



## Editorial



This is the first Market Access Newsletter under the European Commission's renewed trade strategy, which I presented to the European Parliament's Committee on International Trade as well as the wider public on 9 November. The Communication "*Trade, Growth and World Affairs*" sets out how the EU will adjust its trade policy to the post-crisis global economic environment and how trade policy will contribute to the Europe 2020 Strategy.

As you will discover inside this newsletter, the Market Access Strategy will continue to play a central role in what we call the "implementation and enforcement agenda" of our renewed trade policy. Indeed, the Market Access Strategy has proven a particularly successful element of our activities in recent years. The very well attended Market Access Seminar organised this month in Brussels by the Presidency and the Federation of Belgian Enterprises testifies to this.

As well as items on these topics, this last Market Access Newsletter of 2010 covers a wide spectrum of market access related activities, including a mission of DG Trade's Market Access Director, Matthew Baldwin to China, and a postal services seminar in Jakarta. You will also find information about a recently published guide for EU exporters affected by third countries' trade defence actions and an update on the latest success stories.

I wish you good reading,

Karel De Gucht  
European Commissioner for External Trade



## In this issue ...

Editorial .....	1
European Commission releases a renewed trade strategy for Europe .....	2
Market Access seminar in Brussels .....	3
Senior level Market Access mission to China.....	4
New information tools for EU exporters subject to trade defence investigations in third countries.....	5
The Market Access Strategy in action ...	6
Market Access Working Groups... ..	7
Looking back... ..	9
Protectionism monitoring: Commission stresses the need to roll-back new measures .....	9
Seminar "Technology Transfer to China" with a particular focus on European SMEs .....	10
EU - Japan Market Access Co-operation	11
Spreading the word on the Market Access Strategy and Database – .....	11
Looking ahead.....	12
Do you know that... ? .....	12

## European Commission releases a renewed trade strategy for Europe

On 9 November Commissioner Karel de Gucht presented the European Commission's Communication "Trade, Growth and World Affairs" to the public. The communication sets out the contribution of trade policy to the objectives of smart, sustainable and inclusive growth as laid down in the Europe 2020 Strategy. It explains how the EU will adjust its trade policy to the global economic environment as it emerges from the financial and economic crisis. Here are a few non-exhaustive highlights of the recent communication:

The top priority of the EU's trade policy will be to gain access to and tap the potential of the largest and fastest-growing economies in the world, in particular through

**ambitious trade agreements.** Hence the EU's commitment to

concluding existing negotiations, including the Doha Development Agenda in the WTO and bilateral negotiations with India, Canada, Singapore, the Gulf Cooperation Council and Mercosur. The EU will also launch new negotiations with fast-growing countries, e.g. Malaysia and Vietnam. And still on the bilateral track, the EU wants to deepen its engagement with its **strategic partners**, the US, China, Japan, Russia, India and Brazil including in areas such as regulatory convergence.

At a more general level, the communication underlines the need to devote more attention in trade policy to the ever more important **regulatory issues**, including the mutual links between internal and external regulatory actions, with a particular focus on future legislation.

The Communication also highlights the significance of **implementation and enforcement** of existing rules so as to make sure that trade agreements on paper translate into concrete results for people and companies on the ground. This area is particularly relevant for the Market Access Strategy. It is therefore no surprise that the Market Access Strategy is a key element of the enforcement agenda. A large number of specific actions are mentioned in this context. They include the preparation of a Trade and Investment Barrier Report for the European Council, continuation of the G20 protectionism monitoring and a new focus on the implementation of Free Trade Agreements. At a more practical level, the communication calls for reinforcing existing

and creating new Market Access Teams in third countries, strengthening market access cooperation with

third countries, increased efforts to help SMEs reap the benefits of the global economies, enhancing the role of delegations as contact points for EU business and the creation of business support structures in third countries, where appropriate.

