



Project funded by  
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# EuroMed Market Programme

May 2002 – April 2009

Regional Programme for the Promotion of the  
Instruments and Mechanisms of the Euro-  
Mediterranean Market

## FINAL CONFERENCE Barcelona, 28<sup>th</sup>-29<sup>th</sup> April 2009

Implemented by:

Institut Européen  
d'Administration Publique – Centre Européen des Régions (IEAP-CER)

European Institute  
of Public Administration – European Centre for the Regions (EIPA-ECR)



## Some milestones

- The **Euro-Mediterranean Conference** (Barcelona in November 1995)  
*beginning of the Barcelona Process*
- The **Communication on the Euro-Mediterranean Partnership and the Single Market**, *Brussels, 23.09.1998*, presented during the Euro-Mediterranean Conference of the Ministers of Industry (Austria, October 1998), highlighted 8 priority areas of the single market.
- The **Working Group of Industrial Co-operation**, *Athens, in October 1999*, agreed to draw up a **programme of multilateral actions for promoting the Euro-Mediterranean market**, on the basis of the proposals included in the above-mentioned EC Communication.



## Some milestones

The **Euro-Mediterranean Conference** (Barcelona in November 1995)  
beginning of the Barcelona Process.

main aim

*to create a **space of peace and stability** in the region,  
contributing to a **better mutual understanding** of the MP  
to build an **area of shared prosperity** through  
**enhanced economical co-operation** and  
to **regulate liberalisation of the exchanges** inside of the  
Mediterranean space.*

another goal

*to **remove obstacles to trade and investment**  
to **set up in 2010 a Free Trade Area (FTA)**  
for the **goods** and to **liberalise gradually the exchange of services.***



## Objectives

The ***overall objective*** of the programme is:

***to contribute to the establishment of a Euro-Mediterranean Free Trade Area by the year 2010 as well as to promote deeper economic co-operation among the European Union and the Mediterranean Partners, both in a regional and intra-regional framework.***



## Objectives

*Specific objectives* to achieve:

- to **show the present situation in the MP** in each of the priority areas covered;
- to **train human resources**;
- to **identify the regulatory framework and best practices**;
- to **identify fields requiring change** (technical assistance) and support networking;
- to **promote economic cooperation** with the aim of the creation of the Free Trade Area;
- to **develop a shared understanding** of the **necessary regulatory framework and enforcement mechanisms**, in particular in the 8 sectors covered by the Commission Communication;
- to **draw up action plans** in each priority area;
- to **promote legislative actions** and the **common interpretation** of the rules adopted.
- to **support the development of efficient administrations** in the MP, facilitate the fulfilment of their obligations under the Association Agreements and stimulate the **setting up of necessary enforcement structures**, including the surveillance bodies, to implement the regulations.



# 5 phases

1st phase: Information  
*May 2002 - June 2003*

2nd phase: Training and Networking  
*July 2003 - May 2005*

3rd phase: Deepening/Implementation  
*June 2005 - May 2006*

4th phase: Consolidation and Operational  
*June 2006 - December 2007*

5th phase: Towards the Free Trade Area  
*January 2008 - April 2009*



## Overall Development

The programme had initially **TWO PHASES** which were based on **three major components**:

- 1. *Information and exchange of experiences*** in order to promote in the Mediterranean Partners legislative action and a shared interpretation of the rules in force.
- 2. *Training and targeted technical assistance.***
- 3. *Networking and co-operation*** among administrations of all countries involved.



## Overall Development

The **Euro Med Trade Ministerial Meeting** *in Palermo on 7 July 2003* encouraged Med Partners to fully utilise the then existing MEDA programmes, such as Euro Med Market, in particular with a view to encouraging greater participation of small and medium enterprises.

These **recommendations** were:

- 1. Identification of priority sectors;**
- 2. Acquaintance with the applicable EC legislation** and conduct a gap analysis on the basis of the existing legislation;
- 3. Transposition of the necessary framework legislation** and sectoral legislation;
- 4. Creation/Reformation of existing**
- 5. Set up necessary certification and conformity assessment bodies;**
- 6. Identification of the technical assistance needs and make most of the existing programmes.**



Euro Med Market Programme  
*Closing Conference*



## Overall Development

Regional train-the-trainers seminars,

*objective*

to **assist the MPs**  
in **drafting a national training programme**  
in each one of the **8 priority fields**.



Euro Med Market Programme  
*Closing Conference*



## Reinforce South-South cooperation

***Tailor-made training seminars were addressed to sub-regional groups  
such as the countries party to the Agadir Agreement or to other countries.***

This initiative was also significant since it links Maghreb and Mashrek countries in a South/South perspective.



## Bilateral Activities

The PMU organised 59 ***study visits*** for MPs civil servants to public administrations of EU Member States.

4 ***expert missions*** for ***technical assistance*** in the MP administrations with a view to assisting these administrations in implementing the legislation necessary for a free trade area to come about.



