

**PRESS RELEASE**

## **EU-Japan Summit: Trade and investment relations should be further developed**

On the occasion of the EU-Japan Summit in Tokyo today, EUROCHAMBRES, the Association of European Chambers of Commerce and Industry, calls upon the authorities in Europe and Japan to focus on the following issues:

- The swift implementation of the **Joint Action Plan**, with particular reference to trade, direct investments, and further liberalisation in the services sector;
- The constitution of a **common front against protectionism**, and a joint effort to achieve an ambitious and balanced agreement at the WTO Doha round. EU and Japan should also promote a more effective protection of intellectual property rights towards third countries;
- **Trade facilitation**: harmonisation and simplification of technical standards and customs procedures benefits both EU and Japanese companies, particularly SMEs, which most suffer from heavy administrative burdens,
- The creation of a more **investment-friendly business environment** and the avoidance of any legal uncertainty for subsidiaries of EU companies in Japan resulting from the proposed Commercial Code;
- The fair and equal treatment of EU companies in the Japanese **procurement market**, which needs to be more open and transparent.

Pierre Simon, President of EUROCHAMBRES, said: *“European Chambers welcome the dynamic political and economic relations between the EU and Japan. We encourage both parties to continue to strengthen their partnership to promote their common interests on a global scale. In particular, we hope to see a common front created to bring forward the WTO Doha negotiations.”*

Moreover, EUROCHAMBRES highlighted the continued need to support EU companies and particularly SMEs, in their trade and investment relations with Japan. In this respect, the European Commission plays a decisive role, as the “EU Gateway to Japan” and the “Executive Training Programmes” have demonstrated. These programmes offer a positive signal towards European business in the globalisation process.

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EUROCHAMBRES has member organisations in 44 countries representing a network of 2,000 regional and local Chambers with over 18 million member companies.

## **EU Gateway to Japan (GTJ)**

EU Gateway to Japan is a unique EU Commission export support programme for EU companies in Japan. For more than 10 years, GTJ – implemented in Europe by EUROCHAMBRES – has been helping European SMEs to enter the Japanese market via 83 trade missions and trade fairs, with a total of nearly 2,200 participants. 99% of the participating companies have developed contacts and generated business leads, estimating € 503 million of increased business. Thanks to this success, the programme has been granted an extension for 6 additional events until mid 2007.

## **Executive Training Programme in Japan and Korea (ETP)**

ETP Japan and Korea – promoted in Europe by EUROCHAMBRES – is an intensive professional development programme for EU executives eager to succeed in the Japanese (or Korean) markets. The programme offers EU managers the opportunity to receive a 3-months training in leading EU universities and to spend 9 months in Japan or Korea, including an internship in a local company. Since 1979 almost 1000 EU executives have joined ETP, being able to understand the Japanese business culture, speaking Japanese language and to effectively develop business in Japan.

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