WHEN FREE TRADE AGREEMENTS DON'T DELIVER ADDED VALUE TO EU SECTORS

THE CASE OF SUGAR AND WHAT LESSONS CAN BE DRAWN IN THE CONTEXT OF THE TRADE POLICY REVIEW

Webinar Thursday **17 June, 11.30 – 12.30** CEST

'Trade is one of the EU's most powerful tools. It is at the centre of Europe's economic prosperity and competitiveness, supporting a vibrant internal market and assertive external action. As a result of the openness of our trade regime, the EU is the world's largest trader of agricultural and manufactured goods and services and ranks first in both inbound and outbound international investments.'

Based on this introductory paragraph of the EU Commission's Communication on the Trade Policy Review, Free Trade Agreements could indeed deliver high added value for EU economic operators. But what if that is not the case and, to the contrary, they harm EU sectors? This is the case of the EU sugar sector. In January 2021, the Joint Research Centre released an updated study on the cumulative impact of Free Trade Agreements on EU agriculture. They concluded and confirmed that the EU sugar sector has actually suffered negative consequences from existing agreements.

Our supply chain has been reflecting on how this situation can and should be avoided in future: what is needed to guarantee a sustainable economic sector whilst developing fructuous trade relations with third countries?

During this 60-minute webinar, CEFS invites key stakeholders and decision-makers to join the discussion to look at two important dimension of EU trade policy: How can better enforcement be organised? How should new or revised trade rules make and keep the EU sugar sector competitive?

PROGRAMME

Opening statement by the moderator — 5 min

- **The actions EU business operators expect from the EU to establish prosperous international trade to the benefit of their competitiveness** — 10 min
  MEP Marie-Pierre Vedrenne
- **A Trade Policy that supports green and digital transformation of the EU economy** — 10 min
  Ms. Cristina Rueda-Catry, Cabinet of Commissioner Dombrovskis
- **The three pillars to build the new EU Trade Policy: conditional openness, integrated sustainability, vigorous assertiveness** — 10 min
  Mr. Paul Mesters, President CEFS
- **Q&A** — 20 min

Wrap-up & conclusion — 5 min

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