



European Economic and Social Committee
Employers' Group

Europe, trade and the wider world
Seminar on business and EU external relations after the Lisbon
Treaty, 19 October 2011, London

External Relations of
the EESC Employers' Group:

*How can we best contribute to supporting EU
business strategy & priorities overseas?*

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EU in a rapidly changing globalised world:

❑ Fragmented image & danger in becoming a marginalised player in a globalized world

- Eurozone crisis, lack of (crisis) communication & leadership, postponing of decision making, internal restructuring (EEAS), weak foreign policy: Europe doesn't speak with one voice at global level (“the cost of non-Europe”...)

❑ European integration? Identity crisis?

- Tests: eurozone crisis & Greece, uncertainty of EU economy, Arab crisis (Libya)
- National capitals vs Brussels; GER – economic issues, FRA, UK – security issues

❑ Gap between the EU & citizens is widening

❑ Lack of coordination & cooperation at the EU & global level (EU doesn't speak as an 1 voice at global level)

❑ Lack of long-term vision & curiosity about the “other”





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2 Questions?

- How to market Europe, its economy & culture better globally, and how to improve the EU's international image & competitiveness?
- How can the EESC Employers' Group (EG) best contribute to improving the EU's external profile & restoring confidence regarding the EU's economy and businesses?





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Why external relations are important for European businesses?

- ❑ EU's economic growth & jobs depend on EU's economic competitiveness in the world, trade & investment
- ❑ Majority of economic growth is taking place outside the EU – in the markets of emerging and developing countries
- ❑ To gain better access to the markets, raw materials & energy supply, to public procurement markets, minimize IPR related risks in 3rd countries, to have clear investment conditions & transparent legal framework (regulation)
- ❑ Internationalisation (SMEs)





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The priorities of EESC Employers' Group in the field of external relations:

- ❑ **TRADE & INVESTMENT** related issues,
- ❑ **COMMUNICATION** → Improve **COORDINATION & COOPERATION** in the field of external relations at the EU level (increase coherence):
 - Better cooperation with the EP, the DGs, the Council, the EEAS
 - With the EU level business' organisations (**BUSINESSEUROPE**, **Eurochambres**, **UEAPME**, **CEEP**), **BIAC** & 3rd countries' business representative organisations in the EU (**AMCHAM**, **Japan Business Council in Europe** etc)
 - among the EG's members active in the EESC's external activities (**ERN** – External Relations Network of Employes' Group) → improve the image of the EESC's external relations
- ❑ Strengthen **COOPERATION** with the counterparts in all around the world & with the EU business representatives in 3rd countries (*European Business Council in Japan, the Europea Chamber of Commerce in China* etc)





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The priorities of Employers' Group in external relations' field:

- ❑ Strategic partner countries: **US, China, Russia, India, Brazil, Japan, Canada, South-Korea ...**
- ❑ 5 regional key-areas:
 - ❑ **OUR NEIGHBOURS** (candidate countries, Russia, Eastern Neighbours, EUROMED, EEA, Switzerland)
 - ❑ **ASIA/FAR EAST** – China, India, Japan, S-Korea, Singapore, Malaysia, Indonesia, Thailand, Vietnam, Phillipines)
 - ❑ **US, CANADA**, (South Africa, NZ, Australia)
 - ❑ **LATIN AMERICA** – Brazil, Argentina, Mercosur, Mexico
 - ❑ **ACP**
- *Assistance for strengthening employers' networks in the Mediterranean region, particularly in North Africa, Middle East*
- *Tighten contacts with employer networks in Russia and other neighbour countries*





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The EU business support networks abroad

- ❑ **European Chambers abroad** (national and/or European ones)
- ❑ **EC funding: EU Business Support Centres** (India, China):
 - European Business & Technology Centre – EBTC (New Dehli, since 2008)
 - EU Centre for Support to European SMEs (a project piloted by the *concordium of Chambers and Business Council in China*), Beijing, since 2010
 - European ASEAN Business Centre, Bangkok, since 2011
 - **EU-Japan Centre for Industrial Cooperation**
 - **The IPR Help Desk in China**
 - **The Enterprise Europe Network (EEN)**
- ❑ **European programmes**
 - *EU Gateway and Executive Training Programmes* (Japan, S-Korea)





