



3. Regulation + export markets

Opening the internal and export markets of the European EE industry: challenges in the area of regulation, trade barriers and standards

ELECTRA CONFERENCE
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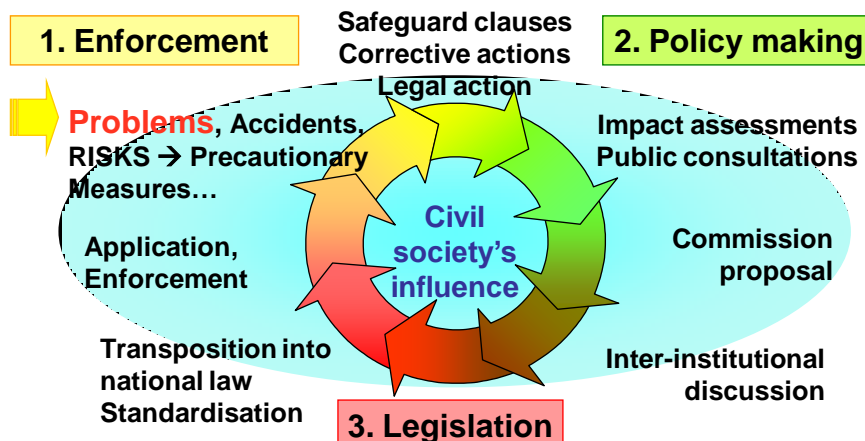
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The EU policy making today

*It often starts with problems
Rarely with a vision...*



(Co-)Decision EP / Council *Philippe Portalier*
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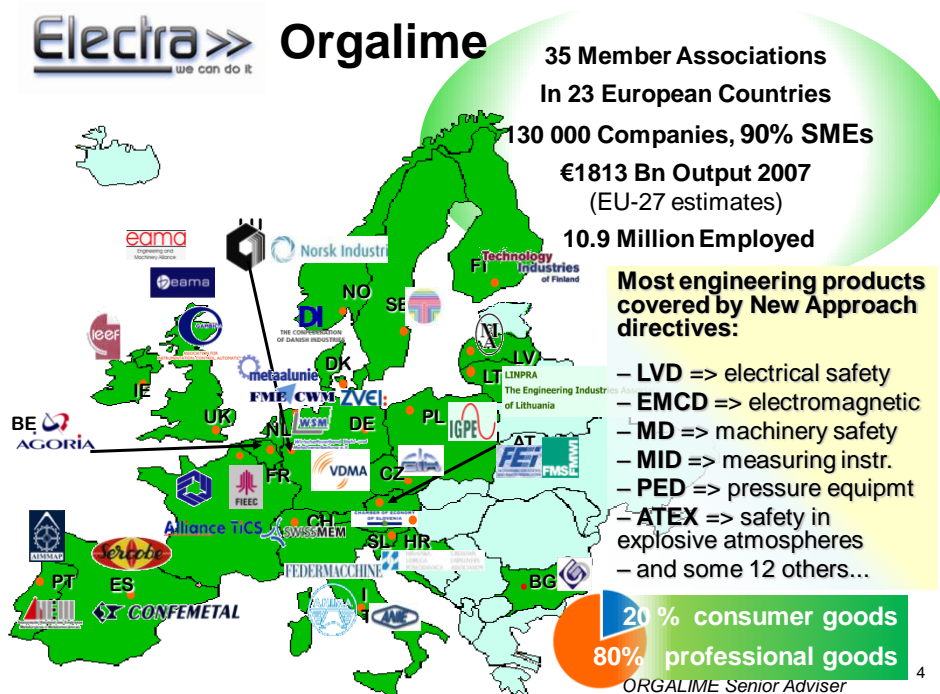
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Framework conditions can be improved through:

- Increasing the innovation potential of the industry
- Opening up and deepening the internal market
- Enhancing investment capacity in the EU
- Fostering entrepreneurship
- Focusing more on personnel skills and “reskilling”
- And today more important than ever reducing burdens from unnecessary or untimely EU driven regulation

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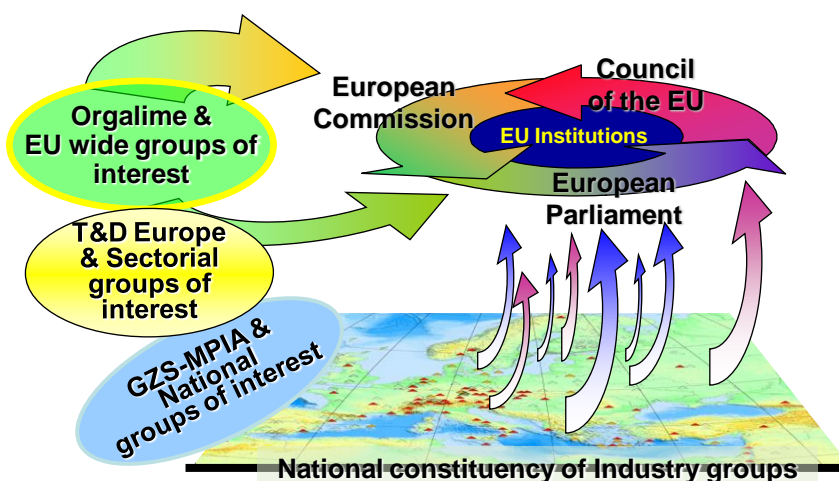
Increasing the innovation potential of the industry

