

BUSINESSEUROPE



EU-ARAB BUSINESS FACILITATION NETWORK: Kick-off Conference

Brussels, 16-17 September 2010

BUSINESSEUROPE
Adrian van den Hoven

General Introduction: Members and structure

40 MEMBER FEDERATIONS FROM 34 COUNTRIES

COUNCIL OF PRESIDENTS

EXECUTIVE COMMITTEE

EXECUTIVE BUREAU

DIRECTOR GENERAL
MANAGEMENT COMMITTEE

PERMANENT DELEGATES

Advisory and Support Group Members

**BUSINESSEUROPE is the voice of business in Europe and represents
around 20 million enterprises**



7 Policy Committees



Messages to the European Commission

- Fixing the financial system and restoring credit flows
- Implementing reforms to attract investment and innovation
- Developing a viable exit strategy to excessive public deficits
- Boosting skills and human capital for the recovery
- Bolstering open trade and fighting protectionism
- Ensuring global commitments to fight climate change



International Issues

EU Trade Negotiations (2010)

- WTO : Technical phase of negotiations
- FTAs

- South Korea
- Canada
- India
- EU-Mercosur

Mediterranean angle:

- Libya FTA
- Expanding existing FTAs with many Southern Med countries (Morocco, Israel, etc.)
- EU-GCC



International issues

Bilateral Political & Business Summits in 2010

Mediterranean Angle during the Spanish Presidency

- Morocco Business Summit (March 2010)
- Euro-Med Business Days (June 2010)



Euro-Mediterranean Network

- Chairman – Mr Ioannis Patsiavos, SEV, Greece
- Informal Network

Meetings:

- Attendance from business: Sector Federations, BUSINESSEUROPE Members, AS Group members



Euro-Mediterranean Network

- Overarching Strategy:
 - Strengthen bilateral relations with the South Mediterranean countries
 - Reinforce competitiveness of the Mediterranean area
 - Boost investment in the Southern Mediterranean
 - Support SMEs



Euro-Med Business Declarations

- Marseilles, Athens and Barcelona business declarations, 2008, 2009 and 2010
- Euro-Med business partners working together -
BUSINESSEUROPE, EUROCHAMBRES,
BUSINESSMED, ANIMA, ASCAME, etc.
- The goals:
 - Boost intra-regional trade (south-south and north-south)
 - Increase foreign direct investment
 - Establish macro-economic stability targets and a good regulatory environment for investment



Euro-Med Business Declarations

- The pillars of action:
 - Improving the trade and investment climate
 - Improving macro-economic stability
 - Improving financial and regulatory Instruments
 - Actively fighting protectionism
 - Protection of IPR
 - Emphasizing on education and innovation
 - Responding to the employment challenge
 - Addressing security issues



Relations with the European Commission

- DG Trade
 - Civil Society Dialogue
 - Contact with country desks
 - Contact with Industry unit
- DG Enterprise
 - Euro-Mediterranean Charter for Enterprise
 - Euro-Med co-operation in the field of industry is structured in a work-programme, adopted on a 2-year basis by the Euro-Mediterranean Ministerial conference on industry.



Relations with the European Commission

- Business calls on the Commission and on EU and Mediterranean governments to:
 - Review, deepen and complete all bilateral free trade agreements.
 - Including binding measures to safeguard investments – Algeria example.
 - Establish a comprehensive and ambitious agreement in the Euro-Med area, on industrial products, services and agriculture.



Special Relation with **BUSINESSMED**

- BUSINESSMED (2002) – Union of Mediterranean Confederations of Enterprises
- President: Mr Galal El Zorba (Egypt)
- Overlapping membership (MEDEF, BDA, CEOE, etc.)



The Future: Union for the Mediterranean

- The UfM
 - Headquarters in Barcelona
 - The mandate of the Secretariat is of a technical nature with a focus on the projects.
 - The Secretariat will have a key role within the institutional architecture.
- The UfM has not lived up to its high expectations
- Business emphasizes the importance of efficient governance of the UfM
- The UfM must be a tool for business development



Conclusion

- The Mediterranean: Natural partner for Europe
- Scope for greatly increased trade and investment but hampered by:
 - Lack of south-south integration
 - Difficult business climate
 - Lack of long-term security of investments



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- Thank you very much for your attention

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