The Communication will be the blueprint for EU trade policy in the coming years. It lays down a heavy work programme for the Market Access Strategy. It is now up to all stakeholders in the Market Access Partnership to translate this work programme into action. The ultimate aim remains the same: to achieve more and better market access in third countries for the benefit of European companies and ultimately EU employment!

More information on the new trade strategy can be found at the following dedicated webpage:

<http://ec.europa.eu/trade/trade-growth-and-jobs/>





## Market Access seminar in Brussels

**A Market Access Seminar organised by the Belgian Presidency and the FEB (Federation of Enterprises in Belgium) in cooperation with the European Commission and BusinessEurope was held in Brussels on 18 November 2010. The event saw a wide participation – around 100 attendees -, mainly European and Belgian industry association representatives from different sectors, government officials, as well as representatives from the European Commission and third country Embassies in Belgium.**



After an opening session by Rudi Thomaes, CEO of the FEB, Steven Vanackere, Belgian Deputy Prime Minister and Minister of Foreign Affairs and Commissioner Karel De Gucht, three panels were organised on intellectual property rights, raw materials and public procurement. The purpose of the seminar was to assess existing barriers in these areas in particular in China, Russia and Japan and to reflect on strategies on how to address these barriers. The seminar coincided with the launch of the renewed trade strategy and provided a useful opportunity to further publicise it towards the business community.

Rudi Thomaes stressed the importance of trade for economic recovery and acknowledged that the Market Access Strategy had already delivered important results. He congratulated the Commission for its stronger focus on enforcement and for the mention of reciprocity in its renewed trade strategy. Steven

Vanackere also encouraged stronger enforcement and reciprocity as well as closer links between the Market Access Strategy and other areas of trade policy. He praised the very practical approach of the Market Access Strategy and underlined the necessity for a reinforced economic diplomacy, sharing information and speaking with one voice (on behalf of the EU).

Commissioner Karel De Gucht presented the main elements of the recent Trade Communication with a special focus on the Market Access Strategy. After stressing the importance of opening markets and ensuring real business opportunities, he presented the four main strands of the renewed strategy, namely: the conclusion of ongoing negotiations; further development of our strategic partnerships with major partners; new initiatives to secure better market access and the implementation and assertive enforcement of commitments taken by our partners. Regarding the Market Access Strategy, he outlined the crucial role of Market Access Teams which need to be further strengthened. He also highlighted the annual Trade and Investment barrier report for the European Council as a key instrument for stronger enforcement. He stressed that the partnership concept between the Commission, Member States and business delivers concrete results and illustrated this with recent examples of success stories from the lifting of strict labelling requirements for textile products in Egypt to guaranteeing EU companies' access to the outbound international mail market in Canada.

All three speakers highlighted the partnership approach and the need for

industry to provide the necessary input to effectively improve market access.

The main outcome of the three panels was the following:

### Intellectual Property Rights with special focus on China

Panellists underlined the necessity of effective IPR enforcement in order to access the Chinese market. Registration of patents and problems related to the non-examination of utility models by the Chinese authorities are also severely hampering market access in China. A presentation about the work of the SME IPR Helpdesk in Beijing showed the crucial role of early information for business wanting to export to China. All panellists underlined the importance of the EU's role in supporting progress on IPR in China by using the different tools at its disposal, i.e. the IPR SME Helpdesk, EU-China IP Dialogue and Working Group, IPR2.

### Raw materials with special focus on China and Russia

Issues such as resource scarcity, recycling, supply of scrap, less and less open markets and definition of raw materials were addressed in the panel discussion. There was a general agreement that coordinated trade actions are necessary to ensure sustainable and undistorted supply of natural resources, stronger enforcement of relevant multilateral and bilateral provisions on export restrictions, development of closer cooperation with third countries in these issues and establishment of more stringent multilateral disciplines.



