



GO INTERNATIONAL

EU-Canada Trade Agreement: CETA, what's in it for me ?
Conference

23 November 2022

Introduction by the moderator

23.11.2022



Ms. Lisa Burke
Broadcaster



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Opening Session

23 November 2022

Welcome Address

23.11.2022

CHAMBER OF COMMERCE



Ms. Cindy Tereba
Director International Affairs
Luxembourg Chamber of Commerce



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First session: International Trade

23 November 2022

Opening Words

23.11.2022

CHAMBER OF COMMERCE



Ms. Anne Calteux
Representative of the European Commission in Luxembourg

Keynote Speech

23.11.2022

CHAMBER OF COMMERCE



Mr. Christophe Hansen
Member of the European Parliament



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Second session: Focus on CETA - 5 years later !

23 November 2022

Introduction to the round table

23.11.2022

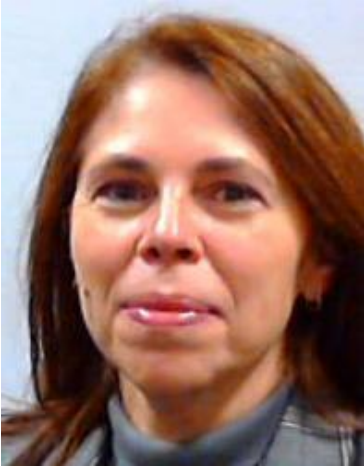


H.E. Mr. Alain Gendron
Ambassador of Canada to the Grand Duchy of Luxembourg

Panel discussion

23.11.2022

CHAMBER OF COMMERCE



**Ms Helene
Retsinis-Stalsbo**
*Policy Coordinator,
DG Trade, European
Commission*



Ms. Nadine Alfonsi
*Trade Compliance
Manager EMEA,
Husky Injection
Molding Systems*



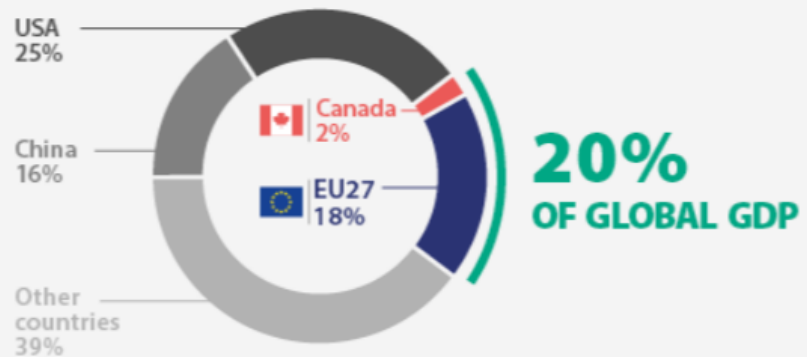
Ms. Marie Beaux
*Executive Director,
European Chamber
of Commerce in
Canada – Enterprise
Europe Network -
Canada*



