



European Union

gtz

"How to export your products to the European Union"
Presentation of the Export Helpdesk database
(http://exporthelp.europa.eu/index_en.html)

*"Do you want to export to the EU but you don't know how?
The Export Helpdesk is there to help you!"*

Monday 28 June 2010, Tbilisi

Organizers: EU Delegation to Georgia
and
German Technical Cooperation (GTZ)

Venue: German Technical Cooperation
German House conference room
12, Chanturia Str.
0108 Tbilisi, Georgia

Programme:

- 10h00 Reception of the participants
- 10h15 – 10h20 Opening speech by the Georgian National Investment Agency (GNIA)
- 10h20 – 10h30 Welcoming speech by GTZ
- 10h30 – 10h45 Overview of the trade relations between the EU and Georgia and presentation of the trade opportunities under GSP + scheme (by Ms Virginie Cossoul, EU Delegation to Georgia)
- 10h45 – 11h15 Presentation of the Export Helpdesk website (by Ms Maryse Coutsouradis, Directorate General for Trade, European Commission Headquarters)
- 11h15 – 11h30 Coffee break*
- 11h50 – 12h45 Practical session on the Export Helpdesk – Questions & Answers (by Ms Maryse Coutsouradis, Directorate General for Trade, European Commission Headquarters)

(For this training, computers will be available. However it would be useful if participants could take their laptops (equipped with wifi) in order to allow for individual practice).

12h45 – 13h00

End of the Workshop

Background

In line with the objectives of the European Neighbourhood Policy (ENP) and its strengthened eastern dimension - the Eastern Partnership - the EU is committed to enhancing its trade relations with Georgia, including by establishing a bilateral deep and comprehensive free trade area (DCFTA) in the framework of the future EU-Georgia Association Agreement.

However, a DCFTA represents a very ambitious agenda and progress is still needed in a number of key trade-related institutional and regulatory reforms in order for Georgia to become ready to negotiate and subsequently implement such an FTA in a sustainable manner. It is therefore important that in order to achieve the necessary tangible increase and diversification of its exports to the EU, Georgia focuses not only on DCFTA preparations, but also on making the best possible use of its current trade arrangements and agreements with the EU.

These include notably the bilateral Partnership and Cooperation Agreement (PCA) in force since July 1999, ENP Action Plan for Georgia implemented since November 2006 and in particular special incentive arrangement for sustainable development and good governance under the EU Generalised System of Preferences (GSP+) for which Georgia qualified since its introduction in July 2005.

Specifically in order to maximise benefits of the GSP+, the Georgian authorities and operators need to be well informed on its features, including the tariff preferences, regulatory requirements and customary requirements, that need to be fulfilled by concrete products in order to qualify for the tariff preferences.

To help Georgian authorities, producers and exporters understand and use the very generous opportunities offered by the GSP+, it is believed that a seminar on GSP+ would be extremely useful. At the same time, it is considered an opportunity to present the EU Export Helpdesk, use of which should facilitate to Georgian exporters use of the GSP+.

Indeed, the Export Helpdesk (http://exporthelp.europa.eu/index_en.html) is a free online service offered by the European Commission to third countries to help them access to information on import conditions into the EU. This website provides information on import tariffs, trade statistics, import requirements (sanitary and phytosanitary measures, technical standards, etc.), and rules of origin. A detailed presentation of the Export Helpdesk will help illustrate the advantageous trade preferences granted under the GSP+, as well as understand requirements allowing for its use.

It is expected that at the end of the workshop, the Georgian authorities and economic operators will be better informed of the opportunities offered by the GSP+ regime and that they will use the Export Helpdesk more systematically in order to obtain information on how to practically access the EU market.