Public Procurement with special focus on China and Japan

The focal point of the discussion was the instrument mentioned in the renewed Trade Policy communication in order to increase EU leverage to secure improved symmetry in access to public procurement markets. Business participants discussed how to use this instrument in order to obtain an effective-reciprocity from third countries. The Commission representative indicated that an impact assessment will be conducted by Directorates-General for Trade and Internal Market before a formal proposal is adopted and that a public consultation will also be organised. More

assertive enforcement of existing EU rights and the reinforcement of the international rules were also mentioned as necessary in order to obtain a better symmetry and more opening in third country markets.

In the closing remarks, Philippe De Buck, Director General of BusinessEurope recalled that trade is about bringing growth and jobs in Europe and that this will also be important for the work of the European External Action Service. Petros Sourmelis, Head of Unit – Market Access, European Commission, stressed the importance of the link between internal

and external policies in the light of the Europe 2020 Strategy. Further development of an economic diplomacy, including stronger involvement of Market Access Teams, was equally of crucial importance. Ambassador Liliane Bloem concluded the Seminar by emphasizing that proper enforcement of IPR, fair access to raw materials and a level playing field in public procurement are essential pillars for the EU to remain competitive on the international stage. She reiterated that this can be only achieved through combined efforts of the EU and business.



**Senior level Market Access mission to China**

The recent "Communication on Trade, Growth and World Affairs" (see article in this Newsletter) qualified the EU's trade relationship with China as "well below potential" primarily because of the existence of a wide range of market access barriers in China.

DG Trade Director for Market Access and Industry, Matthew Baldwin, travelled to Beijing during the week of the 15th of November to discuss several market access issues with the Chinese authorities. Issues discussed included IT security, government procurement, access to raw materials and investment. He also launched the local Market Access Team (MAT) with the industry and Member States at the EU Delegation.

Market Access issues related to IT security were the subject of a seminar with Member States and European industry (under the umbrella of the EU Chamber of Commerce in China (EUCCC). The part-

ners confirmed that the ongoing revision of the OSCCA (Office of the State Commercial Cipher Administration) regulation on commercial encryption and the implementation of the Multi-Level Protection Scheme were the main concern to European business on the ground. After the seminar, Matthew Baldwin met with OSCCA in order to discuss these issues and to raise the EU's main concerns.

OSCCA explained the substance of the new regulation that will be most likely adopted in 2011, stressed their intention not to discriminate against EU firms and agreed to set up a dialogue on commercial encryption.

Matthew Baldwin also met the Chinese Ministry of Commerce (MofCOM) to discuss other important market access is-





sues such as export restrictions on rare earths, the indigenous innovation scheme and the revision of the investment catalogue. They also exchanged views on future activities in textiles/clothing and steel.

At a meeting with the recently created European Business Centre, Matthew Baldwin underlined the important role which this new centre can play in the future in supporting European companies, in particular SMEs, in close cooperation with existing structures such as EUCCC.

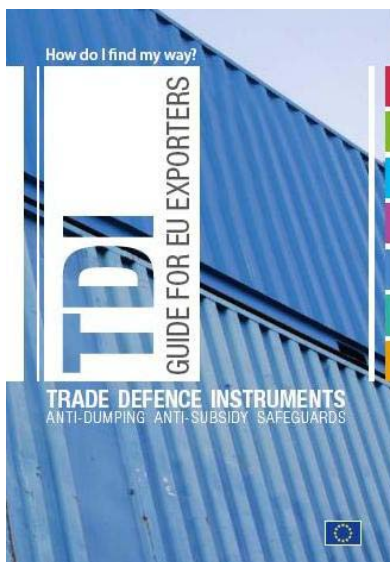
The mission was also an opportunity to meet European industry and the Member States in order to present the new Communication on trade policy, the Market Access Strategy and to discuss how to coordinate local forces on market access in the future. In line with the new trade policy's emphasis on the role of local Market Access Teams for effective work on market access, the mission was a good occasion to launch the new Market Access Team in Beijing. The purpose of the new team is to pool the expertise from the Commission Delegation, Member States

Embassies and local business representatives in order to contribute to defining and implementing a strategy to remove the barriers. The new Market Access Team can build on and will cooperate with the several technical working groups established under the EUCCC. It is expected that the team will henceforth be a focal point for steering market access activities on the ground.



