



**Regional Programme for the Promotion of the Instruments
and Mechanisms of the Euro-Mediterranean Market
“EUROMED MARKET”**

***STUDY ON DIFFERENT TECHNIQUES TO PROMOTE
TRADE:***

- TRADITIONAL TECHNIQUES, CONSUMER PROTECTION,
NEW TECHNIQUES: E-COMMERCE -*

*Algeria, Cyprus, Egypt, Israel, Lebanon,
Jordan, Malta, Morocco,
Palestinian Authority, Syria, Tunisia, Turkey.*

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Table of Content

ACRONYMS	3
CHAPTER I: INTRODUCTION	4
I.1 Background	4
I.2 Objective	4
I.3 Methodology	4
I.4 Structure of the Study	4
CHAPTER II: AN OVERVIEW OF EU-MED POLICIES	6
II.1 Euro Med Association Agreements and Regional Agreements	6
II.1.1 Trade Relations between the EU and the Mediterranean Partners	6
II.1.2 Historical Background: the Barcelona Process	7
II.1.3 Association Agreements	10
II.1.4 The Agadir Process	10
II.2 MEDA Funds for Trade Promotion and E-commerce	13
II.2.1 Bilateral MEDA	14
II.2.2 Regional MEDA	15
CHAPTER III: TRADE PROMOTION	18
III.1 Traditional Instruments	19
III.2 Innovative Instruments	20
III.3 European Best Practices	23
III.3.1 Innovative Instruments	23
III.3.2 Trade Training	26
III.3.3 Developing Synergies	26
III.3.4 Economic Diplomacy	28
III.3.5 New EU Members States from Central and Eastern Europe	28
III.3.6 EC trade promotion projects	25
III.4 Mediterranean Partners' Profiles	28
III.4.1 Algeria	31
III.4.2 Cyprus	33
III.4.3 Egypt	37
III.4.4 Israel	44
III.4.5 Jordan	49
III.4.6 Lebanon	52
III.4.7 Malta	55
III.4.8 Morocco	58
III.4.9 Palestinian Authority	63
III.4.10 Syria	65
III.4.11 Tunisia	68
III.4.12 Turkey	73
CHAPTER IV: COMPARATIVE ANALYSIS	79
IV.1 Traditional Services	79
IV.2 Innovative Services	79
IV.3 E-Commerce	80
IV.4 Consumer protection	81
IV.5 Suggestions for the future	84
IV. 6 Summary Table	84
ANNEXES	91

Annex 1: Facility for Euro-Mediterranean Investment and Partnership	91
Annex 2: E-commerce Laws in Jordan, Malta and Tunisia	92
<i>Jordan: ELECTRONIC TRANSACTIONS LAW NO (85) OF 2001</i>	92
<i>Malta: CHAPTER 426 ELECTRONIC COMMERCE ACT</i>	101
<i>Tunisia: Law n°: 2000-83 of August 9th, 2000, relative to the Electronic Exchanges and Electronic Commerce Bill</i>	115
Annex 3: MED Country Trade Relations	124
Annex 4: People Interviewed	135

Acronyms

B2B	Business to Business
CC	Chamber of Commerce
CCI	Chamber of Commerce and Industry
CI	Chamber of Industry
EC	European Community
EIB	European Investment Bank
EICs	Euro Info Centres
EUMEDIS	Euro Mediterranean Information Society Initiative
EU	European Union
FEMIP	Facility for Euro-Mediterranean Investment and Partnership
FTA	Free Trade Area/Agreement
GAFTA	Greater Arab Trade Area
IMP	Industrial Modernisation Programme
IPAs	Investment Promotion Agencies
ISP	Internet Service Provider
IT	Information-Technology
MED	Mediterranean Partners
MEDA	EU's financial instrument for the Euro-Mediterranean Partnership
NIPs	National Indicative Programmes
RIP	Regional Indicative Programme
SMEs	Small and Medium Enterprises
TPOs	Trade-Promotion Organisations
UNIDO	United Nations Industrial Development Organisation
UNCTAD	United Nations Conference on Trade and Development

CHAPTER I: INTRODUCTION

I.1 Background

The Barcelona Declaration of 1995 gave the European Union (EU) and Mediterranean (MED) Governments, the ambitious goal of creating a Free Trade Area in the Mediterranean Region by the year 2010. Within the framework of the Barcelona process, the EU launched the EuroMed Market Programme to promote the instruments and the mechanisms of the EuroMed Market. This programme is managed by the Directorate General EuropeAid-Co-operation Office of the European Commission and is organised by the European Centre for the Regions, the Antenna of the European Institute of Public Administration in Barcelona, which was appointed as Programme Management Unit. At the closing conference of the 1st phase of the Programme, held in Brussels on 30 June and 1st July 2003, it was decided to commission a study on the different techniques for trade promotion. The PMU launched a tender for this study and the winning party was Unioncamere (the Italian Federation of Chambers of Commerce and Industry).

I.2 Objective

The study analyses the different techniques to promote trade. In particular the objective is to carry out a comparative study on the following aspects: "Different techniques to promote trade: traditional techniques, consumer protection, new techniques: e-Commerce".

I.3 Methodology

The study was carried out by the Unioncamere's Brussels office with a group of specialised experts in the field of internationalisation and e-commerce (Leonard Mizzi, Vito Giannella, Flavio Burlizzi) and a group of researchers (Maria Fernández Torres, Daniela Ippolito, Marco Michellini, Rosita Sannino) coordinated by Marco Lopriore.

