

WEBINAR #7: October 7th 15:00- 16:45 CEST

Trade The EU and Latin America. Partners in sustainable Trade and Development. The Mercosur Agreement.

The intent of the Mercosur agreement is to increase both bilateral trade and investment. Accordingly, lower tariff and non-tariff trade barriers with particular focus to SME's. As a result, create a more stable framework to support intellectual property rights, food safety standards as well as enable better governance in terms of competition and regulatory practices. Consequently, bolster the common values between the EU and Latin America such as sustainable development, environmental protection and encourage companies to act responsibly as well as protect and strengthen worker's rights.

Speakers:

Iana Dreyer: founder of Borderlex.eu; writer on trade and energy policy. She has worked with the European Centre for International Political Economy, the Institute Montaigne and the EU Institute for Security Studies, Financial Times Group and is a graduate from the London School of Economics and Sciences Po in Paris.

Emily Rees: Emily Rees is a Senior Fellow at ECIPE and Managing Director at Trade Strategies, a trade and regulatory advisory consultancy. A Franco-British national, Emily comes from an extensive career in trade policy and economic diplomacy, having led Brazil's trade and investment agency relations with the European Union and served as Deputy Trade Attaché of France to Brazil.

Moderator: Gillermo Valles Galmes: Ambassador Guillermo Valles Galmes is a career diplomat and current ambassador of Uruguay in Brazil. Also, he has served in Japan, Argentina and China, European Union, Belgium, Luxembourg and U.N. and WTO in Geneva. He has held several relevant political positions, including Deputy and Acting Foreign Minister of Uruguay. He served for the U.N. as Director of Division of International Trade (UNCTAD). Mr Valles has participated in numerous bilateral and multilateral trade negotiations, including those leading to the establishment of Mercosur, the conclusion of the Uruguay Round and the launching of the Mercosur-EU trade talks and the Doha Round. He chaired negotiations on WTO Rules for six years and is a frequent panel member in the WTO Dispute Settlement Mechanism.