## ***New information tools for EU exporters subject to trade defence investigations in third countries***

The Commission has just released a guide for EU exporters who are subject to trade defence investigations by third countries. Trade defence investigations cover anti-dumping, anti-subsidy and safeguard investigations and may affect any business operating on an international level. The Commission has prepared this guide in view of the increasing use of trade defence instruments by third countries since the beginning of the global economic crisis. The guide has been developed on the basis of the Commission's huge experience with companies and third country authorities in this matter and contains hands on information on what to do in the case of such an investigation, the actors and their roles in the defence of European industry etc. The guide can be found together with



other useful information at: <http://ec.europa.eu/trade/tackling-unfair-trade/trade-defence/actions-against-eu-exporters/>

Trade defence instruments are legitimate instruments under the rules of the World Trade Organisation (WTO) designed to restore a level playing field between exporters from different countries. All WTO members have the right to initiate investigations and to impose measures in accordance with international rules. However, trade defence investigations are very technical proceedings and often companies are taken by surprise and do not know how to react when they are subject to an investigation. The guide explains the wider concepts of trade defence and

gives also concrete guidelines for specific problems that may occur at initiation and throughout a proceeding. Additional country fiches explain specific features of trade defence investigations in the most important export markets. The user-friendly format and non-technical language make it a useful tool for all parties concerned, in particular for small and medium sized companies who have no practical experience in the matter.

The Commission Services are continuously monitoring trade defence actions taken by third countries and intervene where appropriate in order to defend the interests of EU exporters. In this context, the Commission works in close coordination with the companies and/or industry associations concerned, giving technical assistance and advice in order to achieve the best possible outcome for a company involved in such a proceeding. It is crucial that all the parties concerned, i.e. the Commission, the national authorities, and the exporters and industry asso-



ciations concerned, work together in order to develop a strategy of defence. This has proven successful in several cases, where investigations have either been terminated without the imposition of measures, or measures have been modulated so as not to unduly penalise exports that were not causing any injury. In 2010, the Commission has intervened in over 40 trade defence cases in the interest of EU exporters.

A list of more than 60 ongoing trade defence cases in third countries with the current state of play can be found at: <http://trade.ec.europa.eu/actions-against-eu-exporters/cases>. As an additional new service for exporters, the Market Access Database (<http://madb.europa.eu>) now makes a link to this list when tariff information for a given country is being searched.

For more information on the Commission's activities against trade defence actions by third countries please contact [Trade.Defence.Third.Countries@ec.europa.eu](mailto:Trade.Defence.Third.Countries@ec.europa.eu)

*Stefaan Depypere, Director Trade Defence*



## **The Market Access Strategy in action** **Dialogue with Indonesia on postal services reform and competitive express delivery services/logistics**

On 27 October 2010, the Delegation of the European Union to Indonesia together with the European Commission's Directorate General for Trade and the Directorate General for Internal Market organised a seminar on postal services with the Indonesian Ministry of Communication and Information Technology. The purpose of the seminar was on the one hand to exchange regulatory best practice and experiences on key concepts in the postal sector and secondly to highlight the importance from a European perspective of an open investment environment in Indonesia in this sector, allowing EU companies to continue operating in this market and to further expand their investment in future.

The seminar was initiated by the EU following recent legislative development in the sector in Indonesia. On 15 September 2009, the Indonesian Parliament passed a new Postal Law which introduced restrictions for foreign business in this sector. European companies and other foreign companies have been active in the Indonesian market for express delivery for years and alerted the European Commis-

sion about the restrictions to foreign investment included in the new Postal Law.

