



Cementing the ECCT's ties with the European Commission.

2011 Open Door Mission to Brussels

From 13-16 December, a delegation of board directors and committee chairpersons from the ECCT, headed by Chairman Chris James and CEO Freddie Hoeglund, traveled to Brussels, Belgium for its fifteenth consecutive annual Open Door Mission to the European Commission (EC) and other institutions. During the mission, the ECCT delegation met with a number of senior officials from the EC and with several other important institutions including Business Europe (the pan-European federation of European industries), the European Centre for International Political Economy (ECIPE), the European Federation of Pharmaceutical Industries and Associations (EFPIA) and the European Automobile Manufacturers Association (ACEA). As in previous years, the meeting programme with the EC was kindly coordinated by the EC unit responsible for trade issues with Taiwan under the Directorate General for Trade.

The ECCT delegation

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- Chris James, Chairman
- Freddie Hoeglund, CEO
- Helmut Felix Bolt, Executive Director & Automotive committee Co-chair *
- Nathan Kaiser, Executive Director *
- Pascal Viaud, Technology committee Co-chair
- Uwe Dalichow, Pharmaceutical committee Co-chair
- John Eastwood, Intellectual Property Rights committee Co-chair
- Marcus Clinch, Beverage Alcohol committee Co-chair
- Duncan Levine, Position Paper Editor

** Positions at the time of the 2011 Open Door Mission.*

European Commission representatives Directorate General for Trade (DG Trade)

- Mauro Petriccione, Director, Directorate C (Asia and Latin America)
- Signe Ratso, Director, Directorate G (Trade Strategy and Analysis, Market Access)
- Anders Jessen, Head of Unit, Intellectual Property and Public Procurement
- Benoît Lory, Policy Officer, Intellectual Property Rights (IPR)
- Marc Poulain, Policy Officer, Intellectual Property Rights (IPR)

Directorate General for Consumers and Health (DG SANCO)

- Martin Seychell, Deputy Director General
- Stefan Grech, Team Leader, International Relations and Enlargement, Consumer Strategy, Representation and International Relations
- Canice Nolan, Senior Coordinator for Global Health, Health Law and International

Directorate General for Enterprise (DG ENTR)

- Alexandra Sá Carvalho, Policy Officer, Automotive Industry
- Anna Sole Mena, Policy Officer, Sustainable Industrial Policy
- Philipp Troppmann, Policy Officer, Sustainable Industrial Policy

Directorate General for Information Society and Media (DG INFSO)

- Willy Van Puymbroeck, Head of Unit, Nanoelectronics
- Eoghan O'Neill, Research Programme Officer (ICT strategy Programme Manager)

European External Action Service (EEAS)

- David Turr, Head of Unit, Pakistan, Afghanistan, Sri Lanka, Bangladesh, Maldives
- Francesco Tonon Meggiolaro, International Relations Officer, China, Hong Kong, Macao, Taiwan, Mongolia

Cabinet officials

- Marc Vanheukelen, Head of Cabinet of Commissioner Karel de Gucht (Trade Commissioner)
- Marjut Hannonen, Member of De Gucht cabinet

Other institutions the delegation held meetings with Business Europe

- Philippe de Buck, Director General
- Adrian van den Hoven, Director, International Relations Department
- Pascal Kerneis, Senior Advisor, International Relations Department
- Carsten Dannöhl, Senior Advisor, International Relations Department

European Centre for International Political Economy (ECIPE)

- Hosuk Lee-Makiyama, Director

Copenhagen Economics (CE)

- Martin H Thelle, Partner and Director

European Automobile Manufacturers' Association (ACEA)

- Erik Bergelin, Director, Trade & Economics
- Paul Greening, Director, Emissions & Fuels

European Federation of Pharmaceutical Industries and Associations (EFPIA)

- Louis-Nicolas Fortin, Director, IP and Trade
- Helene Nicora, Deputy Director IP & Trade

European Committee of Wine Companies (CEEV)

- Jose Ramon Fernandez, Secretary General

Taiwanese officials

- David YL Lin, Representative, Taipei Representative Office in the European Union and Belgium



What is the European Commission?

The European Commission is the European Union's executive body and represents the interests of Europe as a whole (as opposed to the interests of individual countries). The term 'commission' refers to both the college of commissioners and the institution itself – which has its headquarters in Brussels, Belgium with offices in Luxembourg. The commission also has offices known as 'representations' in all EU member countries.