**Euro Med Market Programme**  
*Closing Conference*



The ***VIIth Euro-Mediterranean Conference of Ministers of Foreign Affairs***  
*took place in Luxembourg on 30-31 May 2005*  
**to review the ten years of the Barcelona Process.**

The ***Commission issued a Communication*** entitled

“

***“A work programme to meet the challenges of the next five years”.***



**Euro Med Market Programme**  
*Closing Conference*



**3rd phase: Deepening/Implementation**

*June 2005 - May 2006*

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**4th phase: Consolidation and Operational**

*June 2006 - December 2007*

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**5th phase: Towards the Free Trade Area**

*January - April 2009*



## 5 PHASES OF THE PROGRAMME (2002-2009)

### STATISTICS / RATIOS



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#### NUMBER OF ACTIVITIES

138 Contracted activities

132 of them organised

Ratio organised/contracted : 95%

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#### MP PARTICIPANTS

2719 Expected participants

2285 Real participants

Ratio Real/Expected: 84%

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#### MP COUNTRIES PARTICIPATION

605 Expected delegations

572 Real delegations

Ratio Real/Expected: 95%

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#### MP EVALUATION/SATISFACTION

1985 Questionnaires distributed

1555 Answers

Ratio Answers/Questions: 78%

94% answers considered the seminars useful + very useful



# 5 PHASES (2002-2009) NUMBER OF ACTIVITIES

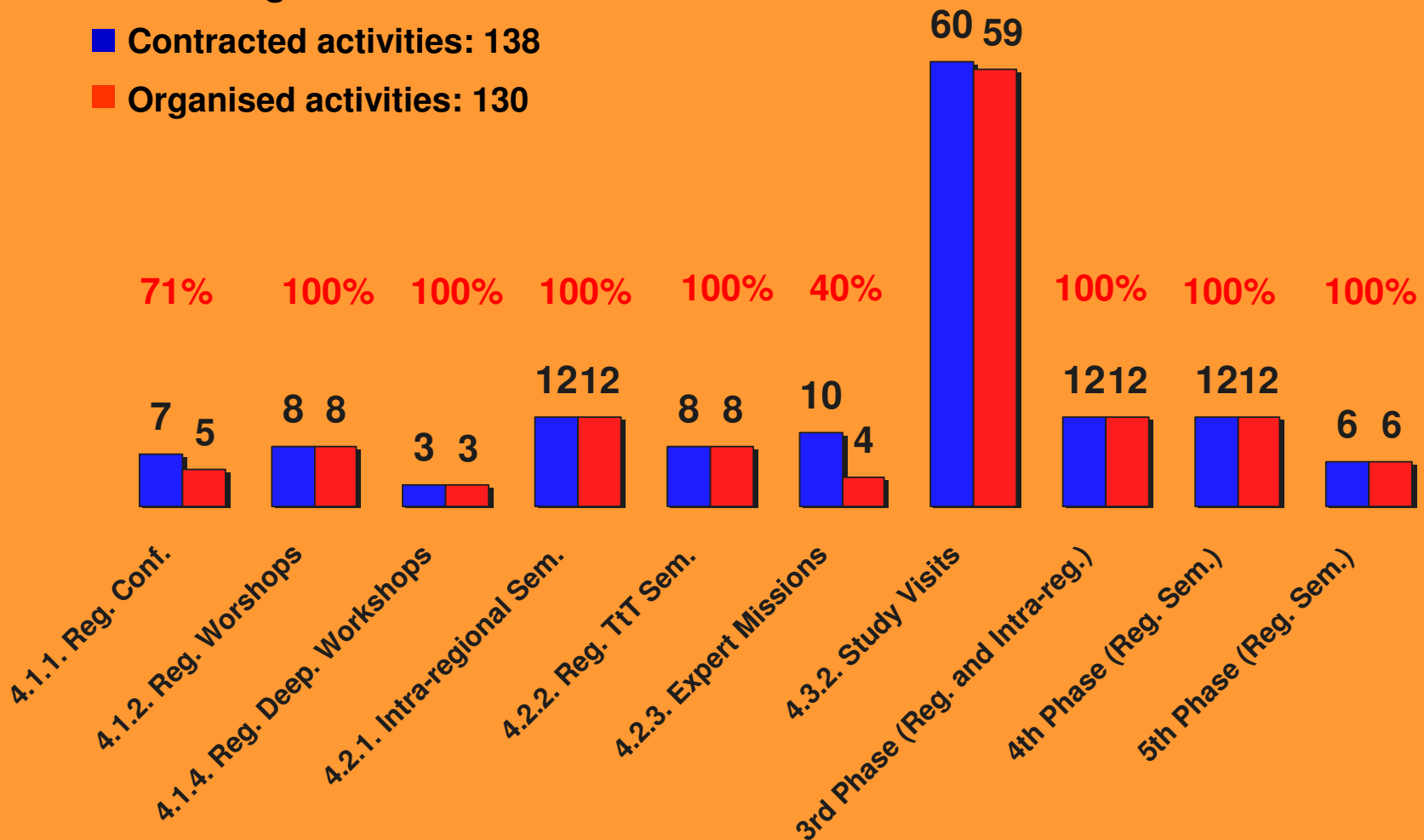


98%

Ratio org./cont.: 94 %

■ Contracted activities: 138

■ Organised activities: 130



4.1.3. **Studies, publications and CD-Roms:** 4 studies (100%) + 1 Pub. (100%) + 39 CD-Roms

4.3.1. **Website:** Fully operational (Total number of visits: 125,000; virtual network: +/- 3,000 part)