Research was carried through searching on the web and on specialised literature. A questionnaire was also submitted to collect information on trade and e-commerce through the network of Chambers of Commerce in the EU-MED area. Finally interviews were carried out to validate the results during the course of the study.

This study was completed in November 2004. Some updates were done until April 2005.

The coverage is restricted to MED Partners (Morocco, Algeria, Tunisia, Egypt, Israel, Jordan, The Palestinian Authority, Lebanon, Syria). It also considers Malta and Cyprus, even though they became EU Member States on the 1st of May 2004. Turkey, a EU candidate country, is also considered.

I.4 Structure of the Study

Following the introduction, chapter two looks briefly at the history of EU-MED trade policy from the 1995 Barcelona declaration towards the creation of the free trade area in 2010. Focus

is on bilateral agreements, the Agadir Agreement and the Free Trade Agreement between Turkey and Morocco, it also highlights the most important initiatives and projects supported by the European Commission in the field of trade promotion and e-commerce.

The third chapter investigates both traditional and innovative trade promotion instruments. It starts by giving a definition of these and highlights some of the main practices in European countries. Subsequently, the main trade-promotion organisations (TPOs) are identified. Detail is given to their services, the best practices in the Mediterranean Partners and, when appropriate, the main trade laws are given.

The fourth chapter compares trade promotion instruments in MED Partners and highlights best practice, the differences and the similarities that MED Partners may have among actors such as Ministries' departments, TPOs, private sector organisations such as Chambers of Commerce, business associations, bilateral Chambers, etc. Moreover, it looks at e-commerce in the various MED Partners.

Finally, the annexes list a brief overview on trade relations between the EU and the MED Partners, the e-commerce laws in some MED Partners and people interviewed for the study.

CHAPTER II: AN OVERVIEW OF EU-MED POLICIES

II.1 Euro Med Association Agreements and Regional Agreements

II.1.1 Trade Relations between the EU and the Mediterranean Partners

The trade relations between The EU and the Mediterranean Partners are still relatively unbalanced, even if the trade balance is in favour of the MED Partners. The twelve MED Partners' represent only 8% of the EU exports and 6% of its imports, while the EU represents 50% of the twelve MED Partners exports (up to $\frac{2}{3}$ for Maghreb and $\frac{3}{4}$ for Malta) and 49% of their imports.

The situation is quite different if we consider the statistics of the trade flows for each country. Italy is the country with the highest percentage of trade flows with MED Partners. France and Germany have also important trade exchanges with MED Partners, as shown in table 1 which does not take into account the recent EU enlargement and thus covers the 15 "old" Member States and the '12' MED Partners (More detailed information can be found in Annex 4).

Table 1: Trade flows between the 25 EU Countries and 10 MED Partners

	France	Holland	Germany	Italy	U.Kingdom	Ireland	Denmark	Greece	Portugal	Spain	Belgium	Luxemburg
Algeria	33,7%	3,4%	7,6%	25,5%	1,6%	0,1%	0,1%	0,8%	3,3%	13,8%	8,1%	0,0%
Cyprus	10,0%	4,7%	10,8%	11,6%	15,8%	0,5%	1,2%	16,8%	0,5%	3,6%	2,4%	0,0%
Egypt	8,8%	6,4%	16,3%	27,2%	20,1%	0,6%	0,8%	2,6%	0,5%	5,6%	3,9%	0,1%
Jordan	12,7%	7,1%	27,2%	13,6%	12,0%	1,6%	1,6%	0,9%	1,0%	5,5%	4,8%	0,0%
Lebanon	19,9%	4,3%	16,4%	25,2%	9,4%	0,2%	1,3%	1,3%	0,4%	7,3%	6,6%	0,1%
Malta	17,7%	2,5%	22,7%	26,4%	17,2%	0,5%	0,8%	0,7%	0,8%	3,1%	2,1%	0,0%
Morocco	35,9%	3,6%	7,8%	9,3%	8,0%	0,8%	0,4%	0,4%	1,5%	24,7%	4,0%	0,3%
Syria	16,2%	2,3%	27,8%	27,7%	4,1%	0,3%	0,5%	2,1%	0,6%	3,1%	5,8%	0,2%
Tunisia	40,3%	2,6%	11,3%	25,2%	4,2%	0,2%	0,1%	0,3%	0,7%	6,6%	5,3%	0,1%
Turkey	12,6%	6,5%	27,5%	14,0%	11,0%	0,5%	1,2%	2,5%	0,6%	7,0%	6,0%	0,1%
Total	20,0%	4,7%	19,4%	20,7%	8,8%	0,4%	0,7%	2,2%	1,0%	9,6%	5,3%	0,1%

