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## The European Union: An Attractive Economic Partner?

Roundtable event

Friday 28<sup>th</sup> November 2014, 09:45-15:15

Henry Price Room (ground floor)

The economic and financial crisis has challenged the idea of the EU as a solid economic area and trading partner. This event will discuss the EU's role and economic attractiveness in a changing global scenario. It will consider how non-EU countries perceive the EU, whether it is still considered a preferred trading partner, despite the problems its economy and institutions are facing.

In light of the several FTAs and economic agreements recently signed by the EU, and more being negotiated with both developed and developing countries, the event will examine whether non-EU countries are interested in entering the EU market in order to access individual European markets or the single market as a whole, challenging the idea that the EU is perceived as a single entity. Finally, the event will assess the opportunities for the EU to regain its economic attractiveness, such as continuing towards the development of the single market in order to fully harmonize access to the individual markets in member states.

This event is held in partnership with the Konrad Adenauer Stiftung Office in Great Britain.

To enable as open a debate as possible, this event will be held under the Chatham House Rule.<sup>1</sup>

### Agenda

09:45 – 10:00: Coffee and registration

10:00 – 10:10: Opening remarks

**Paola Subacchi**, Research Director, International Economics, Chatham House

**Hans-Hartwig Blomeier**, Director, Konrad Adenauer Stiftung Office in Great Britain

### Session 1 Does the EU *brand* as an economic partner still work?

By challenging the idea that the EU is perceived as a single entity even in economic terms, we aim to consider where the EU currently stands and how attractive it is to other countries.

10:10 – 11:30: **Chair: Paola Subacchi**, Research Director, International Economics, Chatham House

### Discussants

**Jonathan T. Fried**, Ambassador and Permanent Representative of Canada to the World Trade Organisation, Geneva, Permanent Mission of Canada in Geneva

**Fabrizio Onida**, Professor Emeritus, International Economics, Bocconi University

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<sup>1</sup>When a meeting, or part thereof, is held under the Chatham House Rule, participants are free to use the information received, but neither the identity nor the affiliation of the speaker(s), nor that of any other participant, may be revealed.

**Rain Newton-Smith**, Director, Economics, Confederation of British Industry

11:30 – 11:40: **Coffee break**

**Session 2 What are countries interested in when they sign a trade agreement with the EU?**

Against the background of the several FTAs and the economic agreements the EU has signed recently and is currently negotiating with both developed and developing countries, the workshop investigates whether EU partners or potential partners are interested in entering the EU market in order to access individual European markets or the Single Market as a whole.

11:40 – 13:00: **Chair: Hans-Hartwig Blomeier**, Director, Konrad Adenauer Stiftung Office in Great Britain

**Discussants**

**Edouard Bourcieu**, Deputy Head of Unit, Trade Strategy, Directorate General Trade, European Commission

**Michael Dembinski**, Chief Advisor, British–Polish Chamber of Commerce

**Jun Arima**, Director General, Japan External Trade Organisation (JETRO) London

13:00 – 13:45: **Lunch break**

**Session 3 Panel discussion: how can the EU regain its attractiveness?**

The panel discussion assesses the opportunities for the EU to regain attractiveness, which include continuing towards the development of the Single Market in order to fully harmonize access to the individual markets in Member States.

13:45 – 15:05: **Chair: Quentin Peel**, Mercator Senior Fellow, Europe Programme, Chatham House

