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EASME

Executive Agency for Small and Medium-sized Enterprises

EU SME support to internationalization in the context of the EU- Japan EPA

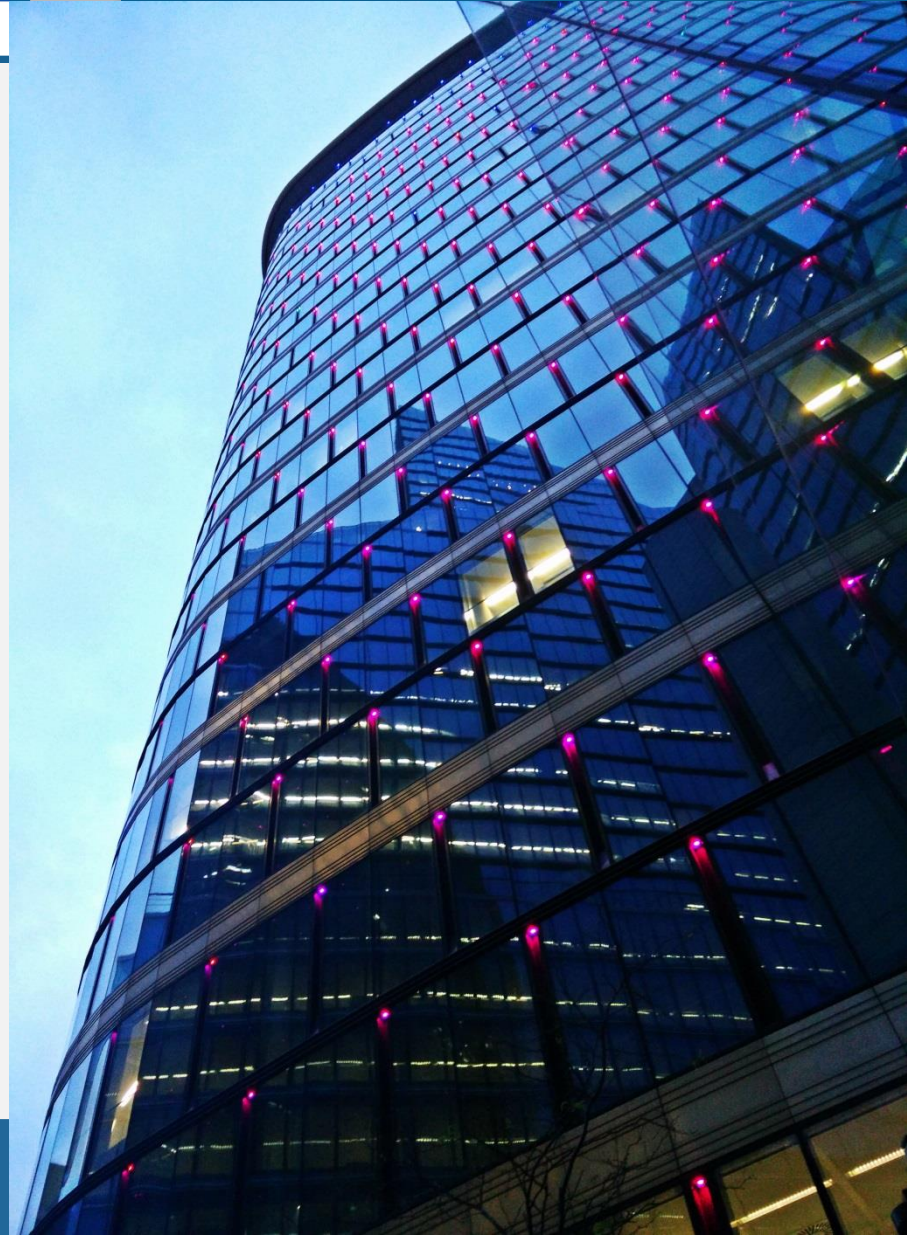
Julien Guerrier,

Director

Executive Agency for Small and Medium-
sized Enterprises (EASME)

Friday, 19th October 2018

Executive
Agency for
SMEs





How EASME supports European SMEs to internationalise their activities



Business Support on Your Doorstep

Helping ambitious SMEs
innovate and grow internationally



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Business Support on Your Doorstep