- Make Internal Market more SME-friendly
- Promote regional clustering (mobility researchers)
- Deal with risk aversion
- Financing and tax incentives for high risk initiatives / improve knowledge transfer
- Stimulate marketing of R&D-results

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Influencing the EU decision making process



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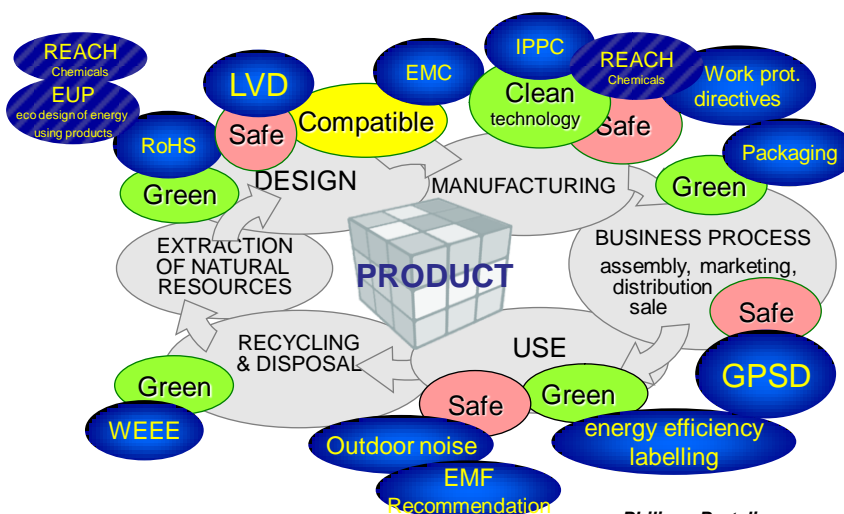
Truly apply internal market regulation

- Liberalise service markets (Electra depends highly on financial-, business- and transport services)
- Liberalise infrastructure (energy, transport)
- Properly apply existing Internal Market regulation:
 - no gold plating
 - better market surveillance
 - Better solving of obstacles to trade by national governments

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2008 New Legislative Framework: streamlining laws applying to the same product



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Example: Ecodesign Framework Directive for energy-using products (EuP) (2005/32/EC)

It aims at...

...ensuring the free movement of products

...contributing to the sustainable development by

- increasing energy efficiency
- improving the level of environmental protection
- securing energy supply



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Example: Product groups under the scope of EuP

- Boilers and combi-boilers (gas/oil/electric)
- Water heaters (gas/oil/electric)
- Personal Computers (desktops & laptops) and computer monitors
- Imaging equipment: copiers, faxes, printers, scanners, multifunctional devices
- Consumer electronics: televisions
- Standby and off-mode losses of EuPs
- Battery chargers and external power supplies
- Office lighting
- (Public) street lighting
- Residential room conditioning appliances (airco and ventilation)
- Electric motors 1-150 kW, water pumps, circulators in buildings, ventilation fans (nonresidential)
- Commercial refrigerators and freezers, including chillers, display cabinets and vending machines
- Domestic refrigerators and freezers
- Domestic dishwashers and washing machines
- Solid fuel small combustion installations
- Laundry driers
- Vacuum cleaners
- Complex Set-top boxes for pay content
- Domestic lighting
- Local room heating products
- Central heating products using hot air to distribute heat (other than CHP)
- Domestic and commercial ovens (electric, gas, microwave), including when incorporated in cookers
- Domestic and commercial hobs and grills, including when incorporated in cookers
- Professional washing machines, dryers and dishwashers
- Non-tertiary coffee machines
- Networked standby losses of EuPs
- Domestic uninterruptible power supplies (UPS)

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Enhancing investment capacity

- Public investment (PPP's and public service contracts)
- Public procurement (integrate energy efficiency and voluntary lead standards)
- Capital market & financial system (improve conditions for cross border investments, integrating wholesale banking)
- Tax issues (EU-wide corporate tax base)

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Fostering entrepreneurship and skills

- Facilitate start-ups, one stop shops in all EU countries
- Pro-active attitude on skills shortage: education
- Allow the 'blue card' to deal with skills deficits in the meantime
- Reskilling for the future: shift focus from penalising companies for offshoring to stimulating long term investment in people and in new investments

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**Thank you for your
attention. More at:**

[http://ec.europa.eu/enterprise/
electr_equipment/electra.htm](http://ec.europa.eu/enterprise/electr_equipment/electra.htm)

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