Sweden	Finland	Austria	Malta	Estonia	Leetonia	Lituania	Poland	Check	Slovakia	Hungary	Slovenia	Cyprus	
0,5%	0,3%	0,6%	0,0%	0,0%	0,0%	0,0%	0,1%	0,4%	0,0%	0,1%	0,2%	0,0%	Algeria
2,4%	1,1%	0,6%	0,1%	0,8%	0,0%	0,1%	15,1%	1,0%	0,3%	0,3%	0,1%	0,0%	Cyprus
2,2%	1,6%	0,9%	0,1%	0,0%	0,1%	0,1%	0,5%	0,6%	0,1%	0,3%	0,4%	0,1%	Egypt
3,2%	3,3%	1,0%	0,1%	0,0%	0,0%	0,3%	1,6%	0,8%	0,1%	1,1%	0,0%	0,6%	Jordan
0,5%	0,6%	0,5%	0,0%	0,3%	0,0%	0,1%	0,3%	0,2%	0,2%	1,9%	0,1%	1,0%	Malta
0,7%	0,2%	0,7%	0,0%	0,0%	0,0%	0,1%	0,9%	0,2%	0,1%	0,2%	0,0%	0,0%	Morocco
1,8%	0,6%	1,1%	0,0%	0,2%	0,0%	0,0%	0,4%	3,4%	0,0%	0,4%	0,2%	1,2%	Syria
0,7%	0,5%	0,5%	0,0%	0,0%	0,1%	0,0%	0,9%	0,2%	0,1%	0,1%	0,2%	0,0%	Tunisia
1,7%	0,8%	2,4%	0,1%	0,1%	0,1%	0,3%	2,3%	1,0%	0,4%	1,1%	0,4%	0,0%	Turkey
0,9%	2,3%	1,0%	0,0%	0,0%	0,0%	0,0%	0,2%	0,8%	0,2%	1,2%	0,1%	0,6%	Lebanon
1,2%	0,7%	1,4%	0,1%	0,1%	0,0%	0,2%	1,6%	0,7%	0,2%	0,6%	0,3%	0,1%	Total

Source: Chamber of Commerce of Milan (Eurostat, March 2004).

In the last decade, the evolution of market shares in the EU-15 market of the new member States, compared against Mediterranean partners, has changed. The share of imports to the EU 15 from the new member States has increased by 78% while the share of MED has decreased by 10% in the period 1992-2001.

Table 2: EU 15 imports from the regions

Year	New Member States	Mediterranean Partners
1992	4,8 %	3,9 %
1993	5,4 %	3,8 %
1994	6,1 %	3,6 %
1995	7,5 %	3,0 %
1996	7,4 %	3,2 %
1997	7,7 %	3,3 %
1998	8,7 %	2,9 %
1999	8,9 %	3,0 %
2000	8,7 %	3,4 %
2001	9,8 %	3,5 %
Growth	+78 %	-10 %

Note: Growth = [(average share 2000-01) / (average share 1992-93)]

The developments after the enlargement of 1st May 2004 remain to be seen. The EU has increased the size of its market, to which the Mediterranean partners have tariff-free access and the new member States gain preferential access to MED country markets. The trade impact of enlargement is focused on two aspects¹:

- 1) The direct price effect resulting from changes in tariff structures. The Mediterranean Partners have free access to the new member states' markets, by virtue of the Euro-Mediterranean Association Agreements that allow Mediterranean Partners tariff-free access to EU markets for industrial goods. Similarly, the new member states have preferential tariff access to Mediterranean Partners markets for industrial goods. As more Association Agreements come into force and tariff dismantling proceeds gradually under these Agreements, the price effect for new member states access to Mediterranean Partners markets will be spread out over the transition period for the implementation of the Association Agreements.
- 2) The quantity effect, caused by price changes. The overall effect on Mediterranean Partners and on new member states' exports and imports is likely to be small. These effects cannot be easily estimated since it is hard to separate the quantity effect caused by tariff changes from other quantity effects caused by overall economic growth and changes in relative competitiveness of the Mediterranean Partners and the new member States.

II.1.2 Historical Background: the Barcelona Process

The Conference in Barcelona on 27th and 28th November 1995 marked the start of a new phase in the relationship between the European Union and its Mediterranean Partners. The *Barcelona Declaration*² expressed the 27 partners' intention to intensify bilateral and regional

¹ http://europa.eu.int/comm/external_relations/euromed/etn/7mtg/index.htm

² http://europa.eu.int/comm/external_relations/euromed/bd.htm

co-operation. The range of activities of this new partnership is commonly referred to as the "Barcelona Process". It aims at establishing a common Euro-Mediterranean area of peace, stability and shared prosperity. Furthermore, it aims at fostering South-South integration by encouraging Mediterranean partners to implement free trade among them.

The establishment of a free trade area by the year 2010 is one of the essential elements of the Euro Mediterranean partnership. Until now, cooperation has focused on practical measures to facilitate the establishment of free trade as well as its consequences, including:

- harmonising rules and procedures in the customs field, with a view in particular to the progressive introduction of cumulation of origin;
- harmonisation of standards, including meetings arranged by the European Standards Organisations;³
- elimination of unwarranted technical barriers to trade in agricultural products and adoption of relevant measures related to plant health and veterinary rules as well as other legislation on foodstuffs;
- cooperation among statistics organisations with a view to providing reliable data on a harmonised basis;
- possibilities for regional and sub regional cooperation (without prejudice to initiatives taken in other existing fora).

In this framework it is important to mention that the European parliament and Council adopted a regulation (CE) n° 178/2002 on the 28/01/2002 where the general principles and requirements of food laws were established. The Regulation contains general provisions for traceability⁴ (applicable from 1st January 2005), which cover all food and feed, all food and feed business operators, without prejudice to existing legislation on specific sectors such as beef, fish, Genetically Modified Organisms, etc. Importers are similarly affected, as they will be required to identify from whom the product was exported in the country of origin. Unless specific provisions for further traceability exist, the requirement for traceability is limited to ensuring that businesses are at least able to identify the immediate supplier of the product in question and the immediate subsequent recipient, with the exemption of retailers to final consumers.

In order to facilitate the establishment of the free trade area, Euro-Mediterranean Conferences of Trade Ministers are held (explained in the following box).

³ There are three Organisations of European Standards: CEN, CENELEC and ETSI.

