Common commercial policy: access by transfrontier products and services of the Union to the Japanese market

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This document presents the Commission report on the evaluation of the programme of specific measures and actions to improve access of European Union goods and cross-border services to Japan. This evaluation report is required by Article 3(1) of Council Regulation 1035/1999/EC. Following the adoption of the Japan regulation in May 1999 and the allocation of commitment credits to the Japan budget line B7-851 in July the same year, the Commission launched the appropriate procedures in order to select two independent external contractors to evaluate the two main programmes covered by the regulation: the "Executive Training Programme in Japan (ETP) and the "EU Gateway to Japan" export promotion campaign (GTJ). Contracts for the evaluation of GTJ and ETP were signed in autumn 1999 and winter 2000 respectively. Against this background, this report concludes that: - the Commission's programme of specific measures and actions to improve market access for EU business in Japan has met its objectives and has been implemented in a cost effective manner and according to principles of sound and efficient management; - the "Executive Training Programme" in Japan, which was first conceived in 1979 and is widely considered a "flagship" Commission programme, continues to enjoy an impressive satisfaction rate from its beneficiaries; - the 'Gateway to Japan" campaign can also boast a high satisfaction rate from its beneficiaries (SMEs, for example). In conclusion, the Commission considers that the positive results of the evaluation of the Japan programmes give every reason to continue them. Even though the market access situation in Japan has improved in recent years, the Commission believes that this programme should be continued at least for some time beyond the expity date in December 2001 of the Japan regulation.