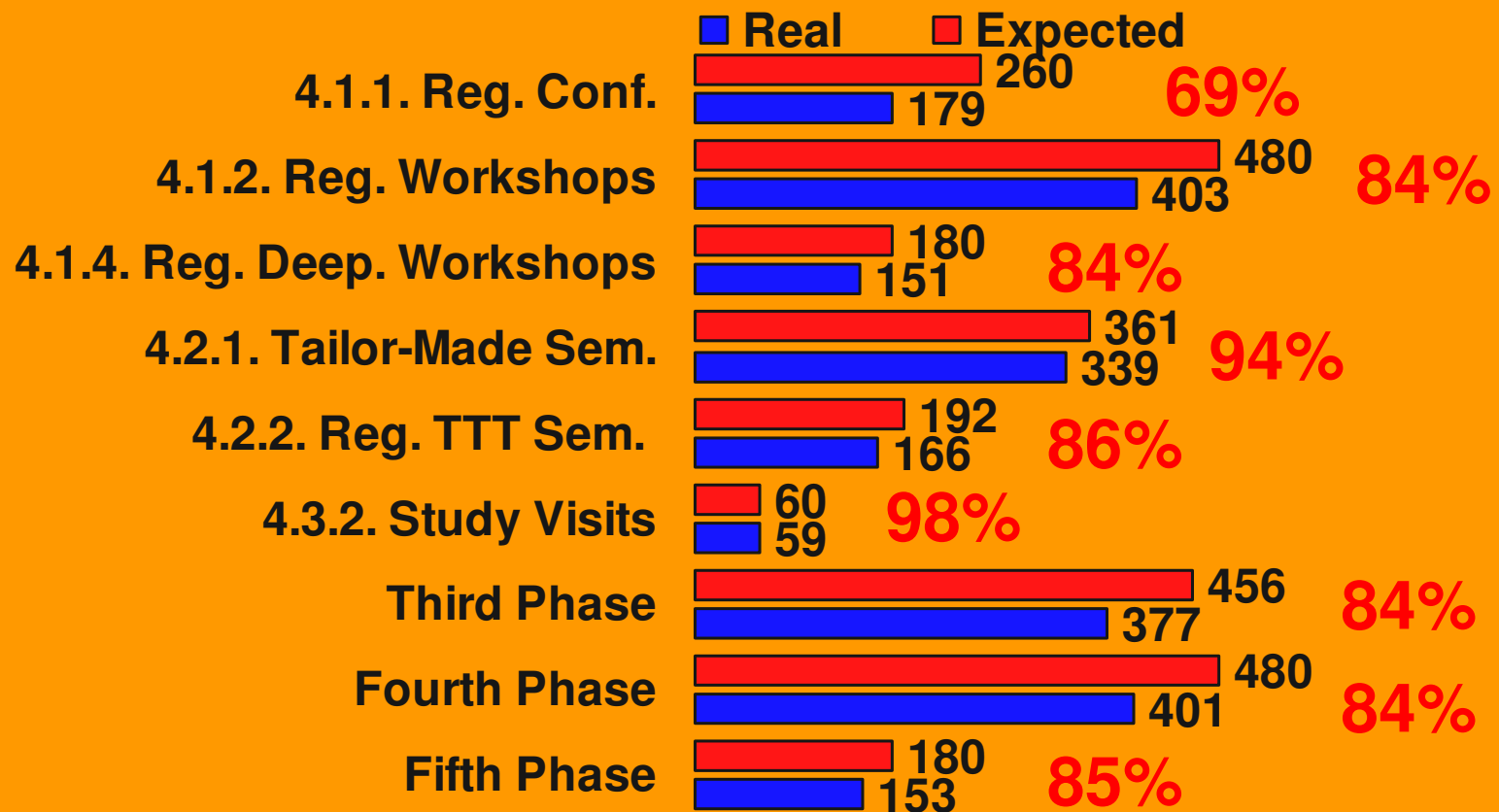
4.3.2. **Twinings:** Cancelled in agreement with the EC (EuropeAid Co-operation Office)



