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

1995/0116(CNS) - 11/05/1999 - Final act

PURPOSE: implementation of a programme to improve access of EU goods and cross-border services to Japan. COMMUNITY MEASURE: Council Regulation 1035/1999/EC on implementation by the Commission of a programme of specific measures and actions to improve access of EU goods and cross-border servics to Japan. CONTENT: In co-operation with the Member States, who are primarily responsible for the design and implementation of programmes and actions to promote the exports of Community goods and cross-border services in third country markets, the Community shall implement a specific, coherent and targeted programme of measures and actions that complement and bring added value to the efforts undertaken by Member States in the Japanese market. The Regulation defines clearly the division of responsibilities between the Commission and the Member States in the drawing up and implementation of measures and actions. The Community programme seeks to complement Member States' efforts in this field. The programme wil consist of the following two principal measures and actions: - a training programme ('Executive Training Programme') to build up a pool of European executives able to communicate and operate in the Japanese business environment, - the recruitment, training, pre-mission preparation and participation of groups of European business executives, in particular from SMEs, to get involved in actions in Japan aimed at improving their commercial presence on the Japanese market (the 'Gateway to Japan' campaign). The objective of this campaign is to enhance trade and investment relations with Japan and to increase the understanding of Japanese trade and investment regulations and business practices. Other types of action may be given support. These include: special actions that facilitate access to the Japanese market of SMEs, measures to identify and eliminate trade barriers in accordance with the Community's market access strategy, collection of information and policy advice on specific regulatory issues in the field of trade, investment & intellectual property rights, conferences and seminars to promote trade and investment relations and initiatives to enhance the EU's visibility in Japan, and high level business missions. The Commission is required to ensure the full compatibility of specific activities with the policies of the Community and the Member States, and to draw up an annual report. By 01.09.2000, the Commission shall present to the EP and the Council an evaluation report including the results of the control and monitoring of operations financed. It would also include the results of a cost-effectiveness analysis. The Commission will be assisted by a committee of an advisory nature composed of Member States' representatives and chaired by a Commission representative. ENTRY INTO FORCE: 22.05.1999. The Regulation expires on 31.12.2001.