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CHINA: Networks & assistance

- EU Centre for Support to European SMEs (a project piloted by the *concordium of Chambers and Business Council in China*), Beijing, since 2010,
- EU Chamber of Commerce in China,
- The IPR Help Desk in China
- German Centre for Industry and Trade Beijing Co Ltd (German Centre)
- European national Chambers in China
- EC Delegation in China
- MGs Embassies & other representation units in China
- **All-China Federation of Industry & Commerce**
- **China Chamber of Commerce/China Enterprise Confederation and China Enterprise Directors Association**
- **Universities**
- **Understandingchina.eu**
- **Web-based consultation**
- **Consultants.....**





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JAPAN: Networks & assistance

- EBC (European Business Council – The European (EU) Chamber of Commerce in Japan**
- National Chambers & representations (EU)**
- EU - *Japan* Centre for Industrial Cooperation:**
 - Gateway & Executive Training Programme in Japan & other businesses targeted services/trainings
 - Contact point for EEN (since 2011)
 - Vulcanus Programme for EU & JAP students in technical and research areas with a mandatory incompany internship
 - Information service & help desk*
 - FP7 & BILAT in Japan
 - Clusters Helpdesk
- Nippon Keidanren***
- Keizai Doyukai (Japan Association for Corporate Executives)***
- Kankeiren (Kansai Economic Federation)***
- Tokyo Chamber of Commerce & Industry***
- Osaka Chamber of Commerce & Industry***
- Kobe Chamber of Commerce & Industry***
- Japan Business Council in Europe***
- EU Institutes in Japan (2 in Tokyo, Kansai, Kuyshu)**
- European Delegation in Japan, & MGs Embassies & other representation units**





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Observations regarding EU funded networks & support services:

- ❑ Various European networks & support services are available (public/private; EU, national, regional...)
- ❑ Companies of smaller MS are in a less favorable situation due to the limited resources & assistance available
- ❑ Lack of coordination, sometimes overlapping of activities (EU, MS, other private/public services), loads of online information - difficult to navigate and follow up, lack of “one-stop shop” (single portal)...
- ❑ Too little knowledge regarding existing business support services abroad, web-page consultation & a relevant portals
- ❑ Underutilization of experts (graduates of Executive Training Programmes, European students graduated in the universities of 3rd countries)





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Proposals:

- ❑ Europe needs to **re-examine** existing EU funded support structures, services & programmes abroad for matching better with clients /participants needs (*plus also some of its policies*)
- ❑ Matching / linking **experts** (graduates of EU funded programmes, graduates of the universities outside of the EU – *Erasmus Mundus*) & **businesses**
- ❑ **Internationalisation of SMEs** (1. *identify contact persons for SMEs at the European Delegations in 3rd countries...particularly SMEs from smaller MGs might expect help from European structures* 2. *Visits of the EU's High Representative to Abroad could be accompanied by European business delegation*)
 - Providing more on-line training for facilitating internationalisation of European SMEs & their entering to the 3rd markets
- ❑ More **synergy & cooperation** among EU structures/networks at global market is needed for protecting better European business interests & for restoring confidence regarding Europe & its economy in 3rd markets!
- ❑ Develop long-term thinking, openness regarding other cultures, more prag & solution targeted approach , improve communication...





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Communication China, Japan 2010-2011



Meeting at the EU Chamber of Commerce in China, Beijing 2011



**Meeting at the Keizai Doyukai
(Japan Association of Corporate Executives)
July 2010**



Lecture on "Proposals of the EESC in Response to the Crisis & Concerning Europe 2020", July 2010, Keio University



**EESC- Japan civil society meeting
on : "The Future of Employment
in the EU & Japan", June 2009**





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**THANK YOU FOR YOUR
ATTENTION!**