# 5 PHASES OF THE PROGRAMME (2002-2009) NUMBER OF MP PARTICIPANTS



TOTAL: 2285 Participants

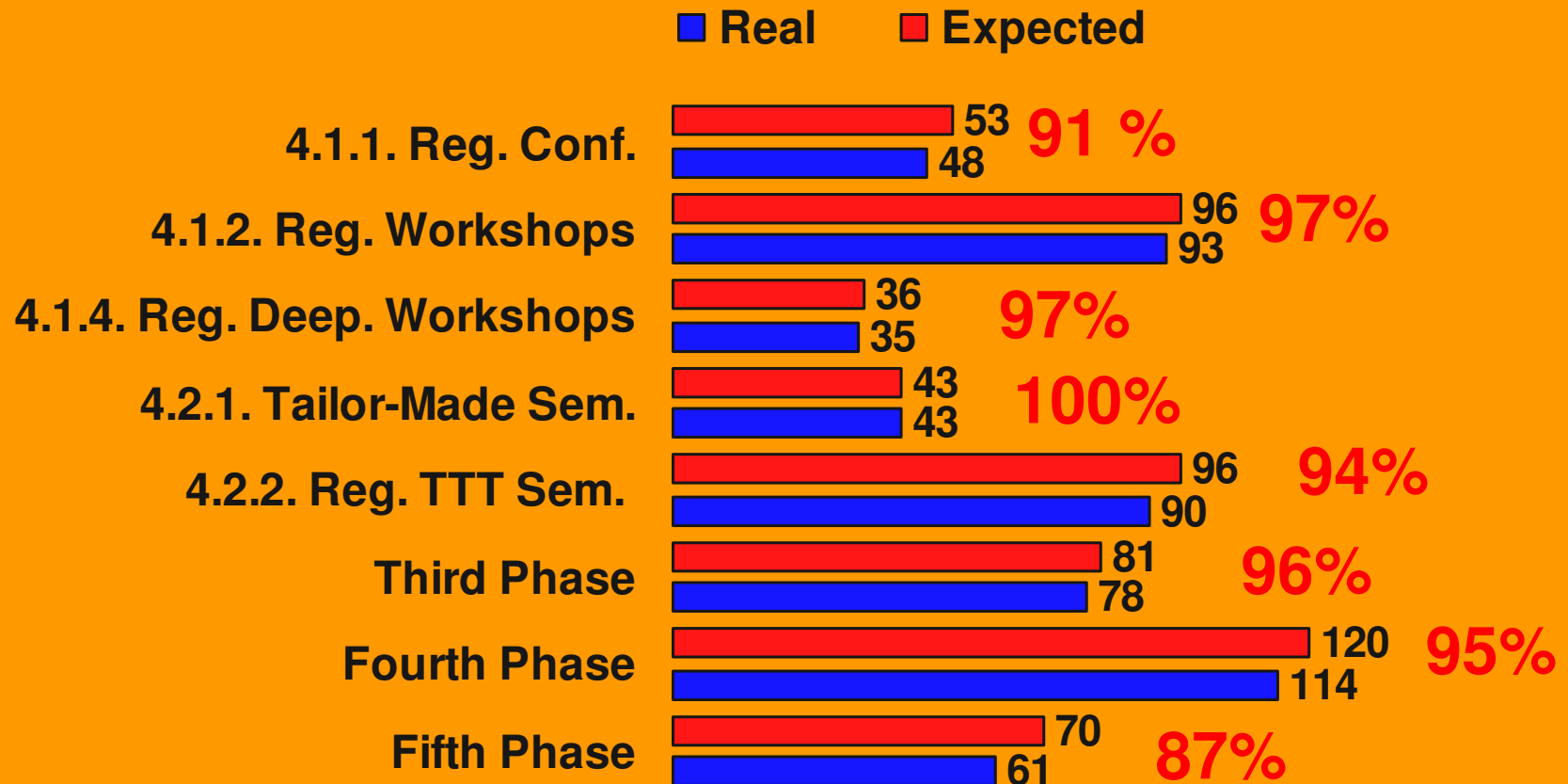




# 5 PHASES OF THE PROGRAMME (2002-2009) NUMBER OF MP COUNTRIES



**TOTAL Delegations: 605 expected / 572 real = 95%**





# 5 PHASES OF THE PROGRAMME (2002-2009)



## MP EVALUATION/SATISFACTION

ACTIVITIES	EVALUATION		
	Answers/ Participants	Ratio Answers/ Participants	Satisfaction Useful + Very Useful
ToR 4.1.2.Reg. Workshops	257/403	63	93
ToR 4.1.4. Reg. Deepening Workshops	114/151	76	95
ToR 4.2.1. Tailor-made seminars: -Agadir -Other intra-regional	86/137 145/202	62 71	98 97
ToR 4.2.2. Reg. TTT Seminars	135/165	81	90
3 <sup>rd</sup> . Phase: -Regional -Intra-regional	203/243 109/137	84 80	98 98
4th. Reg.Seminars	374/401	93	96
5 <sup>th</sup> . Reg. Meetings	132/146	90	91
<b>TOTAL</b>	<b>1555/1985</b>	<b>78%</b>	<b>95%</b>

