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

1995/0116(CNS) - 23/05/1995 - Initial legislative proposal

PURPOSE: to set up an action programme to promote European exports to Japan (EXPROM Programme). CONTENT: This proposal is in response to a concern, which has been raised on a number of occasions, about the need to strengthen commercial relations between the Community and Japan. It aims in particular to promote European exports to Japan and to provide support for European exporters at all the different steps in building up a European company presence in the Japanese market. In parallel, the objective of the proposal is to provide a legal base for certain export promotion activities that have already been under way for several years (such as the Executive training Programme (ETP) and the Gateway to Japan Programme). The legal base chosen by the Commission is Article 113 given that the purpose and the objectives of this proposal involve influencing the volume of exports towards the Japanese market, and it clearly falls within the ambit of the common commercial policy. The proposal specifies the types of activities that the Commission would be authorised to implement in the framework of an annual action programme: - seminars, conferences, creation of networks in Europe and Japan; - European Community group participation in fairs and missions in Japan, together with the corresponding recruitment of European exporters; - training programme aimed at creating a new pool of executives able to communicate in Japanese in a business environment; - other activities designed to maximise the ability of European exporters to enter the Japanese market. The Commission will be assisted by an advisory committee in the implementation of this programme. It should be noted that the financial statement annexed to the proposal provides for a budget of 13 million ECUs in 1996.