

**BRUSSELS, BELGIUM  
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***BUSINESS LEADERS STRONGLY ENDORSE  
TRANSATLANTIC ECONOMIC PARTNERSHIP***

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Business leaders from Europe and Canada outlined their strong support for a breakthrough in multilateral trade talks and for a comprehensive bilateral economic partnership at a meeting today with European Union (EU) Trade Commissioner Peter Mandelson.

Leading the business delegation were Philippe de Buck, Secretary General of BUSINESSEUROPE, Thomas d'Aquino, Chief Executive and President of the Canadian Council of Chief Executives (CCCE), and Co-Chairs Roy MacLaren and Bill Emmott of the Canada Europe Roundtable for Business (CERT). Together with other business representatives, they met with Commissioner Mandelson to make the case for deeper bilateral trade, investment and economic cooperation. They urged the Commissioner to work closely with Canadian International Trade Minister Michael Fortier to push for an ambitious conclusion to the Doha Round at the July 21 meeting of the World Trade Organization (WTO). Canada and the EU should be catalysts for much-needed progress at the WTO especially in negotiations pertaining to industry, services and rules, the business leaders said.

They also suggested to Commissioner Mandelson that, while bilateral trade and investment continues to increase (total trade amounts to €60 billion in goods and services while investment stocks amount to €156 billion), Canada and the EU urgently need political leadership and a bilateral institutional framework to accelerate the growth of trade and other commercial opportunities.

Business leaders encouraged Commissioner Mandelson to champion the launch of negotiations toward a comprehensive economic partnership at the Canada-EU Summit on October 17 in Canada. An ambitious agreement between the EU and Canada would send a strongly positive signal to markets at a time of growing international economic uncertainty, and would boost transatlantic economic growth over the medium- to long-term.

Such a bilateral EU-Canada partnership should include: the elimination of remaining trade barriers (tariff and non-tariff barriers); the opening of financial and other services markets at all levels in the EU and Canada; broader reciprocal access to public procurement; measures to ensure mobility of skilled personnel and service providers as well as mutual recognition of professional qualifications; stronger intellectual property protection; a comprehensive air services liberalization accord; a sustainable energy and environment agreement to boost technological development; an ambitious regulatory cooperation agreement with a

commitment to action in priority sectors; accelerated convergence in competition policy and where appropriate taxation matters; and a comprehensive dispute resolution system.

To improve the competitiveness of European and Canadian enterprises, business leaders support increased private sector and academic cooperation in science and technology. They also encourage much closer cooperation between Canada and the EU in international climate change negotiations to ensure that all major players, including emerging economies, join the fight against global warming.

Ministers from the governments of Ontario and Quebec, as well as senior officials from the Government of Canada, participated in the meeting. The business representatives praised their leadership in urging closer EU-Canada economic ties at the multilateral and bilateral levels.

BUSINESSEUROPE, CCCE and CERT will continue to press these issues with their government leaders ahead of the WTO meeting in July and the Canada-EU Summit in October and will support efforts to strengthen and deepen transatlantic economic ties.

BUSINESSEUROPE ([www.businesseurope.eu](http://www.businesseurope.eu)) – BUSINESSEUROPE represents millions of small, medium and large companies through its 40 leading national business federations from 34 countries. BUSINESSEUROPE actively promotes the role of business in Europe: strong enterprises make a strong Europe. It advocates for a favourable and competitive business environment to foster sustainable economic growth and sound economic governance.

Canadian Council of Chief Executives ([www.ceocouncil.ca](http://www.ceocouncil.ca)) – Founded in 1976, the Canadian Council of Chief Executives is a non-partisan organization composed of 150 chief executives and leading entrepreneurs from all major sectors and regions of Canada. Member chief executives lead companies that collectively administer \$3.5 trillion in assets, have annual revenues of more than \$800 billion, and are responsible for the vast majority of Canada's exports, investment, research and development, and training.

The Canada Europe Roundtable for Business ([www.canada-europe.org](http://www.canada-europe.org)) – The Canada Europe Roundtable for Business (CERT) is the leading association dedicated to creating business opportunities between Canada and the European Union. In 2007, CERT launched a campaign to generate CEO-level support for a greater level of ambition for the bilateral trade and investment relationship. More than 95 Canadian and European chief executives signed the Declaration in support of a Canada-EU Trade and Investment Agreement.

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