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EuroCommerce urges EU and US to start trade talks amid tariff pause

EuroCommerce warns renewed tariffs could raise prices and strain already fragile supply chains

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EuroCommerce has urged the European Union and the United States to use the temporary suspension of additional tariffs announced by the U.S. government as an opportunity to begin a transatlantic dialogue aimed at resolving long-standing trade tensions. The organization, which represents the interests of European retail and

wholesale sectors, stated that the current pause in tariffs should be used to ease the economic burden caused by the ongoing trade dispute between the two economic blocs.

Christel Delberghe, director general of EuroCommerce, said that European consumers have already experienced the effects of these trade measures through higher prices, both in brick-and-mortar stores and online. He warned that if no action is taken, further cost increases could follow. Delberghe emphasized that a swift response from authorities is essential to prevent additional pressure on European households.

Retailers and wholesalers, EuroCommerce noted, serve as a critical link between producers and consumers, ensuring a consistent and diverse supply of goods at competitive prices. However, recent trade tensions have disrupted supply chains across the continent. The organization warned that a return to or introduction of new tariffs could worsen the economic outlook in Europe, which is already dealing with inflation and slowing growth.

EuroCommerce also called for unity among EU Member States in addressing the issue. Delberghe cautioned that unilateral actions by individual countries could weaken the EU's overall negotiating stance and compromise the integrity of the internal market. He advocated for a coordinated and common approach to maintain market cohesion.

In addition to calling for a constructive transatlantic dialogue, EuroCommerce urged European institutions to speed up their efforts to improve competitiveness across the EU. The organization proposed further integration of the single market and simplification of the regulatory framework. Citing International Monetary Fund data, EuroCommerce pointed out that internal trade barriers in Europe effectively represent a 45 percent tariff in the manufacturing sector and 110 percent in services, significantly hindering economic efficiency.

The group also raised concerns over a potential influx of Chinese products diverted from the U.S. market due to American trade policies. EuroCommerce warned that without appropriate regulatory checks, this diversion could create additional challenges for European companies, and called for heightened vigilance to ensure compliance within the EU market.

Another issue highlighted was the proposed reform of the EU's Multiannual Financial Framework. While the specific details of the changes have yet to be finalized, EuroCommerce echoed concerns from the European agricultural sector about the possible negative consequences on budget allocations and financial support for essential sectors, including agriculture and trade.

EuroCommerce stressed the importance of predictability in commercial policy, pointing out that businesses negotiate supply contracts months in advance. Sudden regulatory or trade policy shifts can disrupt planning and increase operational risks. The organization called on policymakers to provide a stable environment that allows companies to ensure a steady supply of goods without unexpected price volatility.

The appeal from EuroCommerce comes at a time when many European consumers are still dealing with the effects of inflation and higher living costs. The organization argued that it is the duty of political leaders to shield consumers from further economic pressure arising from global trade uncertainty.