The commission's main roles are to:

- Set objectives and priorities for action
- Propose legislation to Parliament and Council
- Manage and implement EU policies and the budget
- Enforce European Law (jointly with the Court of Justice)
- Represent the EU outside Europe (such as negotiating trade agreements between the EU and other countries).

Briefing and information sharing with the EC

The objective of the ECCT's mission to the commission is to update officials on political and economic issues in Taiwan, to keep them informed about issues which impact trade between Taiwan and Europe and keep them informed about the activities of European companies in Taiwan. The chamber also uses the meetings as an opportunity to support the case for investment in Taiwan and to find ways to improve bilateral trade. This year the delegation gave a full briefing ahead of the 2012 elections, the outlook for the economy as well as specific issues facing member companies in each industry as listed in the ECCT's 2011-2012 Position Papers. The delegation requested the EC's assistance and cooperation to try to resolve some of the challenges facing European businesses in Taiwan. Separate meetings were held with commission officials from several directorates general to fully brief commission officials on specific details and to exchange ideas on how best to make progress in future.

During the meetings, the ECCT requested the commission's support for the ECCT priorities, in particular, the adoption of international standards. In addition, the delegation requested

the EC's support for Taiwan's participation in non-political organizations. ECCT chairman Chris James conveyed the message that support for Taiwan's active participation in non-political organisations such as the International Organisation for Standardisation (ISO) would generate considerable goodwill and improve the prospects for progress on other issues. This would build on the solid foundation of EU-Taiwan relations, which was considerably strengthened by the EU's decision to grant visa waiver status to Taiwanese nationals. The waiver, effective since the beginning of 2011, has already resulted in a considerable increase in Taiwanese visitors to Europe. (According to statistics from Taiwan's Ministry of the Interior, the number of ROC nationals visiting Europe rose 38.66% year on year in 2011 to 239,062).

Throughout the mission, the ECCT was warmly welcomed by EC officials. Many officials praised the ECCT for its efficient organization and informative position papers. The commission is engaged in an ongoing effort to urge the Taiwanese authorities to adopt European standards through its regular exchanges with the Taiwanese authorities through working group meetings.

Meetings summary

Meetings with the European Commission

DG Trade

Meetings were held with officials from various units under the Directorate General for Trade (DG Trade). A number of topics were discussed.

Market access: The EC's Market Access unit focuses on areas where there are barriers to European firms in getting access to the Taiwan market. This includes barriers facing European companies already operating in Taiwan as well as those wishing to do business in Taiwan but discouraged from doing so owing to barriers. The unit operates on the basis of two pillars: a market access database and partnerships to remove trade barriers. It cooperates with member states and business organizations. In Taiwan, the EC has set up working groups covering automotive,



Meeting with DG SANCO. From left to right: Marcus Clinch, Beverage Alcohol committee Co-chair, Freddie Hoeglund, CEO Chris James, Chairman, Martin Seychell, Deputy Director General, DG SANCO, Uwe Dalichow, Pharmaceutical committee Co-chair

pharmaceutical, intellectual property rights and sanitary and phytosanitary issues to identify and work to remove trade barriers. The Market Access unit draws heavily on the ECCT's position papers and committees when formulating its positions. During the meeting officials gave a presentation on the most pressing market access issues.

All the positions listed were exactly aligned with issues listed in the ECCT's position papers, clearly demonstrating the importance of the ECCT's frequent contact and close cooperation with the EC, especially through its Taipei representative, the European Economic and Trade Office (EETO).

Taiwan's failure to adopt international standards in a number of industries constitutes significant technical barriers that hamper trade between Taiwan and the EU. Throughout the meetings with DG Trade, commission staff expressed support for the ECCT's push for the adoption of international standards in Taiwan. The EC shares the ECCT's view that adopting international standards is in the interests of both European and Taiwanese firms and that accepting EU standards, which are among the world's most stringent, and accrediting European test laboratories, which are world class, for all tests would remove barriers that currently hinder the importation of electronics products, electrical equipment, automobiles, pharmaceuticals, cosmetics and medical



Chairman Chris James giving an introduction to the chamber's issues at the meeting with Business Europe



Delegates had a very productive meeting with Signe Ratso (4th from right), Director, Directorate G (Trade Strategy and Analysis, Market Access, DG Trade)

equipment. Furthermore, the commission agrees with the ECCT's position that if the Taiwanese authorities take decisive action to harmonise the regulatory environment with international standards, this would go a long way towards improving Taiwan's attractiveness as an investment destination and its competitiveness.

