



# THE TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP

A photograph of Jean-Claude Juncker and Barack Obama sitting at a table with microphones, overlaid with a semi-transparent red filter. Juncker is on the left, wearing glasses and a dark suit. Obama is on the right, also in a dark suit. They appear to be in a formal meeting or press conference setting.

*“The Commission will negotiate a reasonable and balanced trade agreement with the United States of America, in a spirit of mutual and reciprocal benefits and transparency.”*

Jean-Claude Juncker, Political Guidelines, 15 July 2014



European  
Commission

## THE BUSINESS COMMUNITY IS WAITING FOR TTIP

### MAKING THE CASE FOR TTIP



**Nicoletta Merlo**, CEO, Emilio Mauri SPA,  
Lombardy, Italy

*"For high-quality cheese with such a short shelf life, it would be of great benefit to have faster customs procedures and fewer administrative burdens. This is why we look at TTIP as an opportunity."*



**Pedro Herrera Vigueras** General Manager at  
Conservas El Raal S.C.L. (El Raal, Spain)

*"Ten years ago, 95% of artichokes and peppers imported into the US came from Spain. Now it's only 25%. This is because of the import duty: while products from other countries enter the US duty-free, our shipments are subject to a tax of almost 15%."*



**Matthias Wissmann** German Automotive  
Federation, VDA (Berlin, Germany)

*"Control levers on the steering wheel, exterior mirrors, bumpers and many more items have one thing in common: they all have to be produced or tested separately (that is, twice over) for export to the US. That leads to high costs."*



**Jarmo Virtanen** Executive Vice-President of Efla  
Oy (Monninkylä, Finland)

*"Efla OY is a world-leading maker of parts used to light airport runways and taxiways. Twice a year, US inspectors visit our plants to check we're meeting the Federal Aviation Administration's strict rules. Despite this, we still can't sell our products in the US. This is because of a law called the Buy American Act."*

## THE BUSINESS COMMUNITY IS WAITING FOR TTIP

### MAKING THE CASE FOR TTIP



**Jean-Jacques Thibault** Director-General of  
Medi Thau Marée (Marseille, France)

*"In the current state of legislation there is no chance for us to offer our oysters to American chiefs. To make sure that oysters are free of dangerous bacteria, the US tests the water in which oysters are grown, while in Europe we test the oyster itself. Scientists confirm that both ways are equally good."*



**Anti Kalliola** Vice President, Sales at Aquamec  
Ltd., (Säkylä, Finland)

*"The Watermaster - an amphibious dredger used to clear harbours and rivers of mud or weeds - is a truly Finnish innovation. We market our products all around the world - except in the US. This is because of an American law known as the Jones Act that bans foreign-made vessels."*



**Richard Paxman** CEO, Paxman Coolers Ltd  
(Huddersfield, UK)

*"We produce a scalp cooling device that helps prevent hair loss - a distressing side effect of chemotherapy... Our major barrier to the US is the regulatory pathway. We are an innovative SME with a European approved class IIa medical device and we are required to carry out a full Premarket Approval for Food and Drug Administration."*



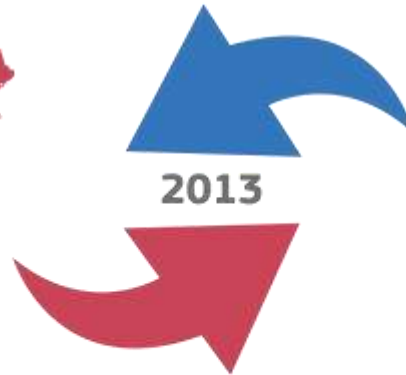
**Arnaud Darmont** Founder and CEO of Aphesa  
SPRL (Liège, Belgium)

*"Aphesa is specialised in the design and production of industrial cameras. We buy components and services from the US for modest sums, but on numerous occasions we've had to pay charges. We've also lost a lot of time with customs formalities when shipping equipment."*

## A BOOST FOR THE WORLD'S STRONGEST ECONOMIC PARTNERSHIP

The EU exports around **€311 bn** in goods and **€159 bn** in services to the US

The US was the leading investor in the EU with **€1,652 bn**



The EU imports around **€205 bn** in goods and **€146 bn** in services from the US

The US was the leading destination of EU *Foreign Direct Investment* stocks with **€1,687 bn**



The EU and the US accounted together for about **half the entire world GDP**, **a third of the world imports** and **over a quarter of the world exports**.

