

PRESS RELEASE

Inauguration of the new EU trade portal “Access2Markets” by DG TRADE

13 October 2020, Brussels – During an online event dedicated to opportunities for European SMEs in the context of the recovery through improved conditions in international trade, the European Commission officially launched the new EU trade portal “Access2Markets”, under the aegis of Executive Vice President Valdis Dombrovskis and the EU Chief Trade Enforcement Officer Denis Redonnet.

After early announcements to stakeholders by the Commission Directorate-General for Trade, the new comprehensive online platform [Access2Markets](#) is now active and operational; it will be the new **main source for market access and trade-related information**, providing traders with “Quality Access to Quality Information” **that would ultimately serve as a one-stop shop for EU SMEs** looking for reliable guidelines on key trade issues – from Free Trade Agreements to the updated lists of tariff and non-tariff barriers.

Presented during the DG TRADE event titled “*The Road to Recovery – Empowering Small Businesses to Trade Internationally*”, the new trade portal will seek to improve European SMEs trade opportunities by delivering increased access to essential information on the entire spectrum of **existing tariffs, Rules of Origins** (through a user-friendly device called ‘ROSA’), **customs procedure and product requirements, trade barriers, trade flows, and internal taxation** for all EU countries, in all EU languages and covering more than 120 export markets in the world.

Compared to the existing tools at SMEs’ disposal – such as the Market Access Database and the Trade Helpdesk – Access2Markets works as a **single portal** providing all the necessary guidelines to export and/or import from third markets, as well as jargon-free information on FTAs provisions.

Cerame-Unie’s President Alain Delcourt: “*We welcome the new EU trade portal as it is a concrete step toward improved access to global markets, and expanded business potential for EU SMEs. As an industry sector mainly composed of SMEs with positive trade balance, we very much look forward to increased access to quality and actionable information affecting our offensive and defensive trade interests and praise the Commission commitment to quickly deliver on an issue of the utmost concern for our sector*”.

The European ceramic industry covers a wide range of products including abrasives, bricks & roof tiles, clay pipes, wall & floor tiles, refractories, sanitaryware, table- & ornamentalware, technical ceramics, expanded clay and flower pots. The industry generates over 200,000 direct jobs and a production value of €31 billion in the EU.

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