EUROPEAN UNION DELEGATION TO SINGAPORE



MEDIA REPORT

GALA DINNER EVENT FOR EUSFTA'S ENTRY INTO FORCE ON NOV 21

Commissioner Phil Hogan, EU Commissioner for Agriculture & Rural Development & Commissioner-Designate for Trade in Singapore



SUMMARY

Key Events

- Gala dinner announcing EUSFTA entry into force on 21 November 2019. Guests of Honour: Commissioner Hogan and Singapore's Minister-in-charge of Trade Relations Mr S. Iswaran
- Meetings with key Singapore leaders including Prime Minister Lee Hsien Loong

The EU Commissioner for Agriculture and Rural Development and Commissioner-designate for Trade, Phil Hogan, was in Singapore on November 8th for several key bilateral meetings as well as to announce the much-anticipated entry into force of the EU-Singapore Free Trade Agreement (EUSFTA).

The EUSFTA enters into force on 21st November 2019. This date was unveiled by Minister Iswaran and Commissioner Hogan at an elegant evening gala dinner celebration attended by over 250 distinguished guests. The dinner featured keynote speeches by Minister Iswaran and Commissioner Hogan and a fire-side chat with both, moderated by Vikram Khanna, Associate Editor of The Straits Times.

In his comments to media, Mr Iswaran said, "The strong support for the agreement at the Council reflects the EU and its Member States' continued interest and commitment to deepen economic relations with Singapore and companies based here."

As the first FTA between the EU and an ASEAN country, "the EUSFTA will further strengthen trade and investment links between our regions," Minister Iswaran added. The EU-SG commitment to enhance the long-standing and robust relationship through free and open trade was also echoed by Commissioner Hogan.

"I am happy to be here in Singapore to mark the historic adoption of the EU-Singapore FTA," Commissioner Hogan told media. "This agreement," he said, "will enhance our bilateral relationship, boost the EU's commitment to ASEAN, and is a sign of support for the rules based international order." He welcomed also the protection of Geographical Indications – iconic food and drink names which represent rural intellectual property – in the agreement.

Coverage for this visit and the dinner event was maximised through a targeted media pitch led by the EU Delegation Press team. This included two exclusive media interviews – one with Singapore's leading daily newspaper, The Straits Times, published today (13th November 2019), and the second with leading television network Channel NewsAsia (to be aired on 15th November 2019). It was covered in both Singapore and international media platforms and networks. #EUSFTA was a trending topic on social media on 8th November.

KEY MEETINGS

Commissioner Hogan was received by Singapore Prime Minister Lee Hsien Loong, Foreign Affairs Minister Dr Vivian Balakrishnan, Minister for Trade and Industry, Mr Chan Chun Sing and Minister-incharge of Trade Relations, Mr S Iswaran at the various ministries before the gala dinner.



KEY MEDIA HIGHLIGHTS: EXCLUSIVE INTERVIEWS

Commissioner Hogan did two exclusive one-on-one media interviews. The first with Vikram Khanna, Associate Editor of The Straits Times - in which Commissioner addressed several hotbutton EU and trade issues ranging from Brexit, ties with the US as well as EU's evolving relationship - appeared in the Opinion section of the leading daily on 13 November 2019: https://www.straitstimes.com/opinion/the-eus-next-trade-czar

The second one with television network Channel NewsAsia airs on 15 November.

The EU's next trade czar

From fixing the WTO to trade ties with the US and negotiations over Brexit, Phil Hogan has his work cut out when he takes over as **EU Trade Commissioner in December**



Vikram Khanna

Associate Editor

Fix the World Trade Organisation (WTO). Repair relations with the United States. Build a fair trading United States. Build a fair trading relationship with China. Work towards at rade agreement with Assenans well as the African continent. Deal with Brexit, if it happens, and then negotiate a post-Brexit deal with the United Kingdom Ensure that the demanding provisions of the 43 trade agreements that the world's largest trading bloc, the European Union, has in place are actually enforced.

enforced.
That's a partial to-do list, as of now, for the EU's next trade czar Phil Hogan, who takes up his pos as Trade Commissioner on Dec 1 "I think! will have enough to do.

