



EU-U.S. TRADE AND TECHNOLOGY COUNCIL

WORKING GROUP 10 – GLOBAL TRADE CHALLENGES

A Preliminary Stakeholder Event on Increasing the Use of Digital Tools to Enhance Transatlantic Trade

Digital event

Date: 4 May 2023, 15:00 – 17:00 (CEST) / 09:00 – 11:00 (EDT)

Format: Online via WebEx



BACKGROUND

As recalled in the [Joint Statement](#) of the Trade and Technology Council of 5 December 2022, digital technology can make it easier for companies, particularly small- and medium-sized enterprises, to engage in trade. Therefore, the European Union and the United States committed to compiling and exchanging information on respective initiatives to use digital technology with the objective to discuss and develop joint best practices for the use of digital tools and promote compatibility, where possible.

DIGITAL INITIATIVES TO ENHANCE TRADE AND POTENTIAL AREAS OF U.S. and EU COOPERATION

The European Union and the United States, in the TTC Working Group on Global Trade Challenges (Working Group 10), identified and exchanged information on several EU and U.S. initiatives that seek to make it easier for companies, particularly small- and medium-sized enterprises, to engage in trade. We will now begin to explore the development of joint best practices. A longer-term goal will be to explore ways in which the United States and European Union can, where possible, promote the compatibility of such tools. These include various initiatives in the following areas:

The submission of electronic certificates and other documents


The digitalisation of documents (such as certificates) and how to submit them brings multiple benefits to administrations and businesses. This includes reducing the time for document exchange, protection against loss, theft, damage or alteration, reduced costs through streamlined processes, and enhanced document tracking.

The European Union and the United States have identified some examples of such digital initiatives:

The U.S. **Consumer Product Safety Commission (CPSC)** will initiate a **Beta Pilot test** of their electronic filing of compliance data certificates for regulated consumer products in October 2023.

This programme aims to efficiently facilitate and regulate the flow of commerce, and effectively enforce laws and regulations related to international trade. The project will also assist with CPSC risk scoring and to better target shipments with potentially substantive harms.

TRACES is the European Commission's online platform for sanitary and phytosanitary certification required for the importation of animals, animal products, food and feed of non-animal origin and plants into the European Union, as well as intra-EU trade and EU exports of animals and certain animal products. TRACES' main objective is to streamline the certification process and all linked entry procedures and to offer a fully digitised and paperless workflow. It facilitates the exchange of data, information and



documents between all involved trading parties and control authorities, and therefore simplifies and speeds up the administrative procedures.

Another area where digitalisation is very useful relates to transport documentation. In the EU, **Electronic Freight Transport Information (eFTI)** establishes a legal framework that allows economic operators to share information in an electronic format with enforcement authorities in a secure environment.

Electronic invoicing

Electronic invoicing (e-Invoicing) brings numerous benefits to all users (senders and recipients). By automating the relevant business processes, e-Invoicing leads to cost savings, increased efficiency, faster payments, and a reduced impact on the environment, especially if other business documents – such as order and dispatch advice – are also available in electronic format.

The EU model for e-Invoicing, based on EU standard EN 16931-1, tackles the fragmentation that is a side effect of the vast number of e-invoicing standards, data formats, and usage requirements that exists across the European Union and globally.

The United States has an ongoing pilot project, the ‘Business Payment Coalition’ (BPC), a partnership between the private sector and the Minnesota Federal Reserve.

Electronic signatures

Electronic signatures are key in facilitating business and trade. **eSignatures** require a set of standards, tools and services that help public administrations and businesses accelerate the creation and verification of electronic signatures. In the EU, the eIDAS Regulation sets the legal framework for electronic signatures and defines who can use electronic signatures and in what context.

Product traceability

As the world continues to digitalise and close digital divides, there has been an expansion in the adoption of digital technologies and related infrastructure to support the green and digital transitions. Digital tools will have an important role to play in sharing product-related information amongst supply chain businesses, authorities and consumers.

A product passport could significantly enhance a product’s end-to-end traceability throughout its value chain. The EU is developing its **Digital Product Passport (DPP)**, and the **CIRPASS** project is mandated to devise the architecture, building blocks, common standards and interoperability protocols for the deployment of DPP prototypes in three sectors – batteries, textiles and electronics.



OBJECTIVES OF THE STAKEHOLDER MEETING

During the event, stakeholders are invited to discuss and give their views on:

1. How the European Union and the United States might concretely cooperate in the context of this workstream to promote the use of digital technologies to make it easier for EU and U.S. companies to conduct transatlantic trade transactions.
2. Concrete suggestions and recommendations on what best practices the European Union and the United States should consider as we seek to promote the use of digital technologies to encourage more EU and U.S. firms to trade.

The TTD Contractor will draft a report on the discussion, which will be published shortly after the event, and which will inform the further co-operation of the European Union and the United States on this topic in the TTC Working Group 10 on Global Trade Challenges.

PROGRAMME

Hour	Topic
8:50-9:00 (EDT) / 14:50-15:00 (CEST)	Check-in (online)
9:00-9:20 (EDT) / 15:00-15:20 (CEST)	<p>Welcome and introduction: Context of the EU – U.S. cooperation on Digital initiatives that make it easier for companies to engage in trade</p> <ul style="list-style-type: none"> ▪ European Commission, Lucian Cernat, Head of Unit Regulatory Cooperation and Public Procurement, DG TRADE ▪ U.S. Government, Michael Rogers, Director for Europe, Office of the U.S. Trade Representative
9:20-10:00 (EDT) / 15:20-16:00 (CEST)	<p>SESSION 1: Stakeholder interventions</p> <ul style="list-style-type: none"> ▪ Philippe Binard, General Delegate, Freshfel Europe ▪ Michael Mullen, Executive Director of Express Shipment America ▪ Annette Meijer, Deutsche Post DHL Group ▪ Anna Nordén, Principal, Regulatory Affairs, Sovos ▪ Joseph Whitlock, Director for Policy at the Business Software Alliance, ▪ Carmine Auletta, Chief Strategy & Innovation Officer, InfoCert-Tinexta Group ▪ Marjorie Chorlins, Senior Vice President for Europe, U.S. Chamber of Commerce ▪ <i>A further speaker will be confirmed shortly</i>
10:00-10:50 (EDT) / 16:00-16:50 (CEST)	<p>SESSION 2: Open discussion</p> <ul style="list-style-type: none"> ▪ Moderated by Silvia Sorescu, Project Lead – Trade Facilitation, Trade Policy Division, OECD
10:50-11:00 (EDT) / 16:50-17:00 (CEST)	<p>Wrap-up by Silvia Sorescu: Key takeaways</p>



The Trade & Technology Dialogue (TTD), the organiser of this event, supports the EU-U.S. Trade and Technology Council with stakeholder activities and analysis. TTD activities are published on [Futurium](#). Here, you can also find more information on all TTC Working Groups and make your voice heard by providing written input.

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