

EUROCHAMBRES calls for clearer communication on trade agreements as CETA deal nears

EUROCHAMBRES welcomes the intra-Belgian agreement reached today, an important step towards a CETA deal. However, the recent impasse should be viewed as a signal to the EU to explain better the benefits of trade deals to the European public, including small businesses.

“Too often we hear entrepreneurs claim that they are not sufficiently aware how a particular trade deal will benefit them. CETA is no exception and we can no longer afford this communication failure. We need trade to come to the doorstep of our entrepreneurs, and not the other way around,” said Arnaldo Abruzzini, CEO of EUROCHAMBRES.

EUROCHAMBRES is a staunch advocate of ambitious, fair, forward-looking and SME-friendly trade agreements. CETA is a major step in the right direction on all those criteria, and parties involved should now contribute to a swift signing of CETA. They should also learn the lessons for a more refined EU trade policy in the future.

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