



Speaking points for Markus Beyrer

Welcome Reception for Commissioner Malmström

Representation of the Free State of Bavaria to the EU

Rue Wiertz 77, Brussels, Belgium

17:30-19:30, 2 February 2015

- Dear Commissioner, distinguished guests, dear Ladies and Gentlemen.
- On behalf of the Business Alliance for TTIP I wish to welcome you to this reception in the honour of Cecilia Malmström and to welcome her as the new Commissioner for Trade. I am delighted you have joined us so numerous today.
- Trade is a key driver of jobs, growth and welfare. By promoting Trade we are contributing to improving the standards of living of people and we are glad Ms Malmström is such a fervent advocate of free and fair trade.
- Ms Malmström has a great task ahead of her, as she has to handle so many challenges in the international trade arena: a stagnating WTO process, multiple bilateral negotiations, and the ultimate need to devise a trade policy that is strategically designed to ensure a key role for the European Union in the international arena for the years to come. Trade is an area where the European Union can lead by example to ensure the rule of law, fair trade practices, and the development of golden standards that can spread globally to bring about free, fair and sustainable trade.
- In this context, an unmatched opportunity for growth and the development of golden standards is the Transatlantic Trade and Investment Partnership Agreement.
- We are convinced this agreement has the potential to boost the economies on both continents and worldwide. It will increase the competitiveness of our companies particularly SMEs. It will potentially lead to greater growth and most importantly the creation of new and better paid jobs. The business community strongly supports this agreement.
- The Business Alliance for TTIP was established in 2013, on the eve of the launch of negotiations for the Transatlantic Trade and Investment Partnership. Our aim is to provide EU trade negotiators with a large and consistent support along this complex process.
- BUSINESSEUROPE, EUROCHAMBRES, the European Services Forum, the European Association of Craft, Small and Medium-Sized Enterprises, the European Round Table of Industrialists, the Transatlantic Business Council, the Transatlantic Policy Network, the American Chamber of Commerce to the EU, AmChams in Europe and the US Chamber of Commerce are all committed to the Alliance with a view to bring this agreement to fruition.
- The Alliance is open to all those who are dedicated to realizing an ambitious and comprehensive transatlantic trade and investment agreement. We are engaged to propose innovative solutions for new market openings and to assist

governments in the negotiating process. We all know how challenging this process is, and this is why the business organisations united under the umbrella of the Alliance will work together to bring forward good examples of how TTIP can be beneficial for the society as a whole. We all share an ultimate goal that is to boost the transatlantic economy and to create jobs on both sides of the Atlantic.

- TTIP is only one of the negotiations the European Commission is conducting, but we can see how much attention it is attracting. And deservedly so. TTIP can give a tremendous contribution to the development of global, pioneer rules and disciplines that successfully address global trade and investment challenges.
- We are living challenging but interesting times in Trade. From a technical topic trade has suddenly become highly political, a subject for discussions for the man in the street. We know Cecilia Malmström will not shy away as she has demonstrated already in the brief time since she took office that she is capable of innovative and courageous decisions, like those taken to increase Transparency.
- Dear Commissioner, we stand ready to support your work. On behalf of the Alliance I would like to welcome you once more and thank you for taking the time from your busy agenda to be with us today!