

Language: ENG

26 February 2020
AEB Conference Centre
Butyrsky Val 68/70, bld. 1,
office 13, 1st floor
Moscow

SEMINAR “EXPORTING TO THE EU”

PROGRAMME

09:30 – 10:00 **REGISTRATION AND WELCOME COFFEE**

10:00 – 11:30 **1. General Information about the European Union**

Very brief presentation of major EU related information sources.
Special mentioning of EEN – network as a network with useful contacts in all EU Member States.

2. Importing goods into the European Union

Demonstration of websites / databases allowing to identify EU import duties, local taxes (e.g. VAT) product requirements, etc. based on a selected product code.

A few examples will be shown to make participants familiar with these useful sites for companies exporting to the EU.

11:30 – 11:45 **Coffee break**

11:45 – 13:00 **3. Taxation of goods in the European Union**

Brief info on differences between VAT and excise duties in the 28 Member States – information sources holding overview tables of these taxes.

4. Producing and/or selling goods and services in the European Union

This theme will be elaborated in a more detailed way. Aim is to situate EU product legislation for various product groups.

Overview of EU product requirements in following sectors.

4.1. Agricultural products and foodstuffs

Short overview of rules covering technical requirements, hygiene rules, contaminants, labelling and packaging, etc.

Demonstration of a few exercises in selecting relevant EU product rules.

4.2. Industrial products for which the EU approved harmonized technical requirements under the so-called new approach (= CE marking)

This concerns more than 20 products (product groups), incl.: machines, electrical equipment, construction products, medical devices, personal protective equipment, pressure equipment, toys, recreational craft, etc.

This set of EU rules (Directives or Regulations) have some similarities in their contents (e.g. a description of essential requirements, a modular approach for conformity

assessment procedures, role of harmonized standards and notified bodies, Declarations of Conformity, etc.).

Aim of the training: brief presentation about the structure of CE marking laws and how to comply with them (e.g. six steps for implementing CE marking).

4.3. Chemical products

Brief overview of EU laws for various groups of chemical products (e.g. dangerous substances and preparations, cosmetics, pharmaceuticals, fertilizers, detergents, explosives, etc.)

4.4. Other products

Brief guidance towards EU product rules for motor vehicles, leather and textiles, furniture, etc.

13:00 – 14:00 Lunch

14:00 – 15:30 5. Intellectual property rights in the European Union

Brief guidance towards IPR protection in the EU: Community Trademark, European patent.

6. Finding business partners in the European Union

Demonstration of various databases and networks which can be helpful for identifying potential business partners in the EU (e.g. EEN, Trade Map)
Do's and Don'ts for exporting to the EU

15:30 – 15:45 Coffee break

15:45 – 17:00 7. Starting a business in the European Union

Brief guidance towards information sources on starting a company in one of the EU Member States.

8. Market information

Demonstration of websites with useful info on trade statistics, trade fairs in EU.
Statistical info can be very relevant since some EU Member States import more of a certain product than others.

17:00 – 18:00 Q&A, DISCUSSION

Working language: **English.** Interpretation in Russian will be provided.

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