



New EU Trade and Investment Policy Strategy

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DG TRADE

Unit G1 – Trade Strategy

Trade Strategy Communication will be adopted by the College on 14 October

The main messages it will seek to pass is that:

Trade is **for all** & Trade and Investment policy will be conducted in an ever more **responsible** way

What does "trade for all" mean?

It means that benefits of trade should be accessible for all: consumers, workers, self-employed and citizens at large, small, medium and large enterprises as well as people in partner countries, in particular the poorest in the developing world.

What does "responsible" mean?

It means effective, transparent and based on EU values.

Effective:

- Taking into account new economic realities: global value chains, including the importance of imports, digital economy, servicification of trade etc.
- Ensuring trade and related policies are coherent and mutually supportive: e.g. mobility of professionals
- Optimising trade effects by enhanced implementation and enforcement (including securing equal treatment for all)
- Addressing specific needs of SMEs

Transparent:

- Build on the most recent practices for the future (including engagement with the EP and other stakeholders)

Based on values:

- Safeguard and promote the EU regulatory protection
- Expand action to support Sustainable Development & Human Rights

Why should the EU update its trade strategy now?

- Need to respond to the trade debate:*** people are concerned about the potential impact of trade policy on their daily lives. They want reassurances about the preservation of their standard of life as well as that of people abroad, and environment. They want to see trade benefit every constituency.
- Need to adjust to the new realities, in particular the GVCs, with new outlook and tools:*** the way products are made is changing, trade is more than before at the heart of our economy, not just a way to export finished products.
- Need to reassess the targets for access to markets:*** both in terms of geography but also scope/issues.
- Need to ensure we get the most out of existing trade agreements:*** which concerns collective efforts in implementation and enforcement.

The Communication should:

- *Provide a broader **narrative** for the future trade and investment policy;*
- *Address the **working methods** to conduct the policy (including how to enhance co-operation with the EP, Member States, other stakeholders; optimize the use of economic diplomacy; and strengthen evaluation of effects of trade policy);*
- *Address **specific issues** (e.g. Sustainable Development, Human Rights, Consumer issues, GIs, NTBs, including SPS, Energy/Raw materials, Regulatory Co-operation, Anti-corruption); as well as*
- *Outline the **negotiation agenda**:*
 - *At the WTO – multilateralism remaining at the heart*
 - *Plurilaterally, and*
 - *Bilaterally*

*It should also explain how these different tracks of negotiations inter-relate and what their **guiding principles/ priorities** are*



Thank you for your attention!