⁴ http://europa.eu.int/comm/food/food/foodlaw/traceability/index_en.htm

EU MED TRADE MINISTERIAL MEETINGS

The *first Euro-Mediterranean Ministerial Meeting* on Trade was held on 29th May 2001 in *Brussels*. The objective of the conference was to reinvigorate the trade chapter of the Barcelona Process following the conclusions of the November 2000 Marseilles Conference. Ministers agreed on the need to intensify the efforts to reinforce the economic and commercial chapters of the partnership in view of the objective to establish the Euro-Mediterranean free trade area. They also agreed to create two working groups: one on Rules of Origin and one on Services.

The *second Euro-Mediterranean Ministerial Conference* on Trade was held in *Toledo*, Spain, on 19th March 2002. During this meeting, it was decided to pursue further the strategy of developing concrete complementary measures to tariff dismantling aimed at achieving an effective Euro-Mediterranean Free Trade Area. Moreover, Trade Ministers created a Working Group on Trade Measures relevant for Regional Integration in charge of implementing an Action Plan on Trade and Investment Facilitation whose first task is to simplify and modernise customs procedures.

The *third Euro-Mediterranean Trade Ministerial Conference* took place in *Palermo*, Italy, on 7th July 2003. Ministers noted that there had been significant achievements since their last meeting in a number of areas, such as trade facilitations. Ministers also welcome positive developments in the negotiation of a FTA between Turkey and Egypt. Ministers stressed that a critical mass of implemented free trade agreements among the Med partners themselves is essential if the EuroMed Partnership is willing to acquire a genuine South-South dimension. Hence, Ministers encouraged the Mediterranean Partners to continue to work concluding Free Trade Agreements among themselves. Ministers encouraged MED Partners to fully utilise existing MEDA programmes, such as the EuroMed Market Programme, in particular with a view to encouraging greater participation of small and medium size enterprises (SMEs). They emphasised that an improvement in the business environment of the MED Partners is essential to attract greater investment and to ensure an increase in regional trade. This may also include the organisation of specialised trade fairs for Mediterranean enterprises or the facilitation of their participation in existing events.

The last *Euro-Mediterranean Trade Ministers* meeting took place on 21st July 2004 in *Istanbul*, Turkey. Ministers reaffirmed their commitment to start talks to open trade in services. For this reason, the meeting adopted a set of guidelines detailing the main objectives and principles of the opening of trade in services for all Euro-Mediterranean partners. Ministers have agreed to open up trade in services in a two-step innovative approach. In a first step all Euro-Mediterranean partners have adopted a Framework Protocol detailing objectives and principles to be achieved in the negotiation. In a second step the partners will negotiate bilateral agreements in accordance with WTO rules. Ministers also discussed the challenges facing Euro-Mediterranean partners with the disappearance of the remaining quotas on textiles and clothing in 2005. They underlined the importance of implementing the common set of rules of origin adopted in Palermo as an instrument to foster an integrated Euro-Mediterranean area. Ministers also confirmed their determination to work together to reach a balanced agreement on key areas in the on-going WTO negotiations under the Doha Development Agenda by the end of July.

The next EuroMed Trade Ministerial will be held in 2005⁵.

⁵ For a full text of the conclusions of the 4th Euromed Trade Ministerial: http://europa.eu.int/comm/trade/issues/bilateral/regions/euromed/index_en.htm

II.1.3 Association Agreements

An essential feature of the implementation of the Euro-Mediterranean Partnership has been the negotiation of Euro-Mediterranean Association Agreements between the European Union and its Mediterranean Partners to replace the 1970s Cooperation Agreements. Currently, the EU has concluded bilateral Association Agreements with eight Mediterranean Partners: Algeria, Egypt, Jordan, Israel, Lebanon, Morocco, the Palestinian Authority and Tunisia.

The agreements concluded with Tunisia, Morocco and Jordan entered into force in March 1998, March 2000 and May 2002 respectively. The trade provisions of the agreements concluded with the Palestinian Authority (signed in February 1997) are being applied on an interim basis. With regard to Israel, a new Euro-Mediterranean association agreement entered into force on 1st June 2000. Association Agreements with Algeria (April 2002) and Lebanon (June 2002) have only been signed. With regard to Lebanon, an interim agreement covering trade issues entered into force in March 2003⁶. The Association Agreement between the EU and Egypt entered into force in June 2004, meanwhile with Syria in October 2004.

With the other three partners (Cyprus, Malta and Turkey), the European Community concluded first generation association agreements in the 1960s and early 1970s. As a result of Turkey's association agreement, a customs union with the EU entered into force on 1st January 1996, while Cyprus and Malta are part of the European customs union, having joined the EU on 1st May 2004.

All these agreements contain provisions that have political, trade and cooperation elements. Moreover, the various agreements provisions establish a free trade area of goods between each of the countries and the EU and a gradual opening of agricultural markets. They furthermore contain provisions regarding the liberalisation of services trade, capital movements and competition.

II.1.4 The Agadir Process

The conclusion of bilateral Association Agreements between the EU and the Mediterranean Partners is not sufficient to achieve the aim of the Barcelona Declaration to create a Free Trade Area by 2010. In addition, Free Trade Agreements between the Mediterranean Partners themselves are required to increase levels of trade between them and maximise the region's potential for economic growth. Consequently, the Barcelona Declaration encourages the *South-South dimension* and the integration of Partners' economies.

Since 1995, several steps have been taken to deepen South-South dimension of the Barcelona Process. The most recent development is the *Agadir Initiative*, which was launched in May 2001. This is a regional free trade agreement including Egypt, Jordan, Morocco and Tunisia. Lebanon is also interested in the possibility of joining the "Agadir process". The agreement was initiated in January 2003 and signed on 25 February 2004 in Rabat.

