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EU Business Coalition Urges Open Trade Push

EU Wine Industry Joins Call for Ambitious Trade Policy

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A coalition of 43 business associations, known as the Open Trade Coalition, has reiterated its call for the implementation of a bold and open trade policy in the European Union. This coalition, which began in July, has grown rapidly and now includes a wide range of associations that share the belief that open trade is crucial to maintaining the EU's competitiveness, prosperity, and resilience in a global context marked by constant challenges. With the European Parliament preparing for the

confirmation hearings of new commissioners, the coalition's message is clear: trade openness must become a top priority for the next five years.

The importance of trade to the European economy is evident, as 1 in 5 jobs in the EU depends on exports. The coalition argues that open trade not only drives economic growth and job creation but also attracts foreign investment, fosters innovation, and benefits consumers by offering a wider variety of products. Additionally, the diversification of import and export sources strengthens the EU's ability to face and overcome future crises, increasing its resilience. Therefore, the coalition emphasizes that an ambitious trade policy is key to ensuring that Europe remains competitive and prosperous on the global stage.

In its renewed Declaration, the Open Trade Coalition proposes several specific policy recommendations. These include the need to swiftly adopt and implement trade agreements that have already been concluded, rapidly finalize ongoing trade negotiations, and advance a market access agenda that reduces trade barriers. It also highlights the importance of a fair and predictable trade environment, supported by multilateralism, and of strengthening trade diplomacy to improve the EU's presence in international markets.

Among the associations that make up the coalition is the Comité Européen des Entreprises Vins (CEEV), which represents wine companies in the EU. The CEEV brings together 25 national organizations, and its members produce and market the vast majority of high-quality European wines, both with and without geographical indications, covering more than 90% of the continent's wine exports. This participation in the coalition underscores the significance that specific sectors, such as the wine industry, attach to the EU's trade policy and how access to international markets is vital for the success of their exports.

The Open Trade Coalition's call comes at a key moment for the future of the EU's trade policy, as the new commissioners will be tasked with guiding the bloc's trade relations in an increasingly interconnected and competitive world.