

CANADA-EUROPE TRADE HISTORY

VIDEO TRANSCRIPT

CETA Agreement

Cecilia Malmström: It is the most modern and advanced trade agreement ever made, actually, and it opens up fantastic possibilities for entrepreneurs and companies and consumers in Europe, but also in Canada. And it strengthened, of course, the very tight friendship and Alliance we have with our Canadian friends.

Mauro Petriccione: Canada is one of 12 trading partners, about 60 billion a year of trading goods, a bit less than 30 billion in trading services. It's a huge investor in Europe. There's more than hundred and twenty billion of Canadian...Euros of Canadian investment in Europe.

Pauline Guillot: We have already been present in Canada for 15 years, this represents around 10% from our turnover, with around 150,000 bottles per year. The agreement between the EU and Canada could help our exports to Canada by allowing us to be more competitive. We are also more present and more visible on the Canadian market and we're becoming more attractive for tourists, it means that more people are coming to Sancerre, we have a lot of Canadian clients who love our wines. So this is all very positive and interesting, including in terms of human interaction with Canada.

Dominique Bombaert: Dredging equipment is excluded from the coastal trade act by CETA, so that will help us to use our foreign equipment in Canada.

Mieke Fordeyn: It's not our intention to take over the market of local contractors, but it's our intention to join forces with them and to work together to bigger projects which were not feasible before.

Attilio Zanetti: Canada is a big country. Quantities to Canada are more important. Canadians are very fond of Italian PDO cheeses in general, Grana Padano and Parmigiano-Reggiano in particular. I expect

advantages from CETA agreement. We expect many people to impact positively on turnover, new jobs, and positive spillover on the communities where we are operating.

Antonio Multari: We have around 1,200 employees worldwide. Out of them, 1,000 are in Europe, around 700 are here in Germany. In Canada, the electrical approvals are different to the EU. This is, for us, a kind of a challenge, since we have to adapt our products for the Canadian needs, and this is increasing our prices, which makes us difficult to be competitive compared to local manufacturers. We believe that, due to the CETA agreement, we can improve our situation. That means that we can increase our market share in Canada.

Mauro Petriccione: The Canadians have very similar view to the ones we have about not only the value of free trade and the free economy, but also how you should regulate that economy and how you should make sure that free trade does not damage public policy interest.

Cecilia Malmström: It simplifies access to the Canadian markets. We have access to their public procurement on all levels, and they're actually planning for a lot of investment in public procurement where we compete. And it also makes it easier for our service companies to have access to the market, and for the staff who work in the service companies to temporarily come and provide that service. And it also includes a very ambitious chapter on sustainable development where we commit to, together, work on issues such as good environment, labour standards, etc.