Information Technology Agreement from business perspective

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PRESENTATION OUTLINE

About DIGITALEUROPE

Importance of ITA

Time for changes: product and geographical coverage

Future of ITA. Looking beyond tariffs.

Concluding remarks
A wide range of multinational companies (60) and national trade associations (33)...

Which represent more than 10,000 businesses and two million employees...

And generate revenues of over 1,000 billion Euros...

Thus bringing credibility and legitimacy to the organisation...

Which has become the voice of the European Digital Technology Industry.
LIST OF MEMBERS

Acer, Alcatel-Lucent, AMD, APC by Schneider Electric, Apple, Bang & Olufsen, BenQ Europa BV, Bose, Brother, Canon, Cassidian, Cisco, Dell, Epson, Ericsson, Fujitsu, HP, Hitachi, Huawei, IBM, Ingram Micro, Intel, JVC Kenwood Group, Kodak, Konica Minolta, Kyocera Mita, Lexmark, LG, Loewe, Microsoft, Mitsubishi Electric, Motorola Mobility, Motorola Solutions, NEC, Nokia, Nokia Siemens Networks, Océ, Oki, Optoma, Oracle, Panasonic, Philips, Pioneer, Qualcomm, Research In Motion, Ricoh, Samsung, SAP, Sharp, Siemens, Smart Technologies, Sony, Sony Ericsson, Swatch Group, Technicolor, Texas Instruments, Toshiba, Xerox, ZTE

Belgium: AGORIA; Bulgaria: BAIT; Cyprus: CITEA; Denmark: DI ITEK, IT-BRANCHEN; Estonia: ITL; Finland: FFTI; France: SIMAVELEC; Germany: BITKOM, ZVEI; Greece: SEPE; Hungary: IVSZ; Ireland: ICT IRELAND; Italy: ANITEC; Lithuania: INFOBALT; Netherlands: ICT OFFICE, FIAR; Poland: KIGEIT, PIIT; Portugal: AEGFE, APDC; Romania: APDETIC; Slovakia: ITAS; Slovenia: GZS; Spain: AMETIC; Sweden: IT&Telekomföretagen; United Kingdom: INTELLECT

Belarus: INFOPARK; Norway: IKT NORGE; Switzerland: SWICO; Turkey: ECID, TESID, TÜBISAD; Ukraine: IT UKRAINE

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IMPORTANCE OF INFORMATION TECHNOLOGY AGREEMENT

Benefits for ICT sector: one of the most meaningful trade liberalisations, rapid development of the sector, effects: more innovation, productivity, economic growth and prosperity

For global economy: Stimulating economic growth; ICT as enabler, key for increasing competitiveness, ICT contributes to productivity growth in other sectors

Societal benefits of ICT accessibility: widely available newest technologies -> impact on employment, availability of education
TIME FOR CHANGES: PRODUCT AND GEOGRAPHICAL COVERAGE

Product coverage

- Exponential growth of ICT products in last two decades -> current list is outdated

Geographical expansion

- Important emerging markets are outside
- ITA resulted in inclusion of more developing economies into global supply chains, allowing for specialisation according to comparative advantages
- ICT spur jobs and growth both in developed and developing economies
FUTURE OF ITA: LOOKING BEYOND TARIFFS

Non tariff barriers

• Global market access for ICT products distorted by NTBs

Services

• Smooth convergence of goods, digital content and services
• ICT devices development depending on available content
CONCLUSION

Complexity of global supply chains → multilateral system rather than system of FTAs

ITA: agreement for **TODAY** and **TOMORROW**

**Now** is the time to review and to modernise the ITA

**Future proofing**: ITA as an agreement designed for future, with appropriate mechanisms for inclusion of new products