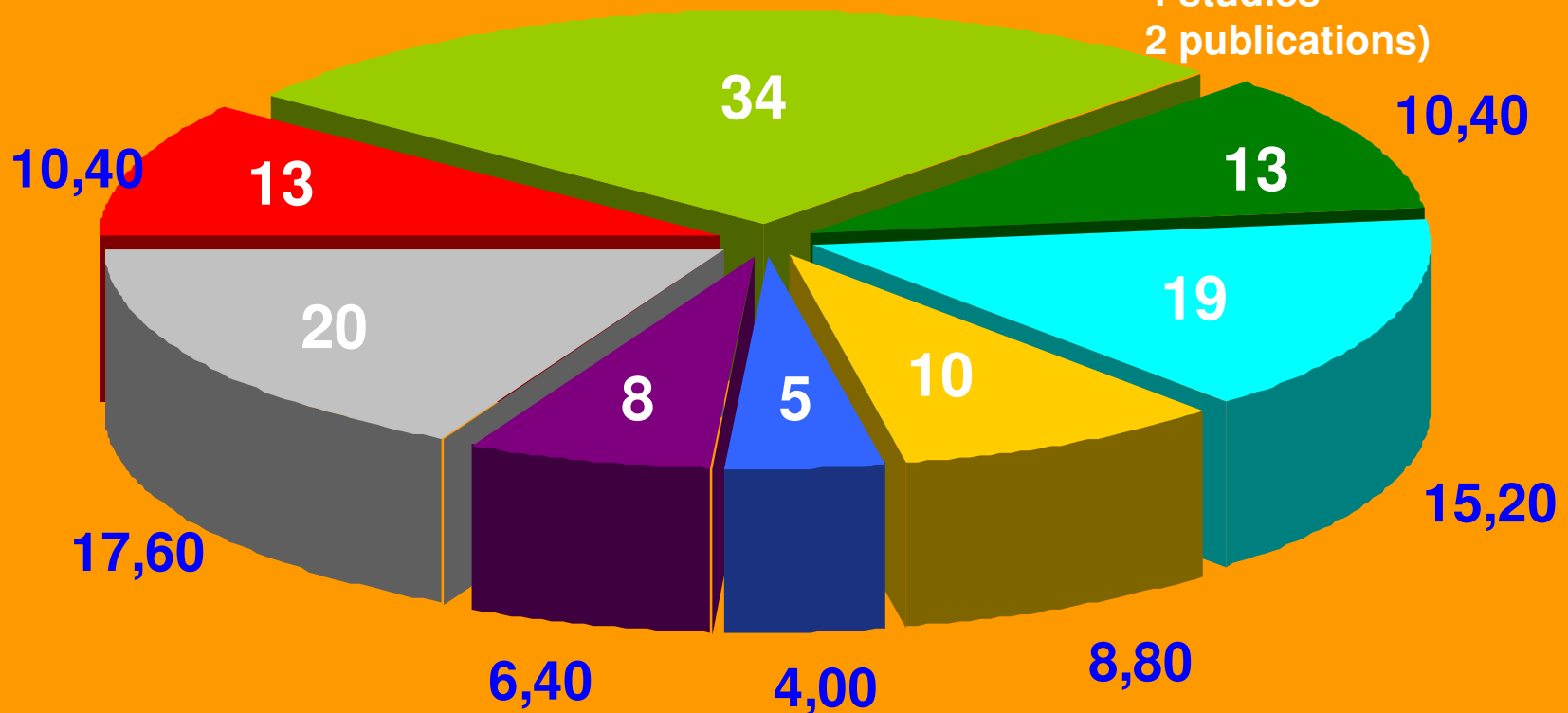


# ORGANISED ACTIVITIES BY PRIORITY AREAS



TOTAL: 125 activities  
27,20

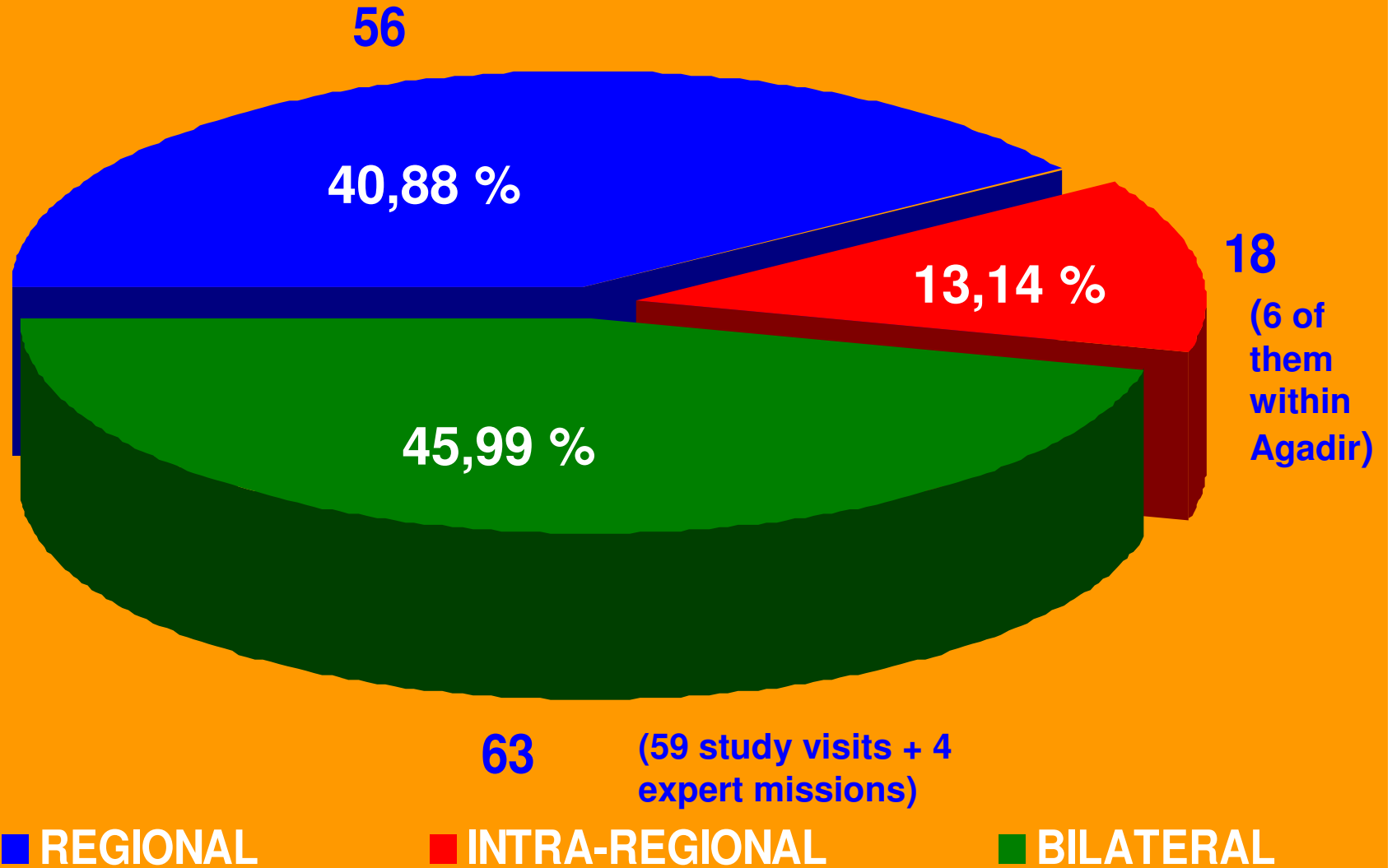
(Not included:  
7 general conferences  
4 studies  
2 publications)



