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## Spirits generating €1.1 million per hour for Europe

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Brussels – 20 June 2017 – spiritsEUROPE launched its annual Trade Review . The clear message: **It is time to stand up for trade!**

Introducing the new data, spiritsEUROPE Director General Paul Skehan highlighted that spirits exports generated a total of **€10.2 billion in 2016**. This result shows that spirits' greatest source of growth comes from outside the EU and it demonstrates once again the need to continue the strong EU trade strategy in the coming years.

The event was opened by **H.E. Mark Higgie**, Australian ambassador to the EU. *“Standing up for trade is essential if we are to cut through what appear to be increasingly vocal and assertive anti-globalisation lobbies,”* he said. *“FTAs don't just eliminate tariffs, they also address behind-the-border barriers that impede the flow of goods and services between parties, encourage investment and enhance cooperation.”*

**Trade Commissioner Cecilia Malmström** emphasised why the elimination of tariffs are so important, noting that **last year, European exporters paid Mercosur partners €17 million in tariffs – just for wine and spirits**. That is why, in order to let growth flourish, the EU is strongly committed to battle against tariffs, trade barriers and discriminatory treatments.

The EU is currently working on ambitious trade agreements with Japan, Mexico, Mercosur, Australia/New Zealand and Chile. The Commissioner also underlined that both the conclusion of trade agreements and **their subsequent enforcement are essential**.

At **WTO level**, *“there is today a vacuum for the EU to take the leadership to strengthen the basic-rules framework and implementation”* said **Hanna Deringer**, Policy Analyst at ECIPE. *“Public support is needed; benefits from trade need to be shared among the whole society. Both public policies as well as the private sector have a role in this,”*

The importance of quality and **Geographical Indications** was also highlighted. **Cristina Esparza**, is the CEO of Hijos de Pablo de Esparza, a family business located in Navarre, employing 27 employees. Her company notably produces the GI Pacharán Navarro and the company's main client outside Spain is in Mexico. *“We focus our efforts in making the best products, and identify distributors abroad.*

*“Even if being a member of the EU allows a greater market access for our products, trade barriers remain and it sometimes hard to even just send a sample! Small companies like mine are not able to build a relationship with the authorities of the different countries we trade with. That is why we count on the EU to lift the trade barriers we face.”*

In addition, we need to **create a more positive image of trade**. **Emma McClarkin**, Member of the European Parliament, ECR Coordinator on INTA: *“The negotiations of Free Trade Agreements need an effective communication strategy which makes it clear that ambitious free trade deals will directly benefit and deliver for the small business and the consumer.*

*“There is always an appetite to trade, and there is clear and coherent ambition from SMEs across Europe and the wider world to take advantage of the opportunities that the global marketplace presents,”* she concluded.



From left to the right: Hanna Deringer, Paul Skehan, Commissioner Cecilia Malmström, Cristina Esparza; MEP Emma McClarkin and Mark Higgie, Australian ambassador