Source: Eurostat

World GDP  
45%



World imports  
32%

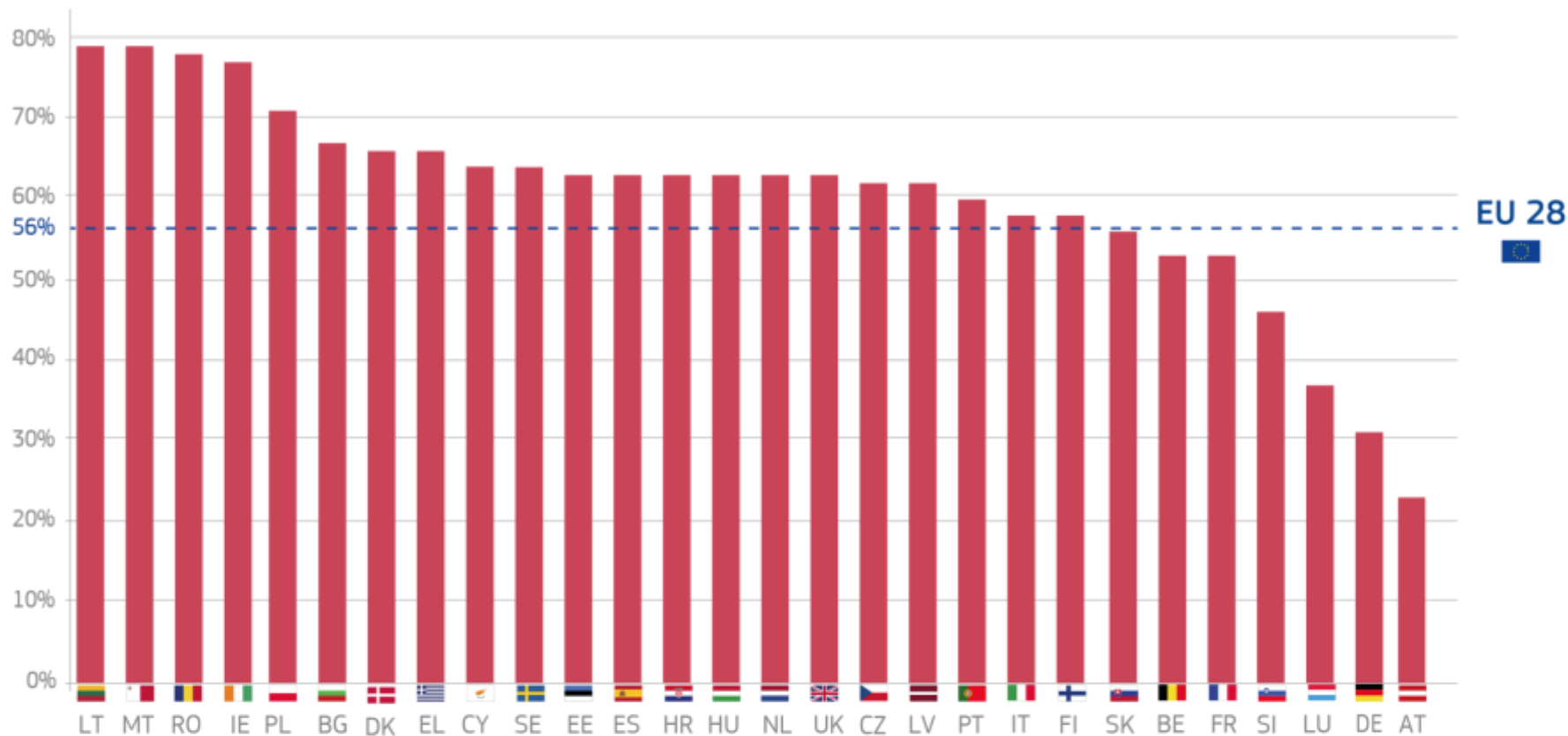


World exports  
26%



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## A MAJORITY OF EUROPEANS SUPPORT AN AGREEMENT SIGNIFICANT DIFFERENCES BETWEEN MEMBER STATES



Source: Eurobarometer, July 2015

## AN OPPORTUNITY FOR EUROPE



A strong boost to the EU economy with lower trade barriers and more jobs



Opening up the US to EU firms, in particular, SMEs



Lower prices and more choice for consumers



More influence on world trade rules



Setting new rules to make it easier and fairer to export, import and invest overseas



Setting high standards in line with EU values

**MOST OF THE ECONOMIC BENEFITS IN TTIP WILL BE GAINED FROM THE REDUCTION, AVOIDANCE OR ELIMINATION OF NON-TARIFF BARRIERS.**



## NO DEAL AT JUST ANY PRICE

*"I will not sacrifice Europe's safety, health, social and data protection standards or our cultural diversity on the altar of free trade."*

*Jean-Claude Juncker, Political Guidelines, 15 July 2014*

➔ Imported products must comply with high standards set by EU legislation, such as, in the field of health, environment and consumer protection

➔ Member States will maintain their right to:

- Adopt rules or laws to protect people and the environment
- Run public services as they wish

We are not working on issues where our differences are too wide. TTIP will not change Europe's laws on hormone-treated beef and genetically modified organisms, for example.





