



# THE EU: BOOSTING OPEN, FREE, AND FAIR TRADE

## HOW DOES THE EU SHAPE GLOBAL TRADE FLOWS TO CREATE A COMPETITIVE SOCIAL MARKET ECONOMY?

THE EU USES ITS PARTNERSHIP INSTRUMENT TO BUILD ALLIANCES AND PARTNERSHIPS ACROSS THE WORLD TO:



**FOSTER COMMON STANDARDS AND FIGHT COUNTERFEITING**



**SUPPORT EU BUSINESSES TO REAP THE FULL BENEFITS OF EU TRADE AGREEMENTS**



**LEAD THE TRANSITION TO CLIMATE-FRIENDLY AND CLIMATE-NEUTRAL TRADE**



**SET HIGH ENVIRONMENTAL AND SOCIAL BENCHMARKS ACROSS GLOBAL VALUE CHAINS**

### FOSTERING COMMON STANDARDS AND FIGHTING COUNTERFEITING



The EU acts to create level playing field between EU and foreign companies and protect EU consumers from unsafe products.

**EDUCATE**  
**240**

Peer-to-peer exchanges, studies, and seminars on intellectual property in China, Latin America, and ASEAN countries

**PROMOTE**  
**75%**

Percentage of participants at the 18<sup>th</sup> EU-China Competition Week in March 2019 who said that the exchanges could be used in their daily work

**PROTECT**

Thanks to the EU's Partnership Instrument, the Mexican Institute of Industrial Property (IMPI) now uses EU's trademarks database to protect EU intellectual property from infringement in Mexico

**PROVIDE**  
**11 500**

Posts on new legislation and public consultations on trade and investment in China registered in an EU web application between 2015 and 2018

**ORGANISE**  
**231**

EU companies in 2019 that promoted their products while addressing safety concerns in the Chinese civil aviation market as part of the Aviation Partnerships project

### SUPPORTING EU BUSINESSES TO REAP THE FULL BENEFITS OF EU TRADE AGREEMENTS



The EU-Canada Comprehensive Economic and Trade Agreement (CETA), EU-Japan Economic Partnership Agreement, and EU-South Africa Strategic Partnership Agreement create jobs and deliver prosperity.

- **Provide market access support**, such as business advice and reports on geographical indications in Canada, to EU companies seeking to benefit from growth opportunities available under CETA

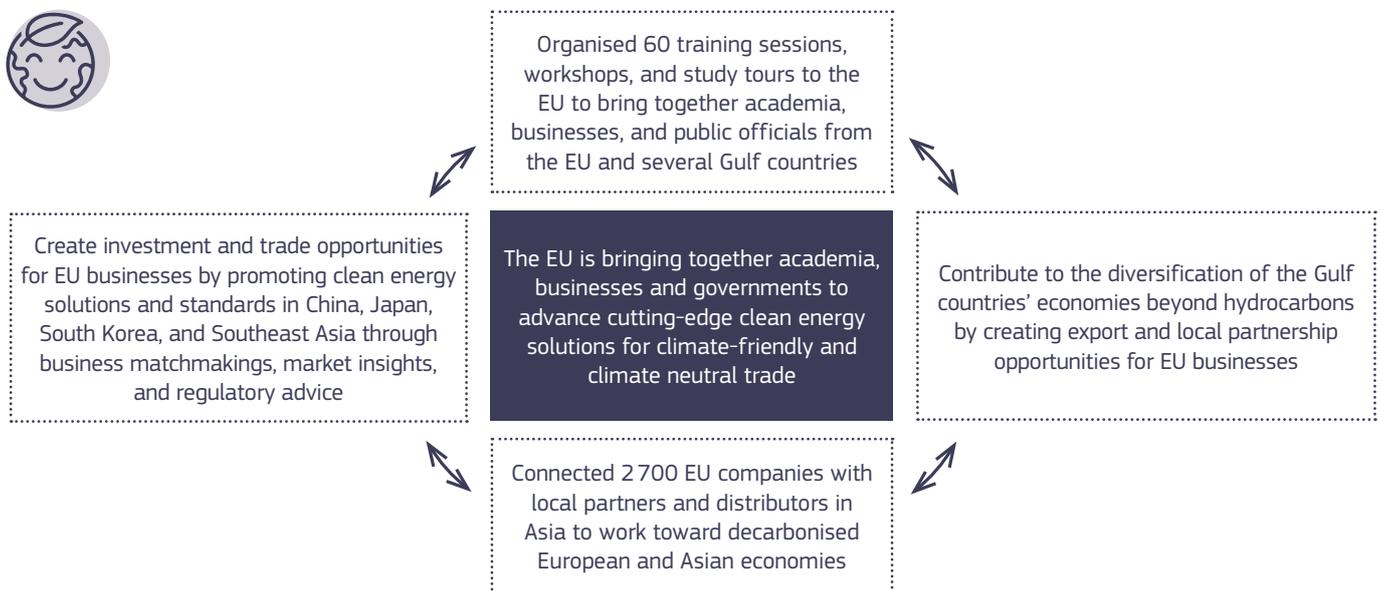
- ▶ Support the monitoring of Japan's compliance with common regulatory standards under the trade agreement, and funded a Step-by-Step User Guide for EU companies
- ▶ Strengthen South Africa's trade alignment with the EU through technical missions and workshops

**1 200**

Contacts in the EU-Canada business contacts database, creating opportunities in Canada for EU businesses

*"There is a lack of awareness of the opportunities that CETA brings to European and Canadian businesses. Workshops, publicity across the country to make businesses aware of how they can take advantage of CETA are important."*  
 – Andrea Desmarreau, Deputy Director of European Bilateral Relations and Advocacy at Global Affairs, Canada

## LEADING THE TRANSITION TO CLIMATE-FRIENDLY AND CLIMATE-NEUTRAL TRADE



*"The [May 2019 Contemporary European Design business in Korea] mission, in general, was amazing. The online platform where we could invite companies and they could invite us for appointments was very effective. This is also how we found our new partner SEVO KOREA. The mission turned out to be a great start for Puik on the Korean market"*  
 – Freek Claessen, Founder, Puik (The Netherlands)

## SETTING HIGH ENVIRONMENTAL AND SOCIAL STANDARDS ACROSS GLOBAL VALUE CHAINS



Using its trade and economic weight, the EU shapes global trade to protect workers and the environment both within and beyond the EU.

- ▶ Drive the implementation of the **UN Guiding Principles on Business and Human Rights** among Asian and Latin American governments, businesses, and investors through 'train the trainers' sessions, policy dialogue, and joint research
- ▶ Prevent social dumping through technical assistance and joint activities with the Chinese government to build inclusive, effective and sustainable **social protection systems and safe working conditions** in China and decent and inclusive work in the EU
- ▶ Set benchmarks and shape legislation on social and solidarity economy enterprises (SSEs) through peer-learning activities and partnerships between EU and their foreign counterparts
- ▶ Connect EU and **foreign civil society organisations** to ensure participatory implementation of trade agreements that protects workers and the planet
- ▶ Work with Asian and Latin American investors, businesses, and governments to realise **gender equality** as a part of inclusive and equitable global growth through booklets on Women's Economic Empowerment through Responsible Business Conduct in G7 countries