A number of Free Trade Agreements have been signed between Turkey and some of the Mediterranean Partners. These include the signature of Free Trade Agreements between Morocco and Turkey in April 2004, and between Turkey and the Palestinian Authority in July

⁶ The agreement foresees a gradual reduction in tariffs on industrial goods over twelve years with a five-year grace period. In addition, Lebanon has signed several bilateral agreements in the region with Egypt and Syria and, in 2002, a free trade agreement with Iraq.

2004⁷. During the same year, Free Trade Agreements were signed between Tunisia and Turkey, and between Syria and Turkey. Progress in negotiations between Turkey and Lebanon, has to be highlighted.

There are a series of activities aimed at helping Mediterranean partners take up and implement the EC legislation in the field of technical regulations, standardisation, and conformity assessment. The box below explains on the basis of a European Commission Staff Working Paper the Agreements on Conformity Assessment and Acceptance of Industrial Product (ACAAs)⁸.

ACAAs

Trade offers great opportunities for economic growth and sustainable development for all parties involved. The European Union has always been at the forefront of support for international co-operation regarding the areas of technical regulations, standards, conformity assessment and the elimination of technical barriers to trade for products.

One of the main approaches used by the European Community to eliminate technical barriers to trade was to enter into negotiations with several trading partners, leading to the conclusions of Mutual Recognition Agreements (MRAs)⁹. Indeed, this type of activity was specifically encouraged in the WTO TBT (technical barriers to trade) agreement. MRAs currently exist between the EU and the United States, Canada, Australia, New Zealand, Japan, Israel and Switzerland.

Agreements on Conformity Assessment and Acceptance of Industrial Products (ACAAs) describes the content of a specific type of mutual recognition agreement (MRA), based on the alignment of the legislative system and infrastructure of the country concerned with those of the European Community. It outlines the necessary conditions for starting negotiations. The conclusion of an ACAA would be the end result of extensive dialogue and assistance in the fields of technical regulations and standards for industrial products.

As far as the acceding and candidate countries are concerned, the main principles of MRAs were used to develop the so-called PECA (Protocol to the Europe Agreement on Conformity Assessment and Acceptance of Industrial Products) agreements. PECAs are specific types of

⁷ The agreement between the two major economies of the area, Morocco and Turkey, whose aim is to gradually create a Free Trade Area (FTA), represents also a further step in the conclusion of the free trade agreement of 2010, since the two signatories foresee using the pan European Mediterranean system of cumulation of origin launched by the Euro Mediterranean Trade Ministerial meeting in Palermo, in July 2003.

⁸ Strategy paper of Commission of the European Communities, Brussels 12/05/2004 COM (2004) 373 final.

⁹ MRA's are bilateral agreements concluded between the European Community and a third country and it is applied to specific economical sectors, enumerated in the annex of each agreement and varies depending on the country. Also, MRAs, on the basis of Article 133 of the EC Treaty, are based on the mutual acceptance of test reports, certificates and marks of conformity issued by the conformity assessment bodies of one of the parties of the agreement in conformity with the legislation of the other party. To date, seven agreements have been concluded with the following countries (with date of entry into force): United States (01/12/1998); Canada (01/11/1998); Australia and New Zealand (01/01/1999); Israel (01/05/2000); Japan (01/01/2002); Switzerland (01/06/2002). For more detailed information <http://www.europa.eu.int/comm/enterprise/international/indexb1.htm>

MRAs, which have been concluded between most of the acceding and candidate countries and the EC.

Whereas MRAs reinforce the principle of mutual recognition¹⁰ on an international level and, therefore, do not require or presuppose any approximation of legislation between the parties involved, the aim of a PECA is to achieve the acceding or candidate country's full conformity with Community technical regulations and European standardisation and conformity assessment procedures. Not only do acceding and candidate countries transpose the *acquis* but they also ensure that the necessary infrastructure is in place for its full enforcement.

As a result of the adoption of the EC system by other third countries, it is hoped to consolidate that model as one appropriate for product regulation beyond the EC. At the same time, it will contribute to the elimination of technical barriers to trade, thereby increasing the accessibility of third country markets to products from the EU. At the same time, the level of health and safety protection existing in the EU is ensured and not compromised by the widened access to the single market for third country products.

Four conditions have to be fulfilled for the creation of a successful ACAA:

- Adequate infrastructure in the fields of standardisation, accreditation, conformity assessment, metrology in the partner country and the creation of structures for monitoring the market;
- Adoption of the relevant part of the *acquis* by the partner country; regulatory co-operation and technical assistance;
- Formal agreement between the EU and the partner country setting out the relationship.
- Determination of the economic sector concerned with the agreement

On a more general matter, regional and sub-regional co-operation in the Mediterranean, in the context of the European Neighbourhood Policy, will build on the 'acquis' of the Euro-Mediterranean Partnership by fully integrating a tailor-made approach adapted to each country or group of countries (see the following box).

¹⁰ There are two types of mutual recognition agreements: MRA classic and MRA+. The MRA classic postulates the recognition of test reports, certificates and marks of conformity, the recognition of label, the certification of procedure done or delivered by CAB's (Conformity Assessment Bodies) designated within the agreement by one body or other. The product's conformity to the regulation of the imported country can be evaluated by CAB installed in the exported country and immediately the documents are recognised in the imported country, so it is no necessary more evaluation processes.. The MRA+ goes further and postulates the equivalence of the agreement between the two countries. One example is the agreement between UE and USA and it covers one sector: marine equipments.