he says, in our interview at the EU Ambassador's residence in

Ambassador s residence in Singapore last week. A gentle giant of a man at more than two metres tall,59-year-old Mr Hogan, a one-time farmer and currently EU's Commissioner for Agriculture and Rural Development, has been an Irish particular to the second of the particular to the second of the particular to p Agriculture and Rural Development, has been an Irish politician since the age of 22. Soft-spoken, with an informal demeanour, he was once described by Irish Prime Minister Lee Varadkaras "a skilled negotiator who builds alliances." "Hard and fair" is how the EU Commission's president-elect Ursula von der Leyen characterises his negotiating

Leyent masters style.

Mr Hogan appears to have mastered his new brief already, elaborating on issue after issue that he will need to grapple with over the five years of his term.

RESCUING THE WTO

An especially urgentproblem with the WTO relates to its dispute settlement process. The WTO's appellate body, which hears appeals against decisions taken by panels in trade disputes, is undor threat. The body normally has threat. The body normally has seven independent judges of which three are needed to decide on cases. The current appellate body is down to its last three members, because the US has been blocking the appointment of new judges since 2017.

since 2017. On Dec 10, two of the three will complete their terms, which means the WTO's dispute settlement

process will be paralysed - unless the US agrees to the appointment of new judges, or proposes an alternative. "We hope the appellate body will survive," says Mr Hogan, "We've beav waiting for proposals from the United States on how they expect United states on now tneyexpect the process to work in the future, and we're still waiting. Hopefully, by the middle of December, these issues will come to a head in terms of appointing judges to the appellate body and hopefully we will hear from the US."

appellate body and hopefully we willhoar from the US."

The definition of "developing countries" in the WTO is also problematic, according to Mr Hogan. Countries that are classified as "developing" get special trade privileges suchas being allowed to maintain higher levels of tariffs. "Many member countries of the WTO have come a long way since they originally became members, so we need an evidence-based approach to categorising them. The definition of development has to be based on need, he says.

China, which enjoys developing country status, is a prominent case in point." Tedor think anybody would classify China as a developing country any more. It

would classify China as a developing country any more. It has benefited enormouslyfrom being a member of the WTO since 2001 and its economy is completely different today compared to what it was then. China is a good example of where developing country status doesn't sit easily with the definition that many of the WTO's member countries would have in mind."

DEALING WITH CHINA, AND A US-EU RESET

When it comesto dealing with China on trade issues, Mr Hogan says the EU broadly shares the US' views on the need for a more level

views on the need for a more level playing field, as well as on a variety of China's unfair trade practices. Flut while we share the same objectives, we don't agree with the US strategy or tactics. We much prefet to concentrate on cooperation and dialogue rather than confrontation. That's how was he different Sourkers Sourkers Sourkers University of the Company of the Confrontation. we're different. So we're calling on the United States to work together

objectives."
However, what of the view often
put across by US trade negotiators
that they have repeatedly tried
cooperation and dialogue with China, and it doesn't workwhen it comes to trade issues?

comes to trade issues?
"But they haven't tried working with the EU," says Mr Hogan.
"We've asked them on many occasions in the last year to do so, and to date, we have not received a response."

Meanwhile, the EU is going it lone, negotiating an investmen



agreement with China, which Mr Hogan hopes to conclude by the end of next year. In September, the US Ambassador to the EU, Mr Gordon Sondland, said that the United

Sondiand, said that the United States wants to "reset" its relationship with the EU. Mr Hogan welcomes this development. "The partnership that the US and EU have always shared has broken down in recent vears, and I don't think the EU was years, and I don't think the EU was responsible for this," he says. "So it's wonderful to hear those positive sentiments at last from the US. And I do see them as positive, because a desire to reset a relationship is an acceptance of the fact that what we've been doingup to now hasn't been working well."

IMPORTANT MILESTONE

INFURIANI MILESIONE
TUrning to the EU's relationship
with Asia, Mr Hoganviews the
EU-Singapore Free Trade
Agreement – which will take effect
on Nov 21 – as an important
milestone. Singapore is "a key
strategic partner in Asean", he
points out:

Assert from the fourtheast. The

points out.

