



# EU Economic Diplomacy

**Set of activities that contribute to delivering prosperity for EU economies in the global context**

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# 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**

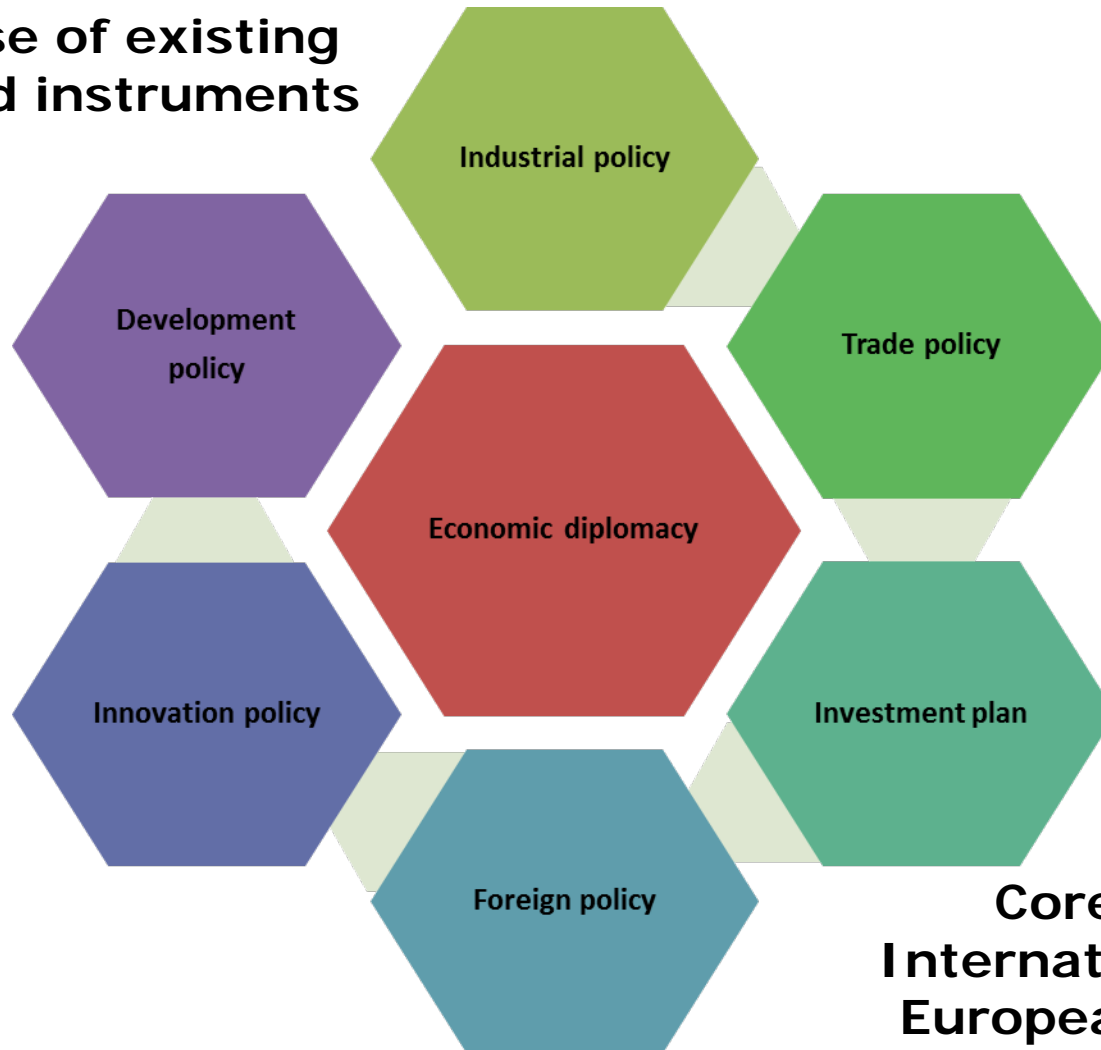


**Considers the external dimension of the internal market and access to non-EU markets as an area of great importance for industry and SMEs alike.**

**Wants to work on an integrated European strategy for SME internationalisation which adds value above and beyond national trade promotion activities.**