NEIGHBOURHOOD POLICY OF EU IN THE MEDITERRANEAN

“**STRATEGY PAPER of COMMISSION OF THE EUROPEAN COMMUNITIES**, Brussels, 12.5.2004, COM(2004) 373 final”¹¹ defines the objective of the **European Neighbourhood Policy** as sharing the benefits of the EU’s 2004 enlargement with neighbouring countries in strengthening stability, security and well-being for all concerned. It is designed to prevent the emergence of new dividing lines between the enlarged EU and its neighbours and to offer them the chance to participate in various EU activities, through greater political, security, economic and cultural co-operation.

The European Neighbourhood Policy will reinforce existing forms of regional and subregional cooperation and provide a framework for their further development. The ENP will reinforce stability and security and contribute to efforts at conflict resolution.

In the south, the ENP will also encourage the participants to reap the full benefits of the Euro-Mediterranean Partnership (the Barcelona process), to promote infrastructure interconnections and networks, in particular energy, and to develop new forms of cooperation with their neighbours.

The ENP will contribute to develop further regional integration, building on the achievements of the Euro-Mediterranean partnership, notably in the area of trade.

It will reinforce efforts to meet the objectives of the European security strategy in the Mediterranean and the Middle East.

On the other hand, Libya has recently announced its readiness to move towards full membership of the Barcelona process.

Participation in ENP will allow further development of the EU’ relationship with Libya as for all other countries in the Barcelona process.

II.2 MEDA Funds for Trade Promotion and E-commerce

The European Commission has supported the MED Partners through the MEDA Programme for technical assistance on trade capacity and the launching of pilot projects and networks with a view to creating a business environment conducive to trade commercial and industrial cooperation within the regional MEDA funds framework. The MEDA programme is the principal financial instrument of the European Union for the implementation of the Euro-Mediterranean Partnership¹². The programme offers technical and financial support measures to accompany the reform of economic and social structures in the Mediterranean partners.

Besides MEDA, the Facility for Euro-Mediterranean Investment and Partnership (FEMIP) is the financial instrument launched by the European Investment Bank to promote investments (Annex 2). In the framework of this Facility, the EIB opened its new regional office in Cairo in October 2003, covering not only Egypt but also the Middle East Region, in order to further

¹¹ Before this strategy paper, in March 2003 the Commission presented its Communication “Wider Europe Neighbourhood: A New Framework for the relations with our eastern and Southern Neighbours”, COM (2003) 104 final, 11/03/2003. http://europa.eu.int/comm/world/enp/pdf/com03_104_en.pdf

¹² The legal basis of the MEDA Programme is the 1996 *MEDA Regulation* (Council Regulation n° EC/1488/96). This Regulation was amended in November 2000 and it is usually call MEDA II. The main areas of intervention and objectives are directly derived from those of the Barcelona Declaration.

strengthen the Bank's business development, its technical assistance and its monitoring activities.

II.2.1 Bilateral MEDA

The EU has committed grants for the implementation of bilateral MEDA projects in all Mediterranean countries, but in order to promote trade, it has been identified two cases: Egypt and Tunisia.

In Egypt, the EC has launched a Trade Enhancement Programme (TEP) with the objective to assist Egypt to take full advantage of globalisation by enhancing the administrative and legislative procedures and mechanisms that are necessary to facilitate and increase trade flows. It is composed of Trade Enhancement Programme A (20 million €), Trade Enhancement Programme B (40 million €) and Trade Enhancement Programme C (6 million €)¹³. These projects are pioneering in Egypt. The beneficiary of TEP A is the Ministry of Foreign Trade, which will receive technical assistance, training and limited provision of equipment. The TEP-B programme aims at encouraging and accelerating the implementation of policies in order to reduce the duration and the costs of foreign trade operations. With this programme it is expected to achieve more flexible incentives to the promotion of exports competitiveness and to the development of the private Free Zones. The TEP C aims at modernising the local customs administration in order to harmonise Egyptian procedures to European and international best practices. The Ministry of Finance/Customs Administration will be the beneficiary of this programme, which has been designed in coordination with other donors (for ex: USAID).

Furthermore, the EC is also supporting the development of Egyptian export capacities of their own brand textiles through the Industrial Modernisation Programme (IMP) establishing a creative textile design capability and improving the ability of participating companies to develop export markets. In particular it will establish a group of Egyptian "collection owners" and produce a sustainable group-marketing plan. This project will support the participation in the EU fairs and in the two inward buying missions. Another sub-project within the IMP programme is the Egypt Business Industrial Support (EBIS) programme managed by Eurochambres. EBIS will run between 2004-2006 with 1.6 million € and it will sustain Egypt Business Support organisations through training activities and capacity building (for instance an Academy also dedicated to trade promotion and investment attraction).

In Tunisia, the MEDA programme has helped the Tunisia's Foreign Investment Promotion Agency (FIPA) in the Programme of Support to Foreign Investment Promotion. Over 300 European firms were identified as potential investors under the four million € programme, feeding a dedicated FIPA data base, and seven of them have already decided to invest in Tunisia. A number of competitiveness studies have been carried out in order to benchmark the country's attractiveness for investors, helping FIPA to produce new promotional documents. Within another strand of the programme, FIPA executives have received practical training during workshops in Tunisia and in Europe. In addition, FIPA's institutional structure and management capacities have been strengthened by means of new IT hardware and software connecting headquarters with their representations abroad. Furthermore, a plan has already begun "Modernization of the Policy of customs Formation" and another two are in process "

¹³ Euromed Synopsis n. 263 Reference: (EuropeAid/117578/C/SV/EG).