The EU had been very active in the run up to the adoption of the law in order to prevent a negative impact of the postal reform process on European operators. However, the law passed did not take the EU's concerns into account and closed the domestic market to foreign operators, leaving only the international leg of delivery open to be carried out by foreign operators. Through this law, long-standing attempts by the European express delivery companies to be majority investors in local agents are prohibited and foreign companies are prevented from co-operating with more than one domestic company. For the two key EU players active in the market, the new law means a stop to any further development of the local business and even potential divestment of existing investment in local partners. In the light of these con-

cerns, the EU made this barrier a priority issue regarding market access in Indonesia.

The seminar attracted over 100 participants from the Government of Indonesia and the business sector representing both European companies and Indonesian business active in the postal sector, ex-



press delivery operators and other logistics companies. On the Indonesian side, many other Ministries were present, including the Investment Coordinating Board, the Ministry of Trade, the Coordinating Ministry for Economic Affairs, the Ministry of Law and Human Rights and the Ministry of Transportation. The European Commission was represented by the



Delegation and experts from DG Trade and DG Internal Market, joined by the Head of European Affairs of the Portuguese Postal Regulator ANACOM. Besides presentations from DHL and TNT, the two main EU players active in the region, business was represented by the European Chamber of Commerce in Indonesia (EuroCham), the Conference of Asia Pacific Express Carriers (CAPEC), the Association of Indonesian Courier Companies (ASPERINDO) and the Indonesian Freight Forwarders Association (ALFI/GAFEKSI)).

The seminar was opened by the Ambassador of the European Union to Indonesia and Brunei Darussalam, H.E. Mr. Julian Wilson, who highlighted the significant trade relationship between the EU and Indonesia amounting to almost EUR 20

billion per year. The Ambassador depicted the reform in opening postal markets carried out in the EU in the past 15 years and the hope that the seminar would be useful for the Indonesian Government in drafting the implementing regulations to the new Postal Law. At the same time the Ambassador noted that a restrictive treatment of foreign express delivery companies in performing point-to-point delivery would seem to contradict the Government's efforts in improving the flow of goods to and from Indonesia and in reforming the logistics sector. The official opening of the seminar was conducted by the Director General of Post and Telecommunications, Mr. Muhammad Budi Setiawan, reiterating the need and objective of the postal reform and the value of learning from the EU experience (both benefits and challenges) in liberalising the postal market.

The seminar with industry on the first day was followed on the second day by more technical government to government discussions on postal reform which allowed for an in depth exchange with the Indonesian Ministry of Communications, the Ministry of Trade and the Investment Board on specific issues regarding for example definition and financing of the universal service, the scope of legislation for the postal sector, how to ensure the independence of the regulator, and market access in this sector. Following these very constructive discussions, it was agreed that this would be extended to a continuous dialogue on postal affairs. The EU will continue to support Indonesia on technical questions that may arise during the drafting process of the implementing regulations to the new Postal Law in Indonesia.



## Market Access Working Groups...

### ...on Postal and Courier Services

The latest meeting of the Market Access Working Group on Postal and Courier Services took place on 12 October 2010.

The agenda covered the state of play of the different new postal laws in Indonesia, China, India and Japan and the following specific market access barriers. For Canada, the successful removal of Canada Post's exclusive privilege for outbound

cargo manifest, four hours prior to landing for shipments by air, causes serious concerns for EU operators. A study on the impact of the relevant Customs Order is currently being undertaken by industry.



cross-border mail was reported (link to flash note). Regarding Brazil, the impact of the newly introduced system for customs clearance remains to be assessed. In China, the requirement for a

The Working Group also discussed the latest developments regarding the implementation of the Customs Union between Russia, Belarus and Kazakhstan and the Commission gave an update on the situation on the night time driving ban (with an exemption for Swiss Post) in Switzerland. Finally, the industry raised new concerns regarding the implementation rules of a postal law amendment in Bangladesh, regarding the drafting of a new postal law in Bhutan and concerning the establishment of a Universal Services Fund in Kenya.