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

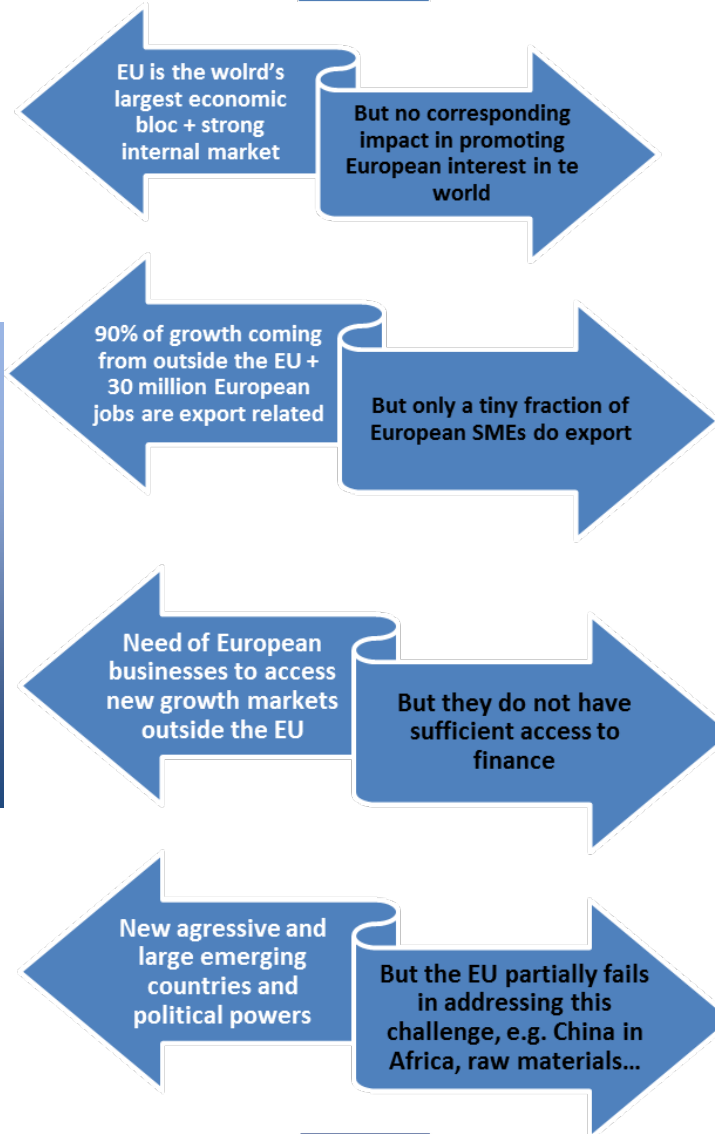
**Convergence, coherence,  
articulation and more  
focused use of existing  
policies and instruments**



**Core element:  
Internationalisation of  
European businesses**

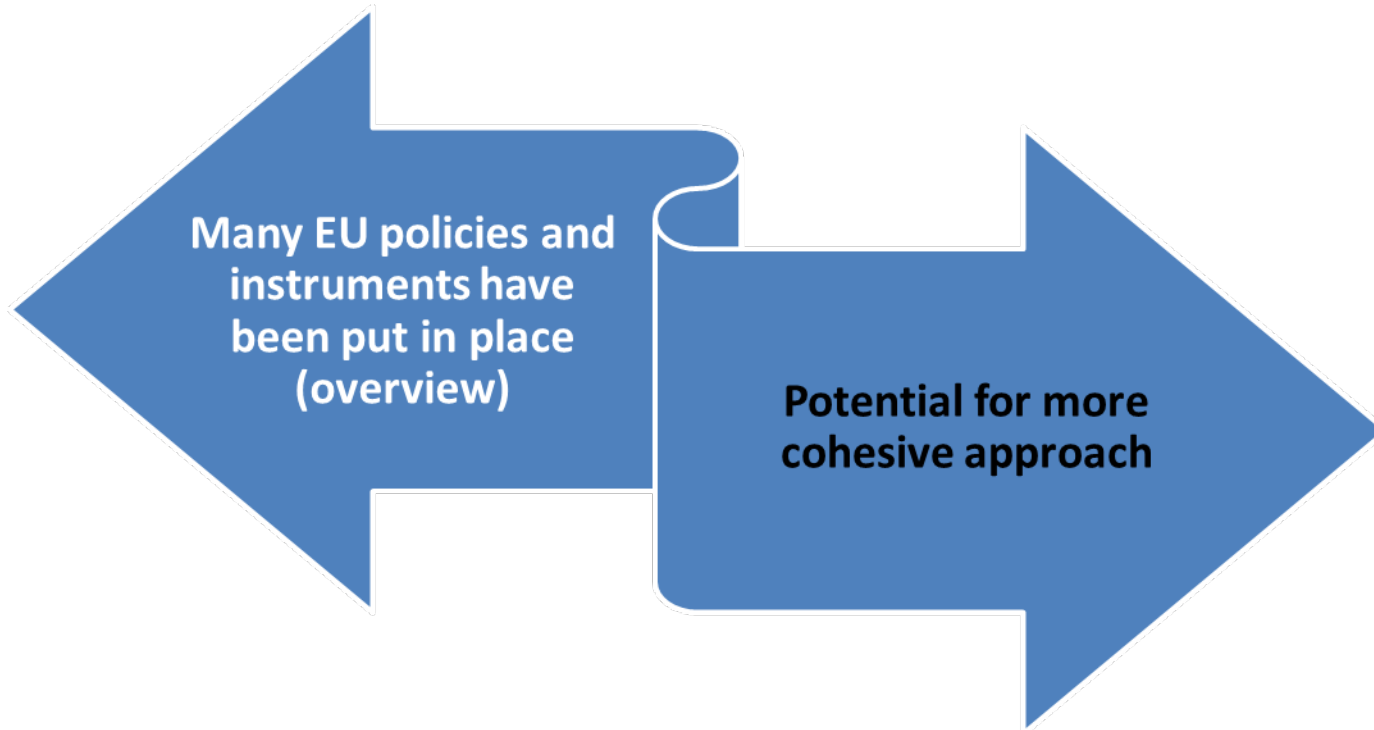
# Issues?

