



# MARKET ACCESS DAY

Brussels, 26 June 2024



*The presentations and workshops during this event will be in English.*

12:00 - 13:00	Welcome & sandwich lunch
12:55	Opening statements by organising partners
13:00 - 13:45	<b>ENFORCEMENT AND IMPLEMENTATION OF EU TRADE POLICY AND ITS POTENTIAL FOR BELGIUM</b> Keynote speaker: Denis Redonnet, Deputy Director General and Chief Trade Enforcement Officer – European Commission, DG TRADE
13:45 - 14:45	<b>EU TOOLS TO SUPPORT ACCESS TO MARKETS</b> Timo Hammaren, Senior Expert, DG TRADE <ul style="list-style-type: none"> <li>• Single Entry Point</li> <li>• Goods, Services and Investment</li> <li>• Rules of origin self-assessment (ROSA)</li> <li>• Public Procurement</li> </ul> Enrique Valerdi Rodriguez, Legal and policy officer, DG TRADE <ul style="list-style-type: none"> <li>• Trade Defense Instruments</li> </ul>
14:45 - 15:10	Coffee break
15:10 - 16:10	<b>ADVANTAGES OF FREE TRADE AGREEMENTS – ILLUSTRATED IN PRACTICE</b> Roundtable moderated by Geraldine Emberger, Advisor on FTA Implementation Coherence, DG TRADE Testimonials from: <ul style="list-style-type: none"> <li>• Canada : asUgo</li> <li>• South Korea : Walter Verreydt, Classical Guitar maker</li> <li>• Japan : Alessandro Perna, EU-Japan Centre for Industrial Co-operation</li> </ul>
16:10 - 16:30	<b>FTA EU-NEW-ZEALAND - HOW DID IT COME ABOUT? WHAT'S IN IT FOR THE MARKETS?</b> Peter Berz, Head of Unit Single Entry Point for Enforcement, Market Access & SMEs, DG TRADE Simon Draper, Ambassador to the New Zealand Embassy to the EU
16:30 - 18:00	NETWORKING DRINKS

**VENUE:** [Herman Teirlinck gebouw](#) – Havenlaan 88, 1000 Brussel ([toegangsplan](#) - [Google maps link](#))