## GETTING RID OF TRADE OBSTACLES



### Improving market access

- Lowering or removing customs duties
- Opening the US public market to EU firms

*e.g. women's shirts face a 45% customs tariff in US*



### Aligning regulatory approaches in a number of sectors, including cars, medical devices and cosmetics

*e.g. safety of car parts has to be tested twice, once in the EU and once in the US*



### Adapting trade rules

- Reinforcing environment protection and sustainable development
- Addressing market distortion on the US energy market



## A CLEAR AND TRANSPARENT MANDATE TO NEGOTIATE

11 ROUNDS OF NEGOTIATIONS HELD SO FAR

- ➔ 13 legal textual proposals and 12 negotiating position papers published\*
- ➔ An unprecedented broad consultation of Member States, EU Parliament and citizens
- ➔ Strong expertise provided by an independent TTIP Advisory Group

*\* it will be updated after 11 round.*

## A MODERNISED SYSTEM OF AN INVESTMENT PROTECTION



*I met and listened to many people and organisations, including NGOs, which voiced a number of concerns about the old, traditional system.*

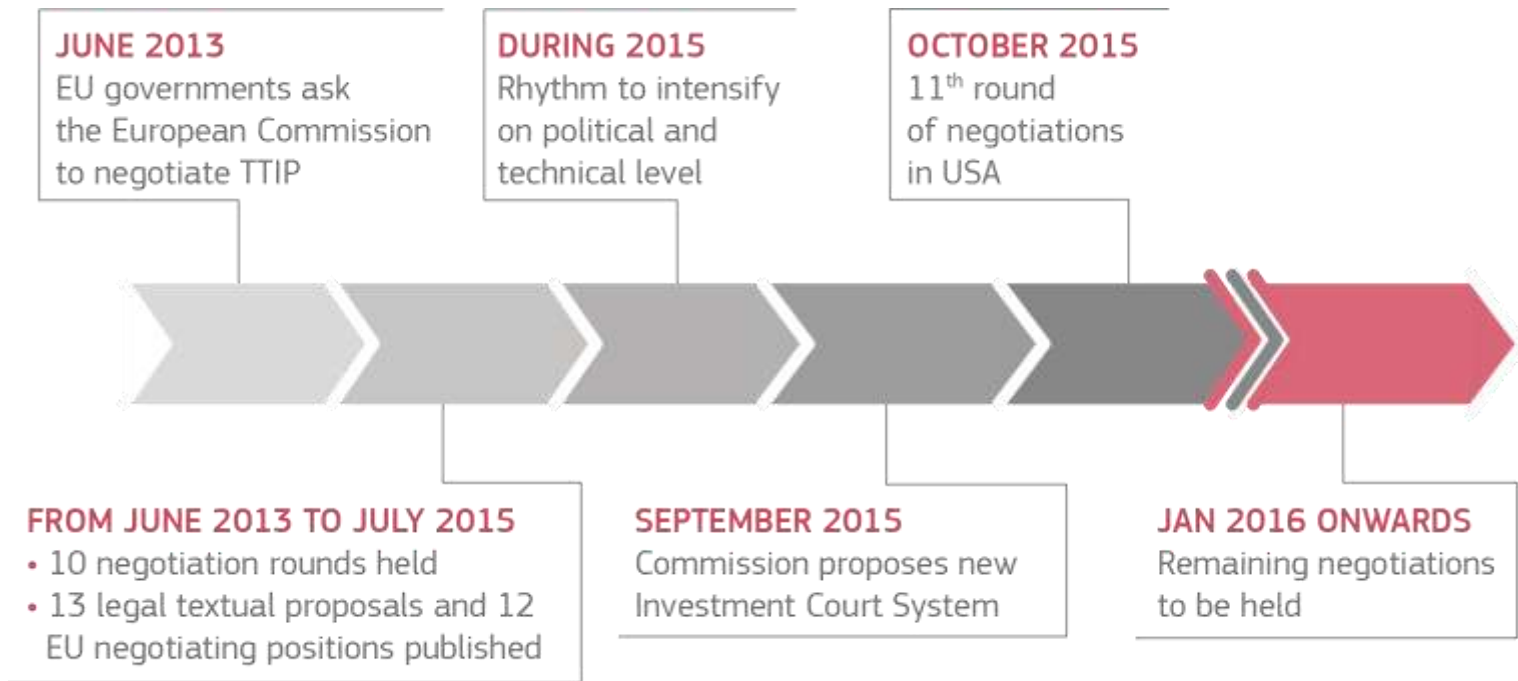
*It's clear to me that all these complaints had one common feature – that there is a fundamental and widespread lack of trust by the public in the fairness and impartiality of the old ISDS model.*

*Cecilia Malmström, 16 September 2015*



- ➔ The new Investment Court System will be composed of fully qualified judges, proceedings will be transparent, and cases will be decided on the basis of clear rules.
- ➔ In addition, the Court will be subject to review by a new Appeal Tribunal.
- ➔ With this new system, we reinforce the protection of the governments' right to regulate.

# THE TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP



# THE PROJECT TEAM FOR THE TRANSATLANTIC TRADE AND INVESTMENT PARTNERSHIP



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