## ...on Textiles

A good representation of both industry and Member States joined the Commission in discussions on a number of market access concerns in the November meeting. The Group is meeting now on a quarterly basis, to ensure regular dialogue and exchange of information. Regular feedback from the industry representatives on the latest economic and trade situation, allows close monitoring of developments, in particular in view of the heavy impact that the economic and financial crisis has had on this sector, across the board.

Accordingly, while the recovery has finally spread to all segments of the industry's production (from yarns, to textiles, to garments), production has not yet recovered its pre-crisis 2008 levels. Unemployment in the sector remains high and unevenly spread between the EU-15 and EU-12 (-7.8% in textiles, -11.9% in clothing as compared to pre-crisis levels), while exports are growing in volume rather than in value, largely due to the depreciation of the Euro. According to the industry, the increase in export volume from the EU to third countries amounted to 9.7% in the first half of 2010 (compared to first half 2009); the increase in value for the same period was 6.9%.



Key issues of interest included an overview of the situation on the cotton market, with particular regard to export restrictions applied by India and the difficult situation on the Pakistani cotton market, which remains the main supplier for the EU. The Group further looked at the overall situation on the US market for textiles and clothing, which has shrunk significantly over the past few years. Consumer protection legislation as well as security requirements on the US market continue to give concern to exporters. The situation on the Argentinian market, while noting progress with respect to documentation and legalisation procedures, remains difficult. The use of non-automatic import licences, where a solution has not yet been obtained, is closely monitored both by the industry and Member States.

The Working Group continues its work on a number of other issues (Syria's pre-shipment inspection, Vietnam's technical regulation on sampling and testing requirements, Israel's labelling rules). The next meeting will take place in early 2011.

## ...on Tyres

The fifth meeting of the Market Access Working Group on Tyres took place on 28th October 2010. The agenda covered issues in relation to five countries, namely, China, India, Russia, Indonesia and Argentina.

Concerning China, the meeting reviewed progress and the outcomes of EU and ETRMA initiatives concerning the entry into force of the GB standards on tyres, the New Chinese Tyre Policy and the involvement of the tyre industry in the EU-China Dialogue.



In relation to India, the meeting was an opportunity to review the situation in relation to the implementation of the "Quality Control Order" and to consider the likely impact of the EU – India Free Trade Agreement negotiations on the EU tyre industry.

On both countries, industry indicated its intention to submit detailed information which could be used by the Commission in the context of the EU – China Dialogue on the one hand and the WTO TBT Committee on the other.

The meeting also provided an opportunity to update participants on the current situations in relation to Russia (application of UNECE Regulation 117), Indonesia (Accession to the UNECE 1958 Agreement) and Argentina (non automatic import licences)



## Looking back...

### ...On Success Stories

#### India

Regarding the long standing issue of mandatory certification of tyres in India (Quality Control Order) a positive – although

temporary – development can be reported. After having raised the issue on several occasions with India, including in the last TBT-meeting in Geneva (beginning of November),

on 9 November 2010 India published a further 6 month postponement



of the entry into force of the Quality Control Order (which otherwise would have entered into force on 14 November 2010). Although this does not solve the problems industry is facing regarding the implementation of the Order, this postponement provides more time to further discuss these concerns with India.

#### The Philippines

Progress also continues in the Philippines with regard to the BSE-related import ban on beef and products thereof. In October, the Philippines lifted the ban on products from Spain after lifting it in July for the UK. This ban goes back to 2000 when the Philippines introduced an import ban on beef of European origin, citing a risk of Bovine Spongiform Encephalopathy (BSE) without providing any scientific justification for the measure. This measure went beyond the international standards set by the World Organisation for Animal Health

(OIE) and did not take into account the stringent control and surveillance measures in place in the European Union. In the meantime, the ban has been lifted for almost all Member States; Portugal is the only Member State to which the ban still applies. Further progress is expected during the coming months.

