NAVIGATING THE EU MARKET

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Commercial Service

U.S. Mission to the European Union
Brussels, Belgium

Transatlantic Market

The EU and the U.S. have the world's largest bilateral trade relationship.

- Worth $4.5 trillion
- 1/3 of global trade
- 50% of world GDP
- 14 million workers employed

The EU Single Market

- 27 member states + 3 EEA + 1 EFTA
- A customs union – single tariffs
- Free flow of goods
- Eurozone
- Promotion of regulatory model with candidate countries and other 3rd markets

EU Legislation

Mandatory:

- Sector specific- electronics, batteries, chemicals, cosmetics, toys, medical devices…
- Cross cutting- procurement, standards framework, privacy, competition, investment..

Non-Mandatory:

- Use of EN standards
- Eco-label
- Eco Management Auditing Scheme (EMAS)

Products requiring CE Marking

- Low Voltage
- Simple Pressure Vessels
- Toys
- Construction Products
- Electromagnetic Compatibility
- Personal Protective Equipment
- Hot Water Boilers
- Recreational Crafts
- Marine Equipment
- Lifts
- Pressure Equipment
- Noise Emission
- Non-automatic Weighing Scales
- Machinery
- Gas Appliances
- Active Implantable Medical Devices, IVD, Medical Devices
- High Speed Rail Systems
- Telecom & Terminal Equipment
- Packaging & Packaging Waste
- Civil Explosives
- Potential Explosive Atmospheres

(not exhaustive!)

Products NOT requiring CE Marking

- Chemicals
- Cosmetics
- Food
- Pharmaceuticals
- Cars and car components
- Biocides – pesticides
- Textiles
- ....

- General Product Safety Directive:
  - Furniture
  - Child care articles
  - Sports equipment
  - Non electrical tools
  - Books
  - .....

Recent Developments/Revisions

- Developments: strict environmental legislation creates market opportunities
  - energy efficiency
  - smart grids and e-mobility
  - green building
- Revisions: a five year review cycle for EU legislation and standards
  - medical devices
  - personal protective equipment
  - general product safety directive
  - REACH, WEEE and RoHS

Regulatory Authorities

- Enterprise/Industry - majority of CE marking legislation such as machines, pressure equipment, electrical eq.
  - http://ec.europa.eu/enterprise/sectors/index_en.htm
- Consumer Affairs/Healthcare - medical devices, medicinal products, general product safety
  - http://ec.europa.eu/consumers/sectors/medical-devices/index_en.htm
  - http://ec.europa.eu/consumers/safety/prod_legis/index_en.htm

EU Procurement, Grants, Loans

- Public Procurement:
  - EU signatory of WTO Government Procurement Agreement
  - Search opportunities open to U.S. bidders on our website – www.buyusa.gov/Europeanunion (tenders)
  - Covers services, works and supplies
- Grants/Loans:
  - Public procurement can be co-financed by European Investment Bank loans or EU grant funds
  - Grants outside EU: tied aid.
  - Advice: find EU partner to cooperate on bid.

Commercial Service to the EU

- Analyze the commercial impact of EU legislation and regulation
- Counsel companies on EU requirements for exporting
- Develop strategies with businesses to secure favorable outcomes & mitigate costs/avoid market access barriers
- Identify business opportunities
- Advocate on behalf of US business
- Outreach to companies through trade fairs
- Communicate to US business (mailing lists, webinars, web sites)

Our Reports

- CSEU's current 150+ Market Reports include
  - Smart Grids
  - WEEE/RoHS
  - Green Tech
  - Energy performance of buildings
  - Nutritional Supplements
  - Trademark protection in the EU
  - How to export seafood to the EU
  - REACH
  - Government procurement
- www.buyusa.gov/europeanunion

Commercial Service at USEU

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