to third countries

***More info: state of play available***

***Positions papers from BusinessEurope, Eurochambres, EBOWWN***



# What should be avoided:



**Business as usual**

# What should we make sure of:



**Added value / subsidiarity / complementarity / coherence / effectiveness**