Apart from the fact that the EU does more than €100 billion (SSI50 billion) worth of trade with Singapore (comparable to the EU's trade with much larger countries such as Australia and Mexico), is the biggest foreign investor in Singapore and has more than

10,000 companies here, it views Singapore as "an important political interlocutor" in developing its relationship with South-east Asia. The EU's end-goal is to have a free

The EU's end-goals to have a free trade agreement with Asean. The two started negotiations on such an agreement in 1997, but then shelved the idea two yearslater. "We'd like a high-standard agreement," says Mr Hogan, "but not every country in Asean shares not every country in Asean shares this objective at present. So we're now engaged in bilateral negotiations with a number of countries. We've had success with Singapore and Vietnam, we're making progress with Indenesia and having discussions with Malaysia, the Philippines and Thailand. We hope we will achieve our eventual goal of a region-to-region free trade agreement.

A big part of the reason why the

agreement."
A big part of the reason why the
EU has not been able to make much
headway in pursuing a deal with
Asean is that some countries are Asean is that some countries are not ready to sign up to the EU's sustainability agenda, which requires countries to adopt minimum standards on such issues as labour rights and environmental policies

policies.

While some of these are not strictly trade issues, the EU seeks to use its trade leverage to promote them. "You will not get approval for

a free trade agreement in the European Parliament without an ambitious sustainability chapter," says Mr Hogan. The EU also plans to appoint a "chief enforcement officer" to ensure that its trade partners comply with their obligations.

NAVIGATING BREXITAND AFTER

A looming challenge for the EU in the near future will be dealing with Brexit – which, if it occurs, will

Brexit – which, if it occurs, will happen on Mr Hogan's watch. "I hope I won't get blamed for it, "he quips.

Depending on the results of Britain's upcoming general election, several scenarios are possible, including Brexit on the terms agreed between the EU and British Prime Minister Boris Laborate. Beach to a life the proper and the series of the But and British Prime Minister Boris Laborate. Beach ten and the series agreed to the series agreed Johnson, Brexit on different terms,

"We already have a deal with the UK, and that's our preferred option," says M Hogan. "On Dec 12, the people of the UK will have an opportunity to decide which direction they wish to go. If they elect Boris Johnson, the deal that's on the table will be implemented. If they elect the opposition, there may be another referendum. Those are the two options. Assuming the existing deal is implemented and Braxit takes elace then the negotiations will

place, then the negotiations will begin on a free trade agreement

between Britain and the EU, in which Mr Hogan will play a lead role.

"We will try to have a relationship with the UK as close as possible to what we have today," he says. "That is, tariff-free trade which is as frictionless as possible."

Both sides have a vestedinterest in such an outcome, he points out. The EU is the UK's largest market, accounting for 45 per cent of its exports, while the EU experts more than 4400 billion worth of goods and services to the UK.

"The key will be to have a level playing field—on working standards, environmentalissues, food standards, competition laws and state aid: a so that we can compete fairly and at the same time reduce barriers to trade," says Mr Hogan.

Mr Hogan does not believe that

Hogan. Mr Hogan does not believe that Hogan.

Mr Hogan does not believe that such a favourable deal would tempt other EU members to follow the UK's example and try to exit the EU. 'There would be no good news for any country that wants to leave the single marker,' he says. 'For the UK, all of the studies that have been reperted, including from its own office of budget responsibility, indicate clearly the negative consequences of leaving the EU. So countries will not be not be better off cutside the single market than inside."

In the short term, he acknowledges that the UK might get some benefits because of pen-up investments that have been on hold because of the chaos arising from the Brexit referendum. But in the medium and configuration that III said longer that the wellium and configuration.

arising from the prexit referendum. But in the medium and long term, the UK will lose competitiveness, he says. 'Already you see manufacturing and financial services are moving, because they want to be part of the EU single market, where they see 500 million customers and the frictionless rade that we enjoy "

500 million customers and the frictionless trade that we enjoy."
The Brexiters, who believe Britain will be better off after leaving the EU, "are deluded about the future", says Mr Hogan. "They have come to conclusions on the basis of false assumptio Successive trade secretaries from

basis of false assumptions. Successive trade secretaries from the UK have made pronouncements that they are going to get good trade deals around the world, which would unshackle then from the EU."