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



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

# Current situation?



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



## **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](#)

[STAREP](#)

[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

## 2 coming 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

# 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



Example 4



# 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)

**DG AGRI**

Example 5

# 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

# Objectives?



## 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

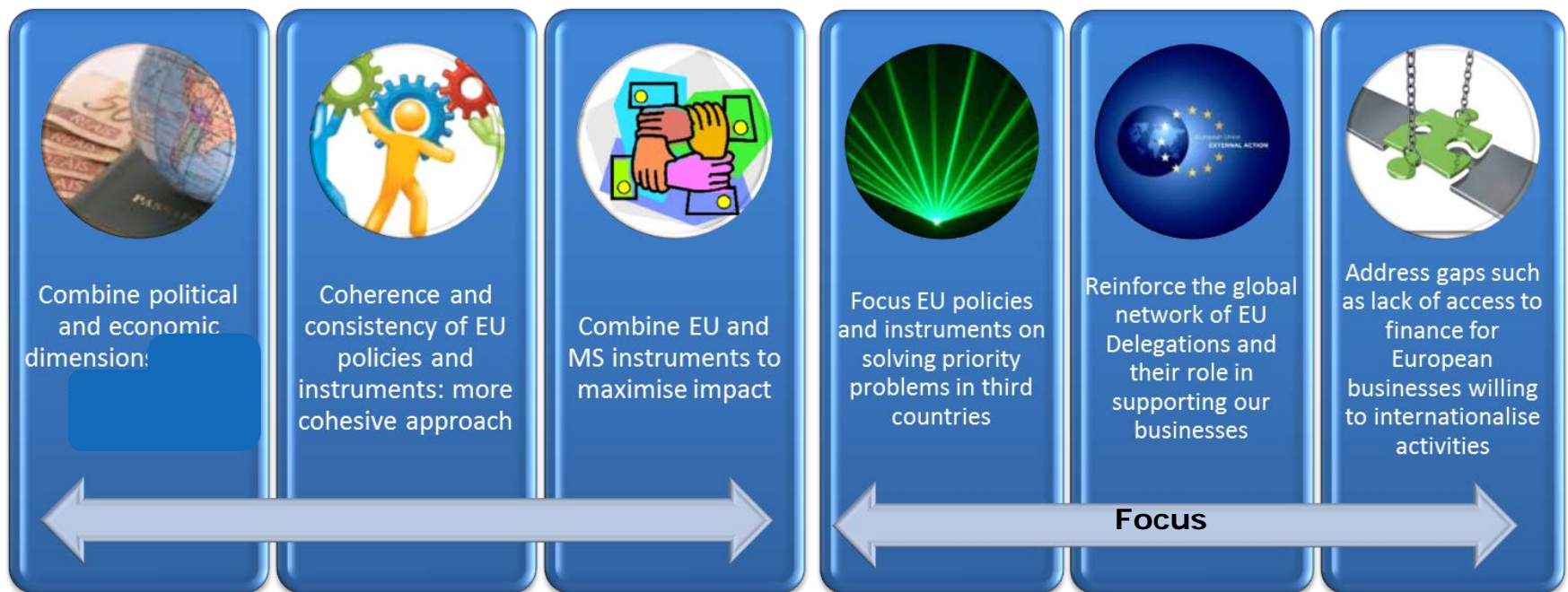


## Key challenges

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

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

# Possible approach?



## We do not start from scratch

# Priorities

- ☐ Opening global markets to EU companies, addressing regulatory barriers and promoting regulatory cooperation with key third countries
- ☐ Concretely supporting the internationalisation of EU businesses, in particular helping SMEs, including access to finance
- ☐ Ensuring a level playing field on global markets and addressing harmful international economic distortions
- ☐ Boosting foreign investment in the EU in synergy with the Investment Plan for Europe
- ☐ Identifying an appropriate way of cooperating between COM services, the EEAS, EU DEL, other institutions, EU Member States and EU businesses on these issues

# What should be avoided:



**Business as usual**

# What should we make sure of:



**Added value / subsidiarity / complementarity  
EU strong economic and political outcomes using  
our foreign, industry, trade, innovation, regional  
and development assistance policies**