■ FMG ■ CUST/RO ■ PP ■ IPR ■ AA ■ DP ■ FINAN ■ COMP



**NUMBER OF ACTIVITIES : 137**  
**SCOPE: REGIONAL,**  
**INTRA-REGIONAL, BILATERAL**

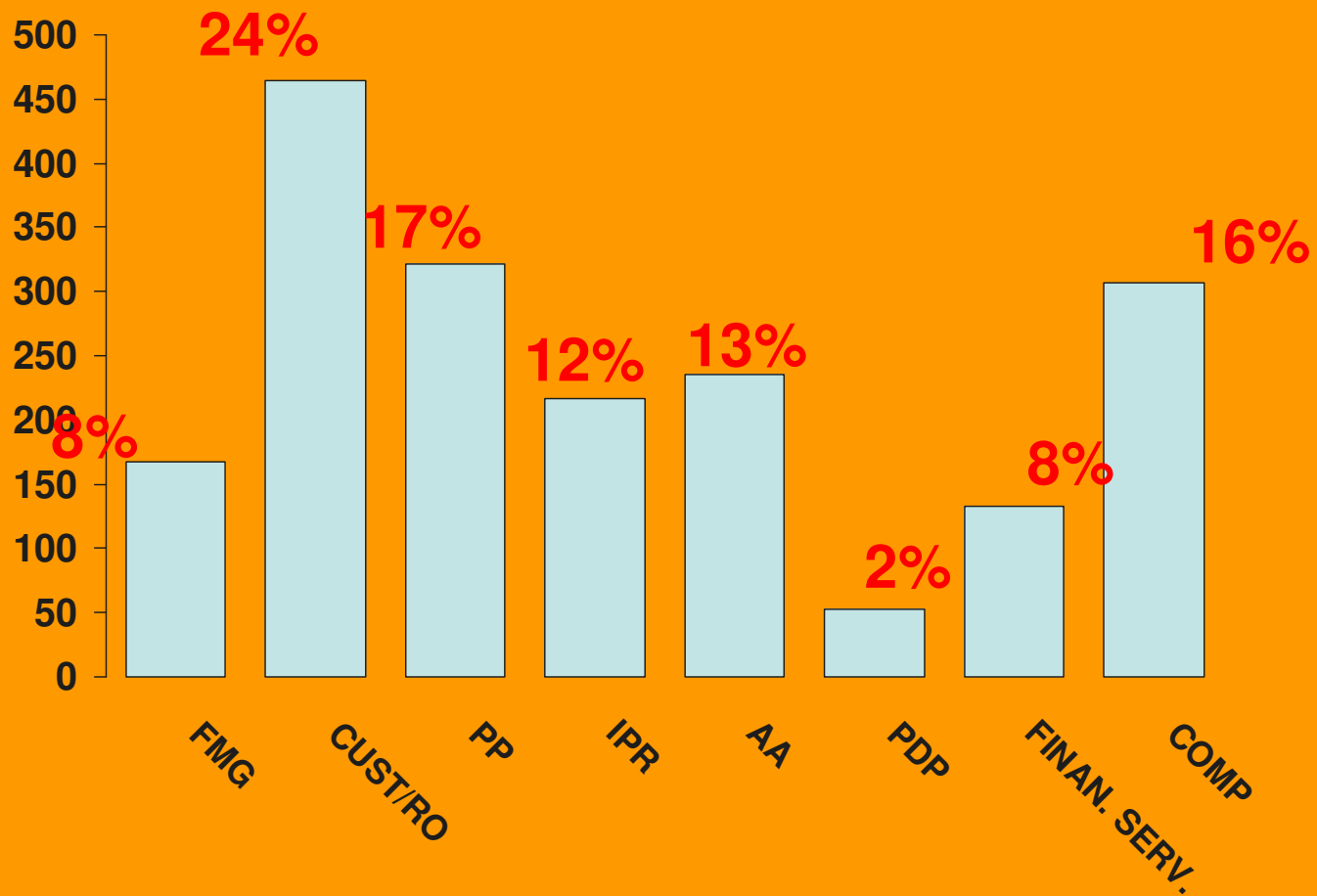




# NUMBER OF MP PARTICIPANTS BY PRIORITY AREAS



TOTAL: 2049 Participants



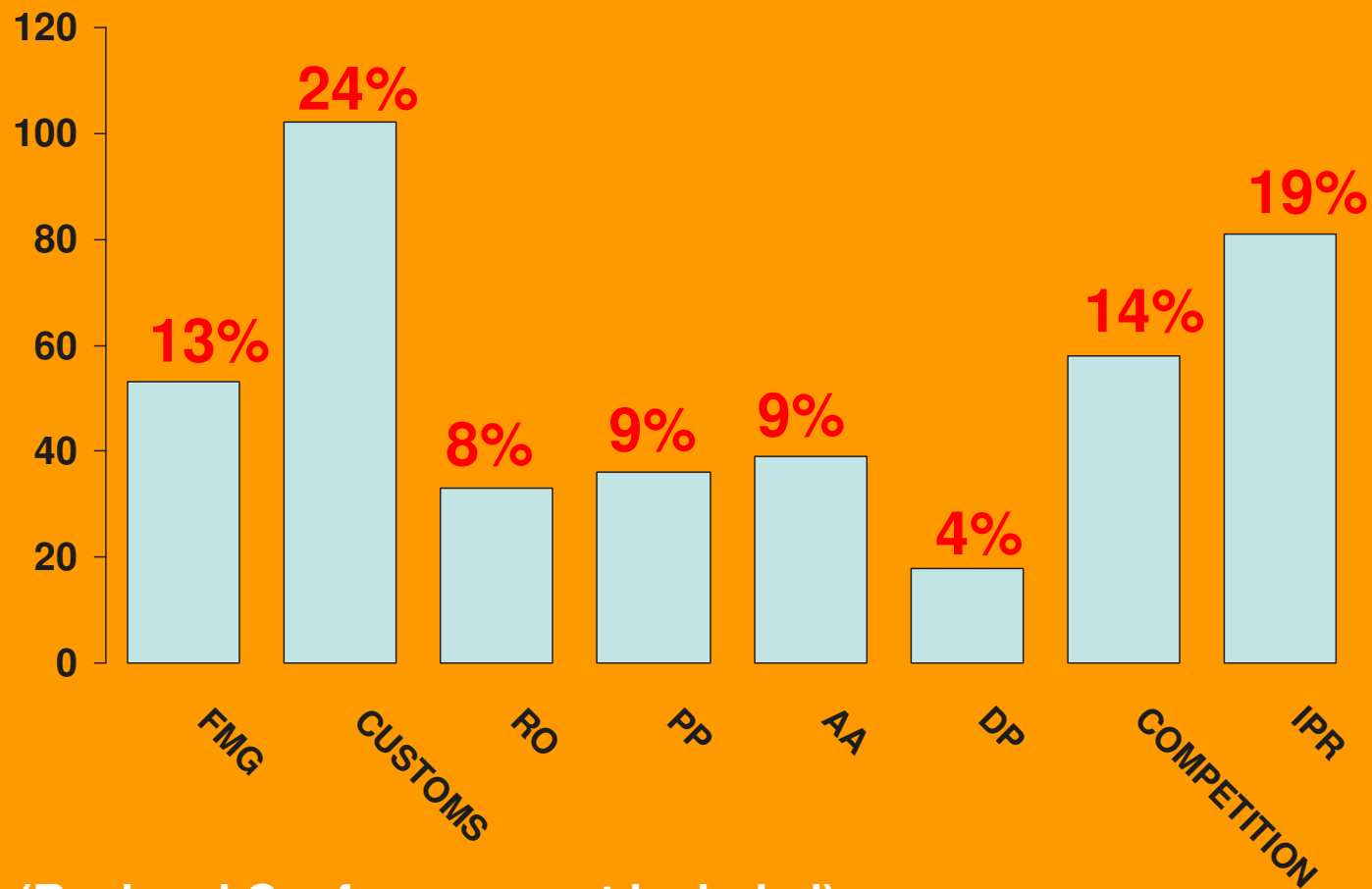
(Regional Conferences not included)



# NUMBER OF EU PARTICIPANTS BY PRIORITY AREAS



**TOTAL: 420 Participants**



(Regional Conferences not included)

# VENUES OF SEMINARS

- EU Member States
- Mediterranean partners
- Cities that have hosted activities





## STUDY VISITS



<b>6 Study visits expected for each MP</b>	<b>60</b>
<b>Total study visits made:</b>	<b>59</b>
Algeria: 6	
Egypt: 6	
Israel: 7	
Jordan: 6	
Lebanon: 6	
Morocco: 5	
Palestinian Authority: 6	
Syria: 6	
Tunisia: 6	
Turkey: 5	



## EXPERTS MISSIONS



1 expert mission for each MP	10
3 MP substituted their expert mission by 4 study visits	-3
	<hr/>
	7
3 expert missions cancelled	-3
	<hr/>
Total expert missions: to Egypt, Jordan, Morocco and Syria	4



## DOCUMENTATION



### **Dissemination of documents**

- 1 Publication of the 1st phase (2 volumes). 850 copies distributed (550 EN and 300 FR)
- 2 Studies on IPR and Trade Promotion. 90 CD-ROM
- 2 Studies on Competition and Public Procurement
- 1 Publication “Towards the Free Trade Area”
  
- Action plans 33/96 (12x8) submitted to DG EuropeAid Cooperation Office
- Training programmes 63/96 (12x8) submitted to DG EuropeAid Cooperation Office



## 4 Studies



### 2nd Phase:

1. Study on Intellectual Property: Comparative study on the different MP and EU MS systems and best practices, material law, administrative and judicial procedures.
2. Different Techniques to promote trade: Traditional Techniques, consumer protection, new techniques: eCommerce.

