



EU-Mercosur Agreement Sealed: Enhorabuena!

Brussels, 6 December 2024 – spiritsEUROPE welcomes the political agreement reached on the EU-MERCOSUR Partnership Agreement and urges a swift conclusion and entry into force of the agreement to unlock its full potential and boost economic growth in both regions, including through tariff elimination and trade facilitation for spirits.

“After 25 years of negotiations, a successful political agreement on the EU-Mercosur agreement has been reached. The deal is a vital step forward to unlock growth opportunities and strengthen ties between two like-minded regions,” said spiritsEUROPE Director General Ulrich Adam. *“Once in force, the agreement will secure a first-mover advantage and allow both regions to reap its full benefits. For the EU spirits sector, it promises significant benefits, including tariff elimination, trade facilitation, increased regulatory cooperation and strong protection of Geographical Indications.”*

The agreement, once in force, will stimulate local production and job creation, facilitate trade, and provide greater choice for consumers, while establishing a robust economic partnership between the EU and Mercosur and deepening cooperation on sustainable development.

Importantly, the agreement will cement the EU’s role as a reliable partner for Mercosur to address shared global challenges, at a time when both regions face significant geopolitical challenges.

“The EU-Mercosur partnership agreement can be a real game-changer”, added spiritsEUROPE Trade & Economic Affairs Director Pauline Bastidon. *“It will lead to the elimination of tariffs, reduction of trade barriers and unnecessary costs, and increase our members’ ability to trade with and invest in the Mercosur Region and to support rural communities in Europe.”*

spiritsEUROPE calls on policy makers on both sides to act swiftly and secure the prompt conclusion and entry into force of the Agreement, in order to unlock its full potential for economic growth, global leadership, and long-term partnership.

ENDS



Note to editors

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- spiritsEUROPE is the representative body for the spirits industry at European level comprising 30 associations and 11 international companies: www.spirits.eu.
- On 15 November 2024, 78 business associations from the EU & Mercosur regions called on their governments to swiftly conclude the EU-Mercosur partnership agreement:
<https://www.spirits.eu/media/press-releases/78-business-associations-ask-swift-conclusion-of-eu-mercosur-fta>
- For a full overview of benefits from the EU-Mercosur agreement for the EU spirits sector, please see our two-pager: <https://spirits.eu/upload/files/positionpapers/CP.CE-289-2024%20Mercosur%20%26%20EU%202023.pdf>
- The European Commission announcement regarding today's agreement and next steps is available here: https://ec.europa.eu/commission/presscorner/detail/en/ip_24_6244