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Sent: 03 March 2016 17:14
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Subject: Breakfast debate on TTIP and the Transatlantic Digital Agenda for SMEs, 3
March 2016

For registration

I attended and spoke today at an event on **TTIP and the Transatlantic Digital Agenda: Scaling up Opportunities for SMEs** moderated by John Higgins, Director General DigitalEurope. UK Perm Rep co-organised the event to "try to shift the "ugly" debate over TTIP in some MS to something positive, like digital and SMEs". During the event, participants were asked (through an application) to ask questions and vote: **96% of the audience voted in favour of a digital chapter in TTIP.**

In my intervention as part of the panel, as requested by the organisers, I gave a brief account of steps being taken towards a transatlantic digital market place, gave a brief appreciation on how negotiations on digital issues are evolving in TiSA, TTIP, Japan FTA, and of the remaining challenges in these negotiations. I got many questions. The main one was why there is no digital chapter in TTIP but also on how SMEs would benefit from TTIP. I said that digital issues were ambitiously and comprehensively covered in many chapters of TTIP and that of course EU policy makers and negotiators keep a dialogue with stakeholders and follow real life "digital" developments. I also described the benefits of TTIP for SMEs.

Some highlights:

MEP Alessia Mosca (S&D, Italy) INTA Committee - digital trade is not only an economic opportunity, it is a political one as well. Inclusion of SMEs in global market is important. TTIP should support data flows and open innovation. Digital Single Market strategy is the starting point as European companies need access to 500 consumers and then to the world. TTIP will support jobs and growth for SMEs and start-ups.

Vicky Ford (ECR, UK) Chair of the IMCO Committee - business needs digital single market and 500 million consumers. TTIP is the next step. It should have an SME chapter and a high level of "digital" ambition, but not sure there is enough political capital to get a separate digital chapter from MS amidst the TTIP light pressures. Industry needs to fight hard for a digital chapter in TTIP. She suggested that regardless of the structure of the agreement, it was important to sell TTIP as a "digital" agreement.

Art 4.1.b

, **Application Developers Alliance** advocated for market access and reduction of non-tariff barriers. SME chapter in TTIP highly welcomed and hopes digital chapter will become a reality too. The real value of TTIP will be in regulatory cooperation. Whilst data flows and Privacy Shield important, data should not be conceptualised within national borders, this is far from real life.

Art 4.1.b

from CEPS considered that there is more divergence than convergence in digital issues (cyber, standards, privacy, e-labelling, telecoms, net neutrality) between the EU and the US.

Art 4.1.b

, **eBay** said that 93% of SMEs on eBay export and often to 4 or more countries. eBay calls them "micro multinationals". TTIP could be the agreement that delivers for SMEs.

Kind regards, Nele