Consequences of change since the agreement came into place

Maurice FitzGerald – EMEA Vice-President of Strategy and Customer Advocacy
May 14th 2012
Major changes have happened
15 years is a long time in our industry
Examples of interpretation and other issues

Some common sense needed
Let’s not make this overly complicated
Why potentially leave significant benefits on table?

• The ITA has proved itself a highly-successful trade agreement.
• It has significantly reduced tariffs the world over, benefiting both rich and poor.
• We should be placing the biggest focus on tariff-reduction.
• Work in other arena, such as standards, is important but not a good fit for this exercise.
• Should not delay ITA expansion. The benefits are real and many.
Conclusion

Please?

• Lots of things have changed
• Common sense should apply to product definitions
• Let’s keep the agreement simple, to avoid ending up empty-handed
Thank you