Modernization of Services of the Customhouse (broadcasting of legislative information) ” and “ Strengthening Capabilities of Services of the Customhouse in Computer Audit ”.

In Lebanon, the MEDA programme is financing the Lebanese Customs “*Capacity Building for Risk Management*” with a budget of 140.000 €¹⁴

In Jordan, for instance, also in the MEDA framework, there is a plan called “ *the Support of the Department of the Customhouse* ” and one in process called “ *Industry and Trade* ”.

II.2.2 Regional MEDA

The regional MEDA helped support several projects for trade promotion, SMEs internationalisation and e-commerce through MEDA Business Centres, EIC, EUMEDIS, etc.

Export promotion falls among the tasks of the seven current MEDA Business Centres, such as the Euro-Maroc Enterprise in Morocco (23 M€), the Industrial Modernisation Programmes in Tunisia (450M€), in Egypt (250M€), in Jordan (40M€), in Lebanon (11M€), the Syrian-European Business Centre (124M€) and the “Appui aux PME” in Algeria (57M€).

These MEDA Business Centres provide:

- Technical assistance for upgrading (diagnostics and business plans for strategic development and restructuring);
- Training;
- Information;
- Export promotion;
- Support to business associations;
- Quality issues (ISO 9000, standards, etc);
- Matchmaking events.

We also have to underline the activities of the Euro Info Centres (EICs), which play a key role in the relationship between SMEs, the EU and third countries. They distribute EC information and reply to general, legal, administrative and statistical questions businesses in third countries. They are also of value to SMEs within the Union who want to extend their activities into the newly opened markets of Central and Eastern Europe and the Mediterranean zone. They collect and distribute information on regulations and markets about business outside the Union, which could be useful to European companies. They play a very active role in promoting exchanges between enterprises and in the search for partners both in and out of the EU. EICs exist in Cyprus, Egypt, Israel, Jordan, Lebanon, Malta, Syria, Tunisia and Turkey¹⁵.

¹⁴ Euromed Synopsis n. 313 Reference: (EuropeAid/121383/M/SV/JO)

¹⁵ Five relays of Syria’s Euro Info Correspondence Centre (EICC) will be opened shortly to help provide information and possibly consultancy services to businesses in their own region. Signing ceremonies for the occasion were held on 13 and 14 September in Damascus and Aleppo in the presence of representatives of the European Commission Delegation in Damascus. Syria is the first non-EU country to be authorised to operate a sub-network of EICC relays. The MEDA funded Syrian European Business Centre (SEBC) is currently financing and hosting the EICC, which is part of a network of business support institutions in EU Member States and neighbouring countries. The five relays will be hosted by the Aleppo Chamber of Commerce, the Aleppo Chamber of Industry, the Damascus Chamber of Commerce, the Damascus Chamber of Industry, and the Homs

The European Commission has also financed a programme for regional networks between 1997 and 2002 by 3.5 million € with the aim to develop a Euro-Mediterranean networks of Chambers of Commerce and Industry, Unions of Crafts and SMEs Trade Promotion Organisations and Trade Fairs Associations.

- The Chambers were supported through the ArchiMedes programme managed by Eurochambres¹⁶;
- Trade promotion agencies were also supported to develop an Internet network, involving twelve (seven MED, five EU) TPOs, organised 38 trainings seminars and workshops to Med-TPOs personnel¹⁷;
- The crafts associations were helped to set up a project called MEDAPME¹⁸ to develop a Network of Craftsmen and SME Trade Organisations;
- The trade fairs were supported through a Network of Mediterranean Fairs¹⁹, which organised sector seminars during fairs in Europe.

Since trade promotion is linked to investments attraction, it is also important to mention that MED investment promotion agencies (IPAs) are supported by MEDA through a regional project called ANIMA²⁰. This is carried out by a Euro-Mediterranean consortium, which is made up of the French “Invest in France Agency”, the Italian ICE and the Moroccan Directorate for Investments. ANIMA’s primary goal is to reinforce the capabilities of the MEDA investment promotion agencies to increase foreign direct investment flows in the Mediterranean region.

Moreover, it is also important to point out EuroMed Market²¹ project, a programme for the promotion of the instruments and mechanisms of the Euro-Mediterranean market. This project is funded by the EU MEDA programme (9.1M €) and it is carried out by ECR (European Centre for the Regions), the EIPA Antenna in Barcelona. The programme has two phases: the first phase (June 2002-June 2003) and the second phase (October 2003-May 2005). The first one, was an “information” phase with conferences and workshops about the situation in the EU and in the Mediterranean Partners in a variety of fields. The second phase “training and networking” focuses in study visits, targeted technical assistance, tailor-made training activities, training of trainers and setting up networks.

Chamber of Commerce and Industry respectively. For further information e-mail to sebc@mail.sy , web site <http://www.sebcysria.org>

¹⁶ It provided opportunities for transfer of know-how and of best practices among Chambers of Commerce. It was aimed at strengthening the Chambers of Commerce and Industry in the Mediterranean partner Countries and at creating an operational network with their European counterparts. ArchiMedes has involved over 250 Chambers of Commerce through 89 visits exchanges, eight workshops of training of MED-CCI personnel, fifteen projects implemented in partnership between the Euro-MED Chambers and seven on site missions. <http://www.eurochambres.be/archimedes>

¹⁷ <http://www.obcebdbh.be/en/Services/gepci.html>

¹⁸ It carried out four seminars, it trained Mediterranean trade organisation’s executives and it created a Permanent Platform for Exchanges, MEDAPLATFORM, comprising of human resources, new information and communication technologies, in order to be the instrument of MEDAPME for assisting implementation of Euro-Mediterranean cooperation projects. <http://www.euromeda.com/>

¹⁹ <http://mtfa.org>

²⁰ <http://www.animaweb.org/>

²¹ For further information: www.euromedmarket.org

The Euromed Quality programme is a regional quality programme with a total budget of €7.2 million. Its objective is to raise awareness among business circles of the importance of quality control, including issues of standardisation, metrology, certification and accreditation.

