

# DIGITALEUROPE supports an ambitious and timely Free Trade Agreement between the EU and Mercosur

Brussels, 1 December 2017

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DIGITALEUROPE, the leading association representing the digital technology industry in Europe, supports the European Commission in its endeavour to promote open and rules-based trade. In the face of mounting protectionist tendencies, the European Union has an important role to play in upholding the existing trade rules and demonstrating the benefits of trade by opening up further markets. This is particularly important with regard to digital trade: as the global economy has gone digital, the EU-Mercosur negotiations offer the opportunity to set ambitious standards for a predictable and strong framework in this area, i.e. with a digital trade chapter including provisions on data flows and data localization.

The negotiations between the EU and Mercosur play an essential role, demonstrating that trading partners are aligned in pushing for a more level playing field by removing barriers to trade. If successful, the FTA between the EU and Mercosur will cover an unprecedented market size, larger than any other FTA in force, realising and ending the 15 years of negotiations.

DIGITALEUROPE supports the European Commission's efforts to reach a political agreement before the end of 2017, provided that an ambitious deal can be reached. High ambition implies a recognition of the importance of increased market access by means of tariff cuts, liberalisation of services sectors, securing the openness of procurement markets at the federal, as well as sub-federal level and agreeing upon strong trade rules to create a stable and predictable business framework.

Such trade rules have to include a digital trade chapter addressing data flows and data localization provisions. We will also continue to call for membership of the Information Technology Agreement (ITA) to be included in any free trade agreement negotiations with countries currently outside the ITA, as this is one of the more efficient ways of facilitating digitalisation.

The window of opportunity is now open: The digital technology industry has supported and will continue to support the Commission's endeavour to successfully conclude an ambitious, 21<sup>st</sup> century agreement with the Mercosur countries.

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For more information please contact:

**Lionel Sola**, Director of Communications and Political Outreach  
+32 492 258 432 or [lionel.sola@digitaleurope.org](mailto:lionel.sola@digitaleurope.org)

**Sarah Wagner**, DIGITALEUROPE's Policy Manager  
+32 492 50 90 96 or [sarah.wagner@digitaleurope.org](mailto:sarah.wagner@digitaleurope.org)

## ABOUT DIGITALEUROPE

DIGITALEUROPE represents the digital technology industry in Europe. Our members include some of the world's largest IT, telecoms and consumer electronics companies and national associations from every part of Europe. DIGITALEUROPE wants European businesses and citizens to benefit fully from digital technologies and for Europe to grow, attract and sustain the world's best digital technology companies. DIGITALEUROPE ensures industry participation in the development and implementation of EU policies.

DIGITALEUROPE's members include in total 25,000 ICT Companies in Europe represented by 61 corporate members and 37 national trade associations from across Europe. Our website provides further information on our recent news and activities: <http://www.digitaleurope.org>

## DIGITALEUROPE MEMBERSHIP

### Corporate Members

Adobe, Airbus, Amazon, AMD, Apple, BlackBerry, Bose, Brother, CA Technologies, Canon, Cisco, Dell, Dropbox, Epson, Ericsson, Fujitsu, Google, Hewlett Packard Enterprise, Hitachi, HP Inc., Huawei, IBM, Intel, JVC Kenwood Group, Konica Minolta, Kyocera, Lenovo, Lexmark, LG Electronics, Loewe, Microsoft, Mitsubishi Electric Europe, Motorola Solutions, MSD Europe Inc., NEC, Nokia, Nvidia Ltd., Océ, Oki, Oracle, Panasonic Europe, Philips, Pioneer, Qualcomm, Ricoh Europe PLC, Samsung, SAP, SAS, Schneider Electric, Sharp Electronics, Siemens, Sony, Swatch Group, Tata Consultancy Services, Technicolor, Texas Instruments, Toshiba, TP Vision, VMware, Western Digital, Xerox, Zebra Technologies.

### National Trade Associations

<b>Austria:</b> IOÖ	<b>Germany:</b> BITKOM, ZVEI	<b>Slovakia:</b> ITAS
<b>Belarus:</b> INFOPARK	<b>Greece:</b> SEPE	<b>Slovenia:</b> GZS
<b>Belgium:</b> AGORIA	<b>Hungary:</b> IVSZ	<b>Spain:</b> AMETIC
<b>Bulgaria:</b> BAIT	<b>Ireland:</b> TECHNOLOGY IRELAND	<b>Sweden:</b> Foreningen Teknikföretagen i Sverige, IT&Telekomföretagen
<b>Cyprus:</b> CITEA	<b>Italy:</b> Anitec-Assinform	<b>Switzerland:</b> SWICO
<b>Denmark:</b> DI Digital, IT-BRANCHEN	<b>Lithuania:</b> INFOBALT	<b>Turkey:</b> Digital Turkey Platform, ECID
<b>Estonia:</b> ITL	<b>Netherlands:</b> Nederland ICT, FIAR	<b>Ukraine:</b> IT UKRAINE
<b>Finland:</b> TIF	<b>Poland:</b> KIGEIT, PIIT, ZIPSEE	<b>United Kingdom:</b> techUK
<b>France:</b> AFNUM, Force Numérique, Tech in France	<b>Portugal:</b> AGEFE	
	<b>Romania:</b> ANIS, APDETIC	