

Antonio Tajani
Vice-President of the European Commission

Brussels, 26. 01. 2012

Dear Mrs. Almgren,
Dear Mr. Barberis,
Dear Mr. Thumann,

Once again, I would like to thank you for your support and participation in our mission to Brazil on 15-16 December 2011. I would be grateful if you could convey the content of my message to your members.

Our mission was the first step of what I would describe as "*EU Business Diplomacy*" in line with the conclusions of the last EU-Brazil Summit of October 2011. In my opinion, it was a real success.

After our mission in Brazil, I went on an official visit to Argentina (17-19 December) and to Uruguay (20-21 December) where I represented President Barroso at the Mercosur Summit. I had also visited Chile on 9 June 2011. The purpose of these visits was to confirm and renew the strong political relation between the EU and these countries and strengthen our co-operation in strategic fields. I signed important agreements in the areas of industrial cooperation, industrial innovation, raw materials, standards and market integration, SMEs, space and tourism.

South America is, indeed, an important market where Europe can export its goods and services and the EU is still the main investor. I strongly believe that our new approach, where the EU Commission and the EU industry go together in a third country, gives added value to our European action. We have given a clear signal about the importance the European Commission attaches to economic and industrial relations with South America. It is strongly in our interest to increase trade and investment flows, as part of a mutually beneficial relationship which will create jobs and growth. Together we can obtain both positive and concrete results.

Gunilla Almgren

President UEAPME - European Association of Craft, Small and Medium-Sized Enterprises
Rue Jacques de Lalaingstraat 4
B-1040 Brussels

Alessandro Barberis

President EUROCHAMBRES
Avenue des Arts, 19 A/D
B-1000 Brussels

Jürgen R. Thumann

President BUSINESSEUROPE
Avenue de Cortenbergh, 168
B-1000 Brussels

As promised, and as a concrete follow-up to our mission, I would like to organize two technical missions with your support, with representatives of your associations and with entrepreneurs.

In **Brazil**, as announced during our recent visit, a European business delegation of around 30 SMEs will be conducted by DG Enterprise and Industry probably with the support of a high level European politician. This "SME mission" will be organised in São Paulo with the support of the *Federação das Indústrias do Estado de São Paulo* (FIESP) on 23-24 April 2012 to discuss with Brazilian politicians and Brazilian entrepreneurs how to foster our industrial cooperation.

In **Uruguay, Argentina and Chile**, as I already told you, I would welcome that a European business delegation of around 30 entrepreneurs organises a mission conducted by DG Enterprise and Industry probably with the support of a high level European politician. Timing should be 25, 26 and 27 April 2012. In order to maximise the results of these visits, I believe that participation by senior figures of leading industrialists and entrepreneurs will ensure tangible results. Cooperation over the next decade should revolve around a number of high impact activities which will leverage investment. As the authorities of these countries told me, key industrial sectors to target during these visits should be green economy, biotechnology, key enabling technologies, mining, construction, shipbuilding or tourism.

I would appreciate confirmation of your interest in participating in these events by Friday 9 March 2012 at the latest. I would also be grateful if you could confirm whether you can ensure that senior representatives of your industry will be part of our delegation. Please feel free to provide concrete information and names.

Contact persons for the organisation of these visits are:

Mr Didier Herbert (didier.herbert@ec.europa.eu - Tel. +32.2.299.00.87)

Mr Jaime Silva (jaime.silva@ec.europa.eu - Tel. +32.2.296.52.38)


Ms Véronique Hyeulle (veronique.hyeulle@ec.europa.eu - Tel. +32.2.299.02.35)

They are at your disposal to answer any queries you may have.

Finally, I am pleased to already announce that I plan to organize other missions of industrial cooperation later this year in other third countries such as the United States of America and the United Mexican States as well as China and maybe Vietnam.

I look forward to pursuing this challenging experience with you.

Yours sincerely,



Antonio Tajani

Annexes: translations of courtesy