



Public Relations Global Network  
The World's Local Agency

June 2014

# EUROPEAN AFFAIRS FOCUS #4

EU matters to you

*What's up in the EU legislative pipeline that might impact your activities?  
Find out more in our exclusive monthly newsletter designed for PRGN members*



## Environment & Sustainability

### Towards a Circular Economy – A zero waste programme for Europe

- ⊕ On July 1<sup>st</sup> the European Commission published a package of proposals on circular economy which will in particular:
  - ❖ Push for higher recycling targets and for elimination of landfill in waste legislation;
  - ❖ Devote special attention to sustainable buildings and sustainable food (packaging), directly addressing the waste phase as part of the whole life cycle;
- ⊕ This new proposal will make waste legislation simpler, while strengthening cooperation between the EC and Member States. A common EU framework promoting the circular economy will be established with a key role for:
  - ❖ Product policy;
  - ❖ Research and innovation;
  - ❖ Financing and investment;
  - ❖ Business and consumer action.



*Setting new targets and new obligations in terms of waste reduction and recycling, those initiatives will directly impact how companies deal with their packaging and waste.*



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## Trade & Industries

### TTIP – Work in progress

- ✦ TTIP Stakeholder Events during Round 6 in Brussels
- ✦ The next round of negotiations between the EU and the USA for the conclusion of the Transatlantic Trade and Investment Partnership is set to kick off on July 14<sup>th</sup> in Brussels.
- ✦ This round, the sixth since the beginning of the negotiations, will focus on issues relating to :
  - ❖ Trade in services;
  - ❖ Regulatory issues;
  - ❖ Government procurement;
  - ❖ Opportunities for small- and medium-sized enterprises (SMEs).
- ✦ There will be many opportunities for stakeholder engagement, and as with previous rounds, one day will be dedicated to meetings with civil society.

➡ *This new treaty will create the world's biggest free trade zone, creating new opportunities for both EU and US companies.*

### Better enforcement of intellectual property rights

- ✦ The EC adopted a package on better enforcement of intellectual property rights (IPRs) in the EU and in third countries, which includes:
- ✦ An **Action Plan** to address infringements of intellectual property rights, which will set out ten specific actions providing for new enforcement policy tools to address in particular commercial scale IP-infringing activity;
- ✦ A **Strategy** for the protection and enforcement of intellectual property rights in third countries, which will aim at enhancing cooperation between authorities, including customs authorities, in the EU and third countries in the fight against the trade of IP-infringing goods.

➡ *This initiative will benefit all companies suffering from Intellectual Property Rights infringements, both on the European market and world-wide.*

**Have your say !**

The EU launched a public consultation on the equivalence of third country regimes regarding the country by country reporting by extractive and forestry industries (Deadline : 10.10.2014).



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## New guidelines to help EU business use the Cloud

- ✦ The European Commission proposed guidelines to help businesses get the most out of cloud computing.
- ✦ This is a first step towards standardised building block for Services Level Agreements terminology and metrics. Those standards will be widely used in Europe.
- ✦ Relevant items include:
  - The availability and reliability of the cloud services
  - The quality of support services they will receive from their cloud provider
  - Security levels
  - How to better manage the data they keep in the cloud.



*This initiative will have deeper impact if standardisation of SLAs is done at international level, through international standards, such as ISO/IEC 19086. The EU is also working with the ISO Cloud Computing Working Group, to present a European position on SLA Standardisation. The guidelines will thus feed into ISO's effort to establish international standards on SLAs for cloud computing.*

## Figures about Tourism trips

- ✦ In 2012, 85% of trips abroad by EU residents were in Europe.
- ✦ In 2012, EU28 residents made 1.2 billion trips of one night or more. Almost half of these trips (48%) were for holidays and leisure, 35% for visits to relatives and friends, 13% for business and 4% for other reasons. The average trip length was 5.2 nights.
- ✦ The most common means of transport for trips was private or rented cars (65%), followed by air planes (15%), trains (12%), buses (6%) and water vessels (2%).
- ✦ Of the number of total trips, 76% were made within the country of residence (domestic trips), while 24% were made outside (outbound trips). For these outbound trips, the main destination for EU28 residents was clearly Europe (85.4%), then followed Asia (4.5%), Africa (4.1%), North America (3.8%), Central and South America (1.9%) and Oceania (0.4%). More specifically, the top 3 destinations for outbound trips for residents of the EU28 were Spain, France and Italy.

## Figures about international trade in services and FDI

- ✦ EU exports of services to the rest of the world rose from €367 billion in 2004 to €684 bn in 2013, while imports increased from €321 bn to €511 bn
- ✦ Since exports have risen more strongly than imports, the trade surplus has almost quadrupled between 2004 and 2013, from €45 bn to €173 bn
- ✦ United States, Switzerland and China are the main partners in 2012
- ✦ USA, with 313 billion euro, by far the largest investor in the EU28 in 2013. Brazil is second with 21 billion euro.
- ✦ In 2013, the main destination of EU28 investments was by far the USA (159 billion euro), followed by the Offshore financial centres (40 bn euro), Brazil (36 bn), Switzerland (24 bn), Hong Kong (10 bn) and China (8 bn). Disinvestment was recorded with Russia (-11 bn) and Canada (-2 bn).
- ✦ The main investor into the EU28 was also by far the USA (313 bn), followed by Brazil (21 bn), Switzerland (18 bn), Japan (10 bn), Hong Kong and Russia (both 8 bn).



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## Health & Pharmaceutical

### EU Logo for online pharmacies

- ✦ On 24 June the European Commission adopted the new common logo for online pharmacies operating within the EU to fight against falsified medicines.
- ✦ Member States have one year to ensure that the provisions of the common logo are applied. By mid-2015, all online pharmacies or retailers legally operating in the EU should display the logo
- ✦ This new logo will help EU customers identify legitimate medicine retailers on the Internet – that is, online pharmacies listed on the national regulatory authorities' websites in the EU.
- ✦ The national flag and the text are an integral part of the logo. Here is just an example. The logo links to the website of the national competent authority listing all legally operating online pharmacies/retailers. By simply clicking on the logo a purchaser of the medicines online will be sent to the entry of the pharmacy on that national list, thus completing the verification process.



*This new regulation will impact the activities of all online medicine retailers operating within the EU.*

### Pharmaceutical Industry: an asset of the European Economy

- ✦ The European Commission launched in June a comprehensive public exchange of views to strengthen the competitiveness of the EU's pharmaceuticals industry.
- ✦ With its annual output of € 220 billion, its approximately 800.000 employees and as the world's major trader in medicinal products, the EU pharmaceutical industry is of strategic importance for the European economy.
- ✦ The document published identifies major policy areas for the future, such as setting priorities for new therapies, fostering public-private cooperation, facilitating the availability of specific medicines (like orphan drugs or biosimilars), fostering ethics in the sector, improving access to medicines worldwide and reinforcing the presence of the European pharmaceutical industry in the global market
- ✦ **The Commission will organise an event in autumn** in order to prepare future policy decisions by bringing together relevant decision makers from the relevant public administrations, patients, healthcare professionals, trade unions and industry representatives.



*The Competitiveness in Healthcare industries is a key challenge at EU level and clearly an area where new legislations are coming.*



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