

## Cabinet Newsletter

Newsletter no. 65, 9<sup>th</sup> January 2012

Dear Reader,

Vice President Antonio Tajani closed the year 2011 with a mission to Latin America. For the first time in the last fifteen years, a Commissioner for Industry and Entrepreneurship visited Brazil.

Vice President Antonio Tajani undertook a two days mission (15<sup>th</sup> -16<sup>th</sup> December) to Brazil with a delegation of thirty CEOs from thirteen EU states, covering different industrial markets. This mission continued from the 17<sup>th</sup> until the 19<sup>th</sup> in Argentina to renew the bilateral cooperation in strategic sectors such as raw material, industrial innovation and SMEs. The Vice President concluded his visit in Uruguay on the 20<sup>th</sup> where he was asked by President Barroso to represent him at the Mercosur Summit.

The business mission to South America was aimed at reinforcing industrial cooperation between Europe and third countries. It constituted a concrete step towards a sounder **"EU Business Diplomacy"** to help European companies to access fast growing and emerging markets while maintaining growth in Europe through a boost of internal labour market.



Antonio Preto  
Head of Cabinet

Brazil, with its growth rate slightly under 10%, represents a tremendous opportunity for European companies, often struggling with a declining demand in their countries of origins. Therefore, as shown by the **adoption of the Communication on internationalisation** two months ago, supporting the internationalisation process of European firms constitutes a priority of the political agenda of Commissioner Antonio Tajani. Accompanying European companies in their internationalisation process and presenting them as European excellences, as Vice President Antonio Tajani did, is thus the real added value of the European Business Diplomacy approach. As a matter of fact, **the enterprises participating** in the mission (list attached) have been selected as representatives of a variety of both member states and industrial sectors: they are the demonstration of the European excellence and innovation.



Vice President Antonio Tajani with the delegation of European CEOs.

Vice President Antonio Tajani met with the President of the Federative Republic of Brazil Dilma Roussef, Aloisio Mercadante, the Minister for Science, Technology and Innovation, Miriam Belchior, Brazilian Minister for Planning, Sao Paulo Governor Geraldo Alckmin, the Federation of the Industries of the State of São Paulo (FIESP) and the Brazilian National Confederation of Industry (CNI).

With the Brazilian Government Vice President Antonio Tajani signed two letters of intents. The first one is on SMEs cooperation through an exchange of best practices and information aimed at establishing a coherent SME policy. The second one is on industrial innovation to boost industrial sectors competitiveness and clusters strategies. Given the important growth potential of Key Enabling Technologies (KETs), it is particularly relevant to establish an open and flexible dialogue to enhance their use.



Vice President Antonio Tajani signing agreements with Fernando Pimentel, Brazilian Minister for Industry

Furthermore, a pilot experience was also launched through a Joint Declaration between European and Brazilian business associations to exchange, from September 2012, around 100 young professional between Brazil and Europe in similar industrial sectors of mutual interest such as KETS, renewable energies, space and tourism.



Vice President Antonio Tajani signing the Memorandum of Understanding with the Brazilian National Confederation of Industry

Following the V. EU- Brazil Summit held in Brussels last October, the economic and industrial cooperation continues in Brazil and in all South American countries, as Vice President Antonio Tajani has shown with his visit. Europe has still an advantage with regards to investment and quality. However, it has to speed up the process of business cooperation

in mutual interest areas. Emerging markets are growing at an impressive pace and Europe cannot lag behind.