The in trade, size matters, "he says, adding that trade negotiators from the UK will quickly find out that having 500 million consumers confers much more clout in negotiating trade deals, compared with the 70 million consumers that the UK has.

"They'll find it very difficult to got deals like we've achieved in the EU for 28 member states – 43 deals, covering 72 countries. So they will lose many of the competitive advantages they have gained by being members of the EU. Braxit was "are grettable decision", he says, "But we have to dealwith it now."

vikram@sph.com.sq

The announcement received exhaustive coverage in Singapore media. The story appeared in multiple print and online publications including in the leading daily, The Straits Times; key business daily, The Business Times; television, digital and radio networks run by media group MediaCorp as well as in language publications such as Chinese daily Lianhe Zaobao. Here are some highlights:

THE STRAITS TIMES

EU Council approves EU-Singapore Free Trade Agreement which will take effect on Nov 21



O PUBLISHED NOV 8, 2019, 8:45 PM SGT

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SINGAPORE - The Council of the European Union (EU) has approved the EU-Singapore Free Trade Agreement (FTA), which will remove nearly all customs duties between the two jurisdictions from Nov 21.

EU-Singapore FTA to kick in on Nov 21 following European approval



(C) PUBLISHED NOV 9, 2019, 5:00 AM SGT



The Council of the European Union has approved the EU-Singapore Free Trade Agreement (FTA), which will remove nearly all Customs duties between the two jurisdictions from Nov

A4 | TOPOFTHENEWS

EU-S'pore FTA to kick in on Nov 21 following European approval

THE BUSINESS TIMES

THE BUSINESS TIMES

EUSFTA approved, targeted to come into force on Nov 21

by JANICE HENG

NOV 8, 2019 08:40 PM

THE European Union-Singapore Free Trade Agreement (EUSFTA) has received final approval from the Council of the European Union, with the aim being for it to enter into force on Nov 21, 2019, Minister-in-charge of Trade Relations S Iswaran and European Commissioner-Designate for Trade Phil Hogan jointly announced at the EUSFTA Gala Dinner at the Grand Hyatt last night.

EU Council approves EUSFTA, agreement to enter into force on Nov 21

JANICE HENG 🗷 🛩



Singapore

THE European Union Singapore Free Trade Agreement (EUSFTA) has received approval from the Council of the European Union, Minister-in-charge of Trade Relations 5 Iswaran and European Commissioner-Designate for Trade Phil Hogan announced at the EUSFTA Gala Dinner in Singapore on.



CHANNEL NEWSASIA

EU-Singapore trade deal set to take effect on Nov 21, after approval from EU Council





LIANHE ZAOBAO



新欧自贸协定本月21日生效 我国出口欧盟84%商品 关税取消

用目/**联合早报** 文/**周文龙** 发布/2019年11月9日 3:30 AM

生效。



KEY MEDIA HIGHLIGHTS: INTERNATIONAL COVERAGE

The news was also picked up by international publications beyond Singapore, including by international news wire Bloomberg. Some highlights:

INTERNATIONAL: BLOOMBERG

Economic

Singapore-EU Free-Trade Pact, Long Debated, Takes Effect Nov. 21

By Michelle Jamrisko and Ishika Mookerise November 8, 2019, 7:30 AM EST



Doors ready for assembly at a Volkswagen AG factory in Wolfsburg, Germany, Photographer Kracian Social Sciences

Terms of Trade is a daily newsletter that untangles a world embroiled in trade wars. Sign up here.

A free-trade agreement between Singapore and the European Union that's been almost a decade in the making will take effect Nov. 21, the two sides announced Friday.