#### Argentina

It was also recently confirmed that in May this year Argentina definitively removed a long-standing barrier hampering trade in clothing. The barrier consisted of the application of strict requirements for the legalisation of customs documents, including certificates of origin on the import of products manufactured outside the EU but exported to Argentina from the EU. These burdensome requirements have now been lifted following several interventions by the European Commission.

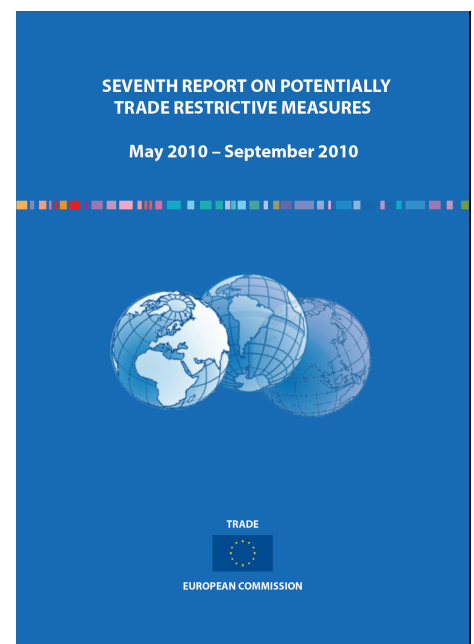


## Protectionism monitoring: Commission stresses the need to roll-back new measures

The seventh edition of the DG Trade Report on potentially trade restrictive measures adopted in the context of the economic crisis was published on 25 October 2010, ahead of the quarterly WTO-UNCTAD-OECD report on trade and investment. The conclusions of the report focus on the increasing number of potentially trade restrictive measures introduced and remaining in force since the outset of the crisis (more than 330). The report fed into the preparations for the EU's participation in the G20 summit, which took place on 11-12 November 2010 in Seoul.

The EU's main message for the G20 leaders from the report stressed the need for G20 partners to deliver on the roll-back commitment that they already subscribed to in autumn 2008.

The report further focuses on the ongoing negative trend in government procurement, where further measures have been adopted by the EU's trade partners; similarly, export restrictions continue to pose concern, as do a high number of behind-the-border measures, which have become entrenched even though economies are





gradually moving out of the recession. The report also points out the worrisome industrial policy trends in certain countries, with possible adverse impacts on trade and investment conditions.

The report and the accompanying press release, which attracted significant public attention, also in light of the discussions on currency protectionism ahead of the G20 summit, can be read at:

<http://trade.ec.europa.eu/doclib/press/index.cfm?id=632>



## ***Seminar “Technology Transfer to China” with a particular focus on European SMEs***

DG Trade, UEAPME and Business Europe jointly organised a seminar on “Technology Transfer to China” with a particular focus on European SMEs on 7 October 2010 in Brussels. The objective of the seminar was to enhance awareness among European SMEs and industry federation representatives about the concerns and questions that European companies encounter with regard to technology issues. There are increasing concerns among European companies doing business in China, that technology transfer to Chinese entities is taking place on a non-consensual basis, which endangers our companies’ competitiveness by unfairly freely benefiting Chinese competitors in the same market segment.

The seminar was well attended with presentations focusing on legal aspects, case studies of forced technology transfer and the activities of the China IPR Helpdesk in Beijing.

The main conclusions from this seminar were:

- The Commission will continue to address the issue bilaterally with China and to raise awareness among stakeholders.

- It is important that the Commission receives clear messages and preferably evidence from business and other stakeholders, as only then can the Commission and business both advance our interests vis-à-vis the relevant Chinese interlocutors. The Commission understands that many companies may be concerned when providing evidence, including fear of retaliation and/or loss of market access. However, such action could be a first step towards a long term solution.

- The Commission believes that representatives of EU industry federations and EU Chambers of Commerce can play an important role in preventive action. Setting up networks for exchanging information and / or aware-

ness raising can be helpful in this respect.