Trade Enhancement Measures (TEM): On the issue of an EU-Taiwan trade agreement, commission officials acknowledged the case for a trade deal made by two studies in recent years: the study commissioned by the ECCT in 2008 by Copenhagen Economics on a potential EU-Taiwan Trade Enhancement Measures (TEM) agreement and the 2010 European Centre for International Political Economy (ECIPE) Occasional Paper No 3/2010 titled Beyond Geopolitics – The case for a free trade accord between Europe and Taiwan.

However, the view of the Directorate General for Trade has not changed over the past year. While an EU-Taiwan trade deal is not currently on the commission's agenda, the EC would like to see progress made on issues stifling

trade between the two sides such as further progress on international standards and removing other market access barriers. DG Trade maintains the position that it is possible to find many practical solutions to facilitate growth in trade short of a formal trade deal.

Intellectual Property Rights: Delegates gave an update on the current status of IPR protection in Taiwan and exchanged ideas on how cooperation and information sharing between the EU and Taiwan could be increased in the year ahead.

DG SANCO

For the first time in an Open Door Mission, the delegation met senior officials from the Directorate General for Consumers and Health (DG SANCO). During the meeting the ECCT delegates gave commission officials a full briefing on issues facing the pharmaceutical, alcoholic beverage and cosmetics industries in Taiwan. DG SANCO monitors issues related to health, safety and quality. (Issues related to drug pricing are handled by DG Trade.) Officials reported that DG SANCO

already has regular discussions with its Taiwanese counterparts on certain topics and has had good collaboration on individual issues in the past. Officials expressed a willingness to strengthen cooperation with the ECCT and to arrange more avenues to share information on best practices in the EU. For example, Taiwan could learn from the EU's pharmaceutical product approval procedures (Taiwan's own process is slow by global standards).

DG INFSO

Delegates met with officials from the Directorate General of Information Society and Media (DG INFSO) to discuss the ECCT's involvement, together with other European chambers in Asia, in the EU's Galileo project. The EU aims to boost cooperation between the EU and Taiwan in developing technology partnerships. Attendees also discussed how to increase partnerships in the field of nanoelectronics.

Meetings with other institutions

Business Europe

The delegation held a very productive meeting with Director General Philippe de Buck, Director General of Business Europe (BE), and other senior BE staff. Each side gave a comprehensive briefing on the current status of their issues, shared insights into their dealings with authorities in Brussels and Taiwan and discussed areas for potential cooperation



The delegation's meeting with Marc Vanheukelen (3rd left), Head of Cabinet of Commissioner Karel de Gucht (Trade Commissioner) and Marjut Hannonen (4th left), Member of De Gucht cabinet focused on trade issues

in future. The CEO also gave an update of the European Business Organisations (EBO) World Wide Network, the global network of European business chambers. The ECCT is a founding member of the network, which is now an officially registered organisation in Brussels. There are currently 21 EBO members globally and the organisation is still growing. ECCT CEO Freddie Hoeglund is the Vice Chairman of the EBO's board of directors.

European Centre for International Political Economy (ECIPE)

The delegation held an informative meeting with Hosuk Lee-Makiyama, Director of the European Centre for International Political Economy (ECIPE). This meeting focused on the prospects for an EU-Taiwan trade agreement and participants exchanged ideas on how to make progress on issues such as standardization in the short and medium term.

Taiwan's representative to the EU

As has become an annual tradition, delegates attended a dinner hosted by Taiwan's representative office in the EU. David Lin, Taiwan's representative to the EU and Belgium, and his staff warmly welcomed the ECCT delegation and the dinner provided a good opportunity for an exchange of ideas on future challenges and opportunities facing Taiwan. During the dinner Mr Lin and his team voiced support for a TEM with the EU and expressed their willingness to work with the ECCT in the goal towards the adoption of international standards. Regarding the TEM, he said the government in Taiwan has demonstrated its commitment by commissioning a study on the benefits of a trade deal by the European Centre for International Political Economy (ECIPE). The ECIPE study published in 2010 makes a clear case for the benefits that a trade deal would bring for both Taiwan and the EU.

Industry organizations (ACEA, EFPIA and CEEV)

ECCT delegates met various industry organizations including the European Automobile Manufacturers' Association (ACEA), European Federation of Pharmaceutical Industries and Associations (EFPIA) and European Committee of Wine Companies (CEEV). During the meetings delegates gave briefings on unresolved industry issues and talked about areas of mutual interest on which they can cooperate in future.