MALAYSIA: MALAY MAIL AND FREE MALAYSIA TODAY

--- Malay Mail

EU-Singapore trade deal takes effect November 21

3 days ago · International

Free Malaysia Today

EU-Singapore trade deal worth over €100 bil takes effect Nov 21

3 days ago · International





KEY MEDIA HIGHLIGHTS: INTERNATIONAL COVERAGE

HONG KONG: SOUTH CHINA MORNING POST

Southeast Asia

Long-debated Singapore-EU free-trade pact to take effect on November 21

- Announcement marks a victory for export-reliant Singapore, which becomes the first Southeast Asian nation to conclude a free-trade deal with the EU
- Negotiators settled on the date of effect seven years after the two sides reached a commercial deal



A free-trade agreement between <u>Singapore</u> and the <u>European Union</u> that has been almost a decade in the making will take effect on November 21, the two sides announced on Friday.

The announcement marks a victory for export-reliant Singapore, which becomes the first Southeast Asian nation to conclude a free-trade deal with the EU, according to documents from Singapore's Ministry of Trade and Industry.

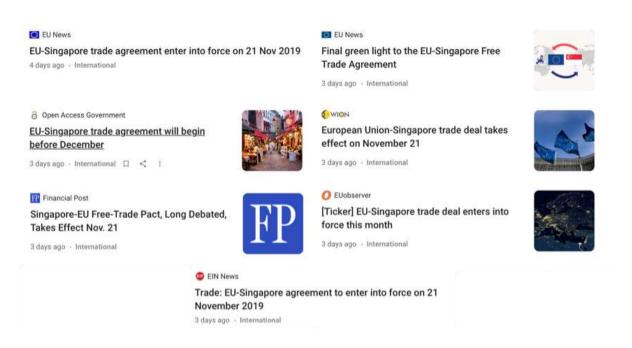
JAPAN: NNA ASIA

EUとのFTA、理事会承認で21日発効へ

欧州連合(EU)理事会が8日、シンガポールとEUの自由貿易協定(EUSFTA)を承認し、今月21日に発効することが決まった。シンガポールのS・イスワラン貿易産業相(貿易担当)とEUのフィル・ホーガン欧州委員(通商担当)が同日発表した。 EUSFTAの発効で、EU…

関連国・地域: シンガポール/欧州 関連業種: マクロ・統計・その他経済

EUROPEAN PUBLICATIONS



SOCIAL MEDIA





Great news! EU -Singapore rtade agreement to enter into force on 21 November 2019. The deal will benefit workers, farmers and companies of all sizes, and provides further evidence of our commitment to fair and rules-based trade. More details: https://t.co/9zpk6HXBqa



🍣 🤏 👅 🤝 🗺 Honoured to be in Singapore on the occasion of @EUCouncil vote on entry into force of #EUSFTA Agreement EU-Singapore agreement to enter into force on 21 November 2019 https://t.co/aN7suGoAbR

Twitter • 8/11/19 8:17 pm



agreement. It will enter into force this 21 November https://t.co/zgBHPLpAfO

Twitter • 8/11/19 11:33 pm.



Great to see Glasgow and Belfast made goods in particular getting a boost from the EU-Singapore trade agreement coming into force on 21 November #trade @Trade_EU https://t.co/P66afkAlcL

Twitter • 8/11/19 8:55 pm



Finned Tweet Barbara Plinkert @ @BPlinkertEU - Nov 8

A historic and truly special moment, celebrating the entry into force of the Free Trade Agreement, with Commissioner @Phill-loganEU and Minister S. Iswaran @MTI_Sg, and with European Union Ambassadors. #EUSFTA @EUinSingapore @Trade_EU



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Pierre-Louis Lempereur ©plouislempereur - Nov 8
Commissioner @PhilHoganEU and Minister S. Iswaran @MTI_Sq unveil in Singapore the date of entry into force of the #EUSFTA, during an event attended by 270 guests, immediately following the Council approval in Brussels!







O 10 12 177 (7) 525



SOCIAL MEDIA HIGHLIGHTS















UPCOMING EXCLUSIVE INTERVIEW

Channel News Asia: Commissioner Hogan In Conversation with Lin Xueling (Broadcast date: 15 November 2019)



Prepared by:

Deepika Shetty, Press Officer, European Union in Singapore Annette Lee, Trainee, Political, Press & Information Section

