



## TTIP's benefits



### For citizens

- Increasing trade and competition will cheapen goods and services
- Wider variety of goods and services
- Continue to benefit from EU's strict standards e.g. food safety, pharmaceutical drugs
- Greater consumer confidence
- Faster access to market also means faster access to the latest products and innovations e.g. medicines, medical devices



### For companies

- Easier to export to US
- Less red tape cheapens road to export
- Win government contracts
- Attract US investors and invest in the US
- Import goods and services needed to make their products
- Updating rules to solve disputes between governments and investors



### For the European Union and Member States

- Generate growth
- Create higher skilled jobs
- Help EU firms compete more abroad
- Expand remit of trade rules to energy, competition and sustainable development
- Increase influence in WTO and in globalised world