Mr. Luc Dupont
*Senior Advisor,
UNAK Advisory*

EU and Canada economies

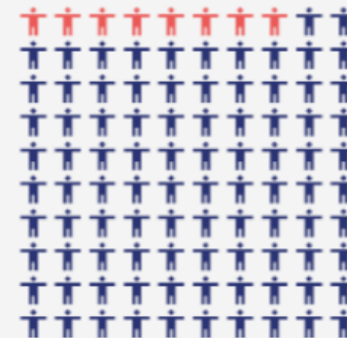
The EU27 and Canada represent



Source: UN, percentage based on
GDP figures for 2019 in US\$

486
MILLION
PEOPLE

EU27:
448 million
Canada:
38 million



Sources: Eurostat, Statistics Canada

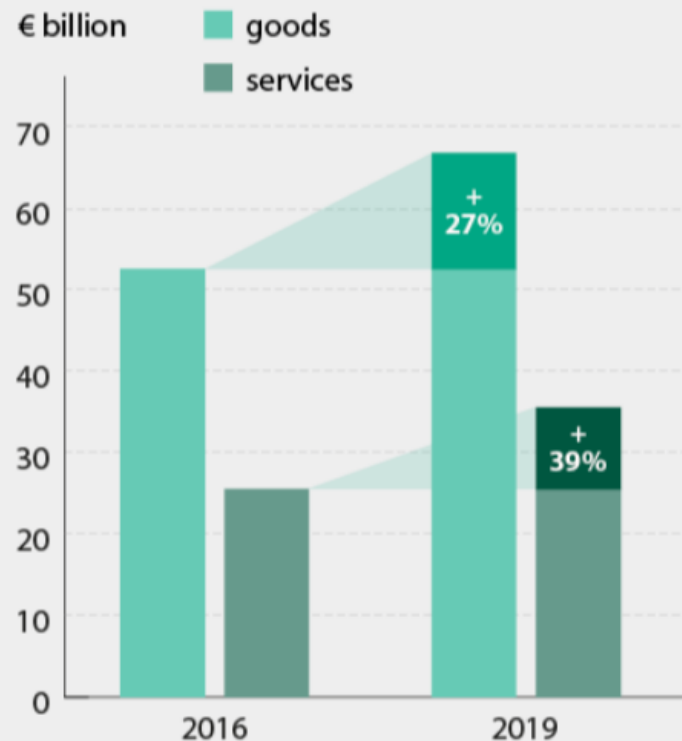


EU & Canada trade

- Canada is EU's 14th trading partner
- EU is Canada's 3rd trading partner
- Bilateral trade in goods was worth €60 billion in 2021
- EU had a positive trade balance of € 14 billion in 2021

CETA contribution to EU-Canada trade

CETA drives growth in EU-Canada bilateral trade



+31%

growth in bilateral trade between 2016
(pre-CETA) and 2019

CETA cuts tariffs on **98%**
of products traded

€590 MILLION

annual saving in duties once all the
tariffs reductions are in place



The online portal **Access2Markets**

Your gateway to EU trade information

Scan the QR code to visit
Access2Markets





More information



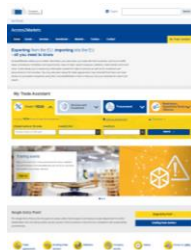
Contact us:

<https://trade.ec.europa.eu/access-to-markets/en/contact-form>



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Homepage:

[Access2Markets Welcome home page \(europa.eu\)](#)

CETA – What's in it for me?

EU Chamber of Commerce in Canada - EUCCAN

EUCCAN, the Business Voice of Europe in Canada since 1995

- **Representation.** EUCCAN speaks for European companies committed to Canada on trade, investment and competitiveness issues.
- **Advocacy.** Advocating at all levels of governments, it aims to ensure a growth-orientated business and investment climate on both side of the Atlantic
- **Information and Network.** Plays a role in creating better understanding of EU and Canada positions on trade and business matters.

EUCCAN Members :

- The 25 bilateral Chambers of Commerce of the EU Members States
- Associate members
- Corporate members



Adrian Thomas
President of EUCCAN and Country
President of Schneider Electric

CETA – What's in it for Luxembourgish companies ?

❖ CETA Benefits

Increased competitiveness

- removes 99% of Canada's tariff lines.

Access to market(s)

- offers access to one of G7 country
- better access to Government procurement in Canada at federal, provincial & local levels.

Simplified procedures

- simplifies clearing goods through customs
- facilitation or test results and products certification from the other party
- offers improved labor mobility provisions

❖ Focus on Luxembourg

- **129** Luxembourgish companies export to Canada.
- **1 200 jobs** in Luxembourg supported by EU exports to Canada 865,000



INVESTMENT PARTNER

Luxembourg is the 4th source of direct investment in Canada



Luxembourg is the 3rd destination for Canadian FDI

TRADE PARTNER

Services –

Canada is Lux.'s 9th trade partner outside the EU



Goods –

Canada is Lux.'s 6th trade partner outside the EU



CETA Exporters' success stories

Genaveh



"Without CETA, Chocolats Andreje's legacy would have been lost forever. CETA also made it possible for Genaveh to expand its export businesses across the ocean – a win-win situation!"