### 4th Phase:

3. Public Procurement in the Euro-Mediterranean Partnership
4. Competition in the Euro-Mediterranean Partnership

## 1 Publication

**Vol.1:** Proceedings of the activities carried out during the 1st phase

**Vol.2:** Comparative studies on the state of affairs in the Mediterranean Partners regarding the 8 priority areas covered by the programme



## **BUDGETARY MANAGEMENT**

**Contracted Budget: 9.2 Million €**

**Total Expenses: 8.5 Million €**

**Financial Availability: 0.7 Million €**



## Main results

The EuroMed Programme has supported through its activities to achieve the following results:

- *Updating and upgrading specialised knowledge of the Mediterranean Partners delegates,*
- *identify training needs and*
- *identify the sectors requiring legislative adjustments and contributing to these adjustments in the MPs, as well as to a possible legislative approximation between the MPs and the EU and between the MPs themselves.*
- *to draft by each MP of an Action plan and a Training programme in each one of the priority areas.*

*Furthermore, the programme also had to promote networking among all participants, these networks being supported by the programme website ([www.euromedmarket.org](http://www.euromedmarket.org)).*



## IMPACT

### *Pan-Euro-Med Protocol on rules of origin.*

Participants concluded that our activities have allowed them to promote a common approach to the interpretation and implementation of Pan – Euro-Med rules of origin among the Mediterranean Partners.

Rules of origin are among the most effective non tariff barriers to trade as they are sector specific and thus targeted by protectionist interest groups.

The rules of origin are no longer one of the priority areas covered by the EuroMed Market Programme, because of the creation of a permanent Pan-Euro-Mediterranean group on rules of origin that is addressed by DG Taxud of the European Commission.

This Group has regular meetings, two per year, with the objective of promoting approximation among the Meda Partners on the Protocol of rules of origin.



## IMPACT

### *Public Procurement:*

The participants working in this field stated that the activities had allowed them to **improve their knowledge in the field of Public Procurement** and to make progress towards **approximating the Meda Partners regulations, reinforcing relevant national entities**, as well as **identifying areas** where technical assistance would be required.

Thanks to the EuroMed Market Programme networking tool, the **General Authority for Government Services (GAGS) in Egypt** has just invited the permanent representatives of the EuroMed Market Working Group on Public Procurement in Jordan, Syria and the Palestinian Authority to attend a regional workshop (Mars 2009) organised in close collaboration with the OECD Organisation, DFID, UNDP and the World Bank.

A new development in the area of public procurement, **e-Procurement**, was addressed during the programme activities.



## IMPACT

### *Competition*

Another achievement of the Programme is its contribution to putting MEDA countries on the agenda of the annual ***European Competition Day***.

In this framework, the Meda participants were first invited by the ***Bundeskartellamt*** to attend the 14th European Competition Day in Munich on **26-29 March 2007** under the **German Presidency of the EU**;

and in **2008, under the French Presidency of the EU**, for the first time one day of the European Competition Day was fully dedicated to Meda and to the topic of building a Euro-Mediterranean Competition Policy.

In addition, **the activities** of the EuroMed Market Programme in this field **have also directly contributed to the creation of Competition Authorities** in several Mediterranean Partner countries.



## IMPACT

### *Customs co-operation and fight against counterfeiting and piracy*

After the intra-regional seminar on *customs co-operation and fight against counterfeiting and piracy* that took place in Nicosia on 7-10 March 2005 for customs officers from Cyprus, Algeria, Lebanon and Syria, **the Cypriot customs informed us that the volume of seized counterfeited goods had registered a 200% increase.**



## IMPACT

### *Contribution to South-South Cooperation*

On the occasion of the **6 activities organised for the countries party to the Agadir Agreement**, officials and experts from the countries involved in the Agadir Agreement agreed to **set up an experts' committee** entrusted with drafting an action plan aimed at approximation of existing regulations, harmonise all standards and technical regulations and at ensuring adequate protection in the countries concerned and establishing relevant mechanisms: training, information and awareness-raising programmes

During the last 2 phases of the programme, **the PMU invited on several occasions representatives of the Agadir Secretariat** to its activities. They could **explain their experience of South-South cooperation** to the other MPs, and so doing encourage them to join the Agadir Agreement or to develop other similar initiatives at sub-regional level.



## IMPACT

*Euro-Mediterranean networks,*

*Auditing and Accounting:* the Federation of Mediterranean Chartered Accountants (FCM), based in Rome, and the Chartered Institute of Public Finance and Accountancy (CIPFA), London;

*Public Procurement:* the Italian central purchasing body CONSIP, Rome;

*Intellectual Property Rights:* with the French INAO for Geographical indications and the Spanish SGAE for Copyright and related rights,

*Banking:* the Mediterranean Bank Network, Malta,

*Competition:* Mediterranean Competition Network



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