- Making use of existing facilities such as the China IPR SME Helpdesk is important for SMEs entering the Chinese market. The China IPR SME Helpdesk in Beijing has vast experience in IPR and related issues, including transfer of technology. On their website [http://www.china-iprhelpdesk.eu/hd\\_publication.php](http://www.china-iprhelpdesk.eu/hd_publication.php) you can consult a practical guide for EU (SME) businesses on Transfer of Technology, in 7 EU languages.





## **EU - Japan Market Access Co-operation**

The ninth EU – Japan Market Access Co-operation videoconference took place on 25th October 2010. It was, like previous meetings, an occasion to exchange views and information relating to Market Access barriers raised by third countries which may have a significant impact on the business communities of both the EU and Japan.

This type of cooperation was estab-



lished between the Commission and METI three years ago and has taken place on a regular basis of three meetings a year since then. The present meeting was an opportunity to obtain updates on five cases already discussed in previous meetings and also to exchange views on two new issues - Security provisions relating to the procurement of telecom equipment in India

and Vietnam's Automatic Import Licensing requirements.

During the meeting, three ongoing issues concerning China were discussed relating respectively to IT Security Standards, Indigenous Innovation and Raw Materials. The parties decided to reinforce cooperation on the three issues.

Other cases discussed included the "Ontario Green Energy Act" and India's "Mandatory Tyre Marking".

The next EU – JPN Market Access Cooperation videoconference meeting is planned for January 2011.



## **Spreading the word on the Market Access Strategy and Database – the voice of an export promotion body, Flanders Investment & Trade**

Flanders Investment & Trade is a government institution in Belgium responsible for the export promotion of Flemish goods and services and for attracting foreign investment to Flanders. Our services are available to all companies situated in Flanders.

We regularly receive questions from Flemish companies with regard to import rules and regulations in non-EU countries and utilise the Market Access Database (MADB) in order to provide the information

they seek. A recent seminar from DG Trade helped our staff to become more efficient users of the MADB and now in turn, we are informing our clients (which number about 15,000) about the usefulness of this tool, with a view to expanding its direct usage by Flemish companies.

In addition, in the November edition of our magazine "[Wereldwijds](#)" we published a comprehensive interview with Petros Sourmelis, Head of the Market Access Unit in DG Trade, on the Market Access

Strategy and its available services to support the internationalisation of European companies.

Our co-operation with DG Trade in the European Commission is an example of how partnership can work in practice to the benefit of EU exporters.

*Peter Jaspers, Flanders Investment & Trade, Brussels - Belgium*





## Looking ahead...



- ✂ 9 December Market Access Working Group meeting on Alcoholic beverages, Brussels
- ✂ 14 December INFISO-MIT dialogue
- ✂ 16 December Market Access Advisory Committee, Brussels
- ✂ 20 January Market Access Advisory Committee, Brussels
- ✂ January Market Access Working Group on ICT, Brussels

★★★★★

## Do you know that...?



The user guide for the **Market Access Database (MADB)** illustrates step by step with screenshots how to use the different sections of the MADB. It helps the user to understand e.g. how to find information in the Applied Tariffs section or how to navigate through the Exporters Guide to Import Formalities.

The **user guide** is freely accessible from the homepage of European Commission's Directorate-General for Trade and is available in all 23 languages. For more information, [click here](#).

★★★★★

*Disclaimer:* The European Commission services issue this newsletter to enhance information about its initiatives and activities. Our goal is to keep this information timely and accurate. If errors are brought to our attention, we will try to correct them. However the Commission accepts no responsibility or liability whatsoever with regard to the information in this newsletter. The disclaimer, the copyright notice and the statement on Personal Data Protection that you can find at [http://ec.europa.eu/geninfo/legal\\_notices\\_en.htm](http://ec.europa.eu/geninfo/legal_notices_en.htm) apply accordingly to this newsletter and the data collected for its distribution.