A broad range of services for growth-oriented SMEs

INTERNATIONAL PARTNERSHIPS

Partnership database

Brokerage events

Company missions

ADVISORY SUPPORT

Advice on EU laws and standards

Market intelligence

IPR expertise

INNOVATION SUPPORT

Access to finance and funding

Innovation Management Services

Technology transfer



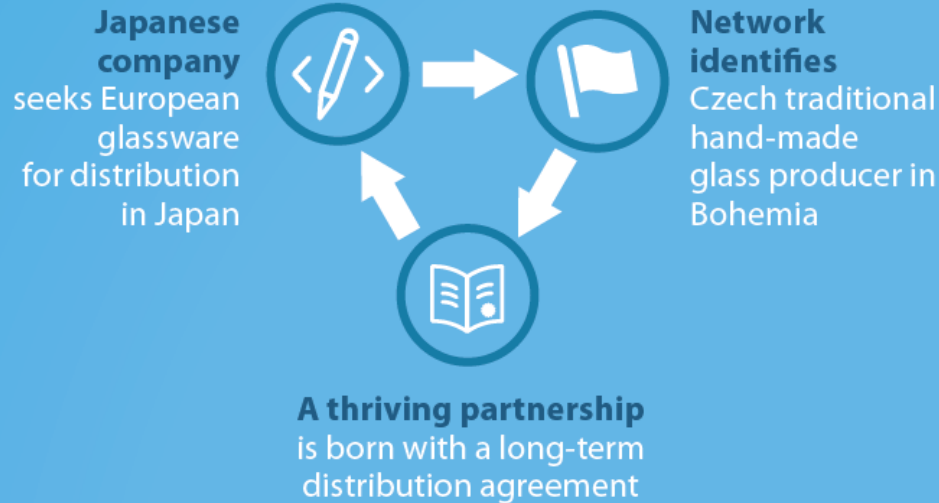
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International business deals established for growth-oriented SMEs



Business Support on Your Doorstep

International partnerships





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How EASME initiatives help EU SMEs to benefit from the newly concluded EU–Japan Economic Partnership Agreement (EPA)

EU-JAPAN

ECONOMIC PARTNERSHIP AGREEMENT



WHAT'S IN TODAY'S AGREEMENT?

Today's agreement covers the key elements of most aspects of the deal.



- ▶ Removes the vast majority of duties paid by EU companies which amount to **€1 billion** annually
- ▶ Opens up the Japanese market to **EU agricultural exports**. For example:



duties on many cheeses such as Gouda and Cheddar will be eliminated



a duty-free quota will be established for fresh cheeses (such as Mozzarella and Feta)



tariffs on wine exports will disappear from day one of entry into force



on beef, under a reduced tariff, the EU will increase its exports to Japan substantially



on pork there will be almost duty free trade for fresh meat exports to Japan and full liberalisation for processed meat



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- ▶ Opens up services markets, in particular **financial services, telecommunications, and transport**
- ▶ Guarantees non-discriminatory treatment of **EU businesses operating in the procurement markets** of 48 large cities, covering around 15% of Japan's population



- ▶ Removes existing obstacles to procurement in the **railway sector**



- ▶ Improves the protection of **intellectual property rights** in Japan as well as the protection of 205 high-quality European agricultural products, so called Geographical Indications. This includes for example Feta, Tiroler Speck, Roquefort and Bayerisches Bier
- ▶ **Protects our sensitive economic sectors** with adequate transition periods before markets are opened, notably the automotive sector



- ▶ Sets out strong commitments to **environmental protection, labour and sustainable development**. It is also the first international trade agreement to include a specific commitment to implement the **Paris Agreement**
- ▶ Includes a chapter dedicated to **smaller firms** who are disproportionately affected even by **smaller barriers**

Once implemented, the agreement is expected to increase exports of goods and services by **13%**. In some sectors these figures look even more impressive. For instance, EU exports to Japan of processed food could rise by **51%**, exports of dairy could rise by **215%**, and exports of textiles could rise by **220%**.



Enterprise Europe Network Japan

EU-Japan EPA/Trade Helpdesk

INFORMATION PACKS & PUBLICATIONS

WEBINAR SERIES

e.g. How can my SME benefit from the preferential rates linked to the Rules of Origin?

INFODESK

If you have a question, contact the helpdesk via online form

How to export **from** the EU

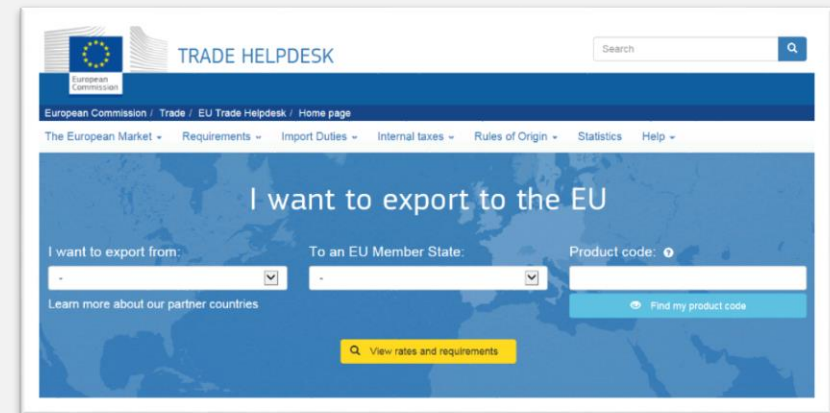
Market Access Database



- Applied Tariffs
- Statistical Database
- Non-tariff barriers
- Sanitary and Phytosanitary Database
- Exporters' Guide to Import Formalities
- Export studies


How to import **into** the EU

Trade Helpdesk






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Four IPR SME helpdesks



European IPR Helpdesk

China IPR SME Helpdesk

South-East Asia IPR SME Helpdesk

Latin America IPR SME Helpdesk

Helping small businesses to manage their intellectual property

Internal Market, Industry, Entrepreneurship and SMEs

Horizon 2020's SME Instrument

Looking for Europe's next innovation leader

As part of the Horizon 2020 programme, the European Commission is selecting potentially disruptive businesses to invest in and support as part of the SME Instrument. SMEs with a strong growth potential and the ambition to become world-market leaders could receive **up to €2.5 million*** in funding, and world-class **business support** and **mentoring**.



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**THANK YOU
FOR YOUR ATTENTION**

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