



Time to deliver: Brazilian & EU spirits producers call for a swift conclusion & ratification of the EU-Mercosur FTA

spiritsEUROPE, the Brazilian Spirits Trade Association (ABBD), and the Brazilian Institute of Cachaça (IBRAC) stand united in strong support of the swift conclusion of the EU-Mercosur Agreement by year-end, and its prompt ratification thereafter.

Trade is an essential and powerful driver of global sustainable economic growth, reducing poverty and supporting jobs by facilitating both exports and imports. Given the size of our respective economies, an FTA between the EU and Mercosur will deliver significant mutual economic benefits, creating numerous new investment and business opportunities on both sides.

Once the EU-Mercosur Agreement is ratified, it will:

- Break down long-standing market access barriers on both sides of the Atlantic
- Open-up new horizons for EU and Mercosur spirits producers thanks to:
 - tariff liberalization
 - trade facilitation measures
 - mutual recognition & and stringent protection of spirits Geographical Indications (GIs), and the establishment of regional hubs.

The significance, reach and impact of this agreement extends far beyond our respective industries. It represents a beacon of international cooperation with the potential to yield remarkable economic prosperity and foster deep-seated collaboration between the EU and Mercosur for years to come. The EU-Mercosur agreement will stimulate local production and job creation, enhance trade, provide more choice and diversity to consumers, and ultimately transform the current EU-Mercosur trade relationship into a robust economic partnership.

Geopolitically, the agreement will serve as a key building block for strengthening ties between two like-minded regions at all levels, facilitating coordination and action on key global challenges, with a positive ripple effect on the global stage. The agreement will also reinforce our respective blocks' commitments to sustainable growth by cementing our support for the Paris Agreement and a sustainable, fair, and just transition.

With this joint statement, spiritsEUROPE, ABBD, and IBRAC call upon the EU and Mercosur to engage in concerted efforts, taking all necessary steps to ensure the successful conclusion of the EU-Mercosur Agreement before the year's end and its prompt ratification thereafter. Now is the time to deliver and reinforce our mutual commitment to economic growth, prosperity, and cooperation.

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