**Panellists**

**Susannah Simon**, Director, European Reform, Department for Business, Innovation and Skills

**Dr Ulrich Hoppe**, Director General, German-British Chamber of Industry & Commerce

15:05 – 15:15: Closing remarks

**Stephen Pickford**, Senior Research Fellow, International Economics, Chatham House

**Hans-Hartwig Blomeier**, Director, Konrad Adenauer Stiftung Office in Great Britain

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**Participant list**

<b>Name</b>	<b>Role</b>	<b>Affiliation</b>
<b>Jun Arima</b>	Director General	Japan External Trade Organisation (JETRO) London
<b>Jonathan D. Algar</b>	Executive Member	Bright Blue
<b>Sawako Arima</b>	N/A	N/A
<b>Zeynep Arslan</b>	Deputy Commercial Counsellor	Embassy of the Republic of Turkey in London
<b>Hans-Hartwig Blomeier</b>	Director	Konrad Adenauer Stiftung Office in Great Britain
<b>Edouard Bourcieu</b>	Deputy Head of Unit, Trade Strategy, Directorate General Trade	European Commission
<b>Jana Brazdova</b>	First Secretary	Embassy of The Czech Republic in London
<b>Shereen Capper</b>	Policy Adviser (economic)	New Zealand High Commission London, United Kingdom
<b>Nelson Cunningham</b>	President	McLarty Associates
<b>Michael Dembinski</b>	Chief Advisor	British–Polish Chamber of Commerce (BPCC)
<b>Jonathan T. Fried</b>	Ambassador and Permanent Representative of Canada to the World Trade Organisation, Geneva	Permanent Mission of Canada in Geneva
<b>Annika Gärtner</b>	Intern	Konrad Adenauer Stiftung Office in Great Britain
<b>Stefan Georg</b>	Chairman	Delta Economics
<b>S. Aytug Goksu</b>	Commercial Counsellor	Embassy of the Republic of Turkey in London
<b>Ulrich Hoppe</b>	Director General	German-British Chamber of Industry & Commerce
<b>Charles Jenkins</b>	Political and Economic Analyst	InsightEU
<b>Haralambos Kafkarides</b>	Deputy High Commissioner	High Commission of the Republic of Cyprus in London
<b>Mary Llewellyn-Fowler</b>	Policy Adviser (political)	New Zealand High Commission London, United Kingdom
<b>Juan Carlos Lombardo</b>	Economic Attaché	Embassy of Mexico in London
<b>Federica Milo</b>	Associate, Business Intelligence Western Europe and Sub-Saharan Africa	The Risk Advisory Group

<b>Shigeki Mitomo</b>	Visiting Fellow, International Economics	Chatham House
<b>Geraldine Mortby</b>	UK Manager	The British-Swiss Chamber of Commerce
<b>Rain Newton-Smith</b>	Director, Economics	Confederation of British Industry
<b>Erik Nielsen</b>	Global Chief Economist	UniCredit
<b>Fabrizio Onida</b>	Professor Emeritus, International Economics	Bocconi University
<b>Quentin Peel</b>	Mercator Senior Fellow, Europe Programme	Chatham House
<b>Barbara Pels</b>	Economist, Political and Country Risk	UBS
<b>Federica Pesce</b>	Blue Book Trainee	European Commission
<b>Stephen Pickford</b>	Senior Research Fellow, International Economics	Chatham House
<b>Mark Richardson</b>	Counsellor (Commercial); Senior Trade Commissioner, Commercial/Economic Division	High Commission of Canada in London
<b>Kenneth Ryan</b>	First Secretary (trade and economic)	New Zealand High Commission London, United Kingdom
<b>Jin-Chang Shin</b>	Counsellor	Embassy of the Republic of Korea in London
<b>Susannah Simon</b>	Director, European Reform	Department for Business, Innovation and Skills
<b>Paola Subacchi</b>	Research Director, International Economics	Chatham House
<b>Effie Theodoridou</b>	Administrator, International Economics	Chatham House
<b>Lisa-Marie Trieglaff</b>	Intern	Konrad Adenauer Stiftung Office in Great Britain
<b>Bartosz Tymkowski</b>	Second Secretary, Economic Section	Embassy of the Republic of Poland in London
<b>Jane Wicks</b>	UK Events Consultant	The British-Swiss Chamber of Commerce
<b>Richard Woolhouse</b>	Chief Economist	British Bankers' Association
<b>Mustafa Türker Yılmaz</b>	First Secretary	Embassy of the Republic of Turkey in London