KitoZyme



"The CETA agreement has helped open up the wine market to KiOfine®, one of our patented flagship products. We very much look forward to this export growth opportunity."

Emerging Business & Investment opportunities

CETA is a **progressive trade agreement** between the EU and Canada.

- It features some of the strongest commitments ever included in an EU trade agreement, including on **promoting labor rights, on protecting the environment, and on sustainable development.**

Together with the EU-Canada Strategic Partnership Agreement, CETA also offers **an extended and evolutive framework of cooperation between the EU and Canada** – from which new trade and investment opportunities could arise in the near future incl. on :

1

Energy & Cleantech

Canada's strengthened climate plan (2020)
Net-Zero Accelerator Fund (2020)
2030 Emissions Reduction plan (2022)
Friend-shoring trade policy shift (2022)

2

Critical Minerals & Materials

Strategic partnership on raw materials (2021)
Canada's critical minerals strategy (2022)

3

A.I. & New Technologies

Strategic Innovation Fund
Pan-Canadian Artificial Intelligence Strategy
Global Innovation Clusters

Next EUCCAN events :

- › *Wed. Nov 30th* - 1st meeting of the EUCCAN working group on **green buildings and sustainable construction**
- › *Wed. December 7th at 5pm* (Europe time), **Webinar : All you need to know about Government Procurement in Canada.**
- › *In the coming days* : Launch of a **new working group on the future of Railway sector un Canada**

Contact

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of Commerce in Canada



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CETA – WHAT'S IN IT FOR ME



**ROUND TABLE ORGANISED BY THE LUXEMBOURG CHAMBER OF COMMERCE
NOVEMBER 23, 2022**

**LUC DUPONT, MBA, ICD.D
NON-EXECUTIVE DIRECTOR AND SENIOR STRATEGIC ADVISOR
Luxembourg +352 691 188 103 | ldupont.lu@gmail.com**

COMMON VALUES

- **DEMOCRACY**
- **MARKET ECONOMY**
- **SOCIO-ECONOMIC BALANCE**
- **ENVIRONMENT**
- **OPENNESS**
- **EDUCATION VALORISATION**
- **HEALTH SYSTEM**

AMBITIONS

EVOLUTION

GROWTH

DIVERSITY

- **HUMAN**
- **GEOGRAPHIC**
- **HISTORICAL**
- **ECONOMIC**
- **COMMON DENOMINATORS**



WHAT'S IN IT FOR ME

- **EXPAND MARKET SCOPE AND SCALE**
- **LEVERAGE THE BENEFITS OF CETA TO GAIN MARKET ACCESS**
- **LUXEMBOURG IS A GATEWAY TO EUROPE**
- **CANADA TO NORTH AMERICA**



PREPARATION

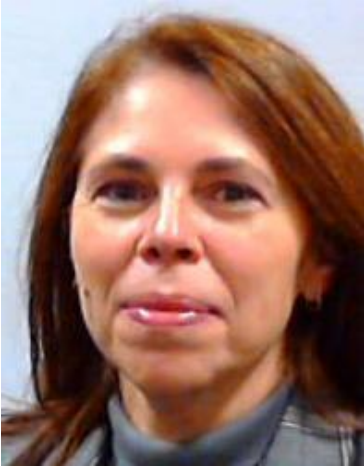
- **UNDERSTANDING THE CULTURE**
- **CULTIVATING TIES**
- **FORGING COMMON VENTURES**
- **INNOVATION DRIVE IN LUXEMBOURG IS A CATALYST**
- **FIT BETWEEN THE OFFER AND THE DEMAND**
- **GETTING PAID**
- **DEEPEN THE PORTFOLIO OF OPPORTUNITIES**

MERCI

Panel discussion

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Thank you for your attention!