Finally, e-commerce is supported through the EUMEDIS initiative approved in 1998 with 45 million € which aims at the emergence of the Euro-Mediterranean information society. The EUMED TEX-NET is a pilot project, funded by EUMEDIS, in the textile-clothing sector led by the Paris Chamber of Commerce and Industry, which involves seven MED Partners and two trade promotion organizations (CEPEX in Tunisia and CNTC in Algeria)²². All the services would be available on the Internet portal (<http://www.emedtex.net/>), which will be simultaneously a cluster for Pan Euro-Med partnership in the Textile-Clothing sector.

²² In the E-MED TEX-NET companies will have the possibilities through a single access point:

- to join a network of manufactures, distributors, service providers, technical associations in the textile-clothing sector;
- to upgrade their market knowledge: business intelligence (market information, legislation issues, innovative steps, majors trends in global sourcing and supply chain) and business contacts (labelled firms, marketing tools for offers and demands, standard forms, TC dictionary in five languages, etc...);
- to evaluate and benchmark their performances through technical diagnosis (product quality, production flexibility, process efficiency, workshop organisation) and through economical and financial diagnosis (clients policy, staff structure, exploitation costs, value creation, etc...);
- to train their team in the clothing production (fabrics quality management , design and study department, production management and Information-Technology applying to TC distribution chain, information management and e-commerce).

CHAPTER III: TRADE PROMOTION

This introduction serves the purpose to put trade and export promotion within the more general perspective of global economic trends. In the 1950 and 1960 most countries in the developing world (Latin America, East Asia, Mediterranean) followed import-substitution strategies and adopted protectionist measures by following the infant-industry arguments. There were great suspicions of foreign trade and imports. Several countries believed they could prosper without the rest of the world. Import substitution and high tariffs made production for the domestic market more productive than for export²³.

Nowadays the global economic system has acquired new features and is characterised by significant growth in global trade, emergence of trans-national companies, marketable increase in foreign investments and trade liberalisation. In general current trends dominating the global economy and creating new global economic reality can be classified as follows:

- shift from industrial to service and technology economy in developed countries;
- globalisation;
- economic liberalisation;
- increasing global competitiveness and regional integration.

Trade statistics show that although trade relationships in the Mediterranean appear to lack the vitality of the economies of Latin America and East Asia, Mediterranean countries have integrated well into the global economy. Their trade openness to the world rose from 36% in 1995 to 62% in 2003 as expressed in exports and imports of goods as a proportion of GDP. The rise in trade openness is a result of trade preferences granted by the EU, increased EU aggregate demand, and trade liberalization by MED countries. We can therefore say that growth in Mediterranean area is more significantly driven by external demand, and exports of goods and services.

Trade promotion did not develop until there was a shift in paradigm from an inward-looking economies to outward-looking economies. In most countries, the disillusion of self-sufficiency followed and when they got out of that phase in the 1970s most economies started export-led strategies by supporting their business only if they were exporting their products. Some economic authors indicate that an import substitution ideology is however still present in Mediterranean countries²⁴. Still, the main conclusion, which can be drawn from the review of regional economies such as the Mediterranean area, is that export orientation is the way to sustainable economic development. Success of the export orienting policy can be explained from the economic theory perspective – having exhausted absorption capacity of the internal market, countries had to expand externally not to stagnate their economic development. Economic theories support the point of view that trade promotion and export led strategies opens the possibility of a “vent for surplus”. It also allows economies to benefit not only from static gains but also from dynamic ones through greater division of labour, raised productivity and growth of specialised skills.

Inevitably trade promotion has developed further alongside the main global economic trends. Trade Promotion Organisation focused in a first stage on traditional trade promotion

²³ Import substitution was however a failure for different reasons among other the lack of quality, the lack of economies of scale to compete in export markets, etc.

²⁴ FEMISE, the euro Mediterranean partnership, February 2005, Page 59

instruments of export promotion and export trade fairs under extreme slogans of 'Export or Perish' while in the 1980 and 1990 there was some diversification also towards import promotion, assistance for overseas investments, etc. Liberalization and globalisation have indeed changed the framework of trade promotion. We are today in an environment where TPO focuses also on developing economic law departments for the protection of intellectual property rights, the support for globalisation of regional economies, the set-up of Special economic zones, etc

The main organisations providing trade promotion services are state and public bodies such as Ministries of Foreign Trade or Trade Promotion Organisations. Among the clear public tasks is the increased use of bilateral and multilateral negotiations (EU, OECD, WTO) to work towards a framework through which competition and trade can develop as freely as possible²⁵. The WTO prohibit for instance export subsidies and has activated a Dispute Settlement Body. The reduction of export subsidies is one of the main topics of the current Doha Round of trade talks launched since 2001²⁶. Next to trade promotion, the public sector is also in charge of essential measures of trade facilitation such as in the field of customs for instance. There is further research needed into analysing well the public support for trade promotion even in the most liberal states, and even those part of the Anglo-Saxon model of capitalism²⁷. Next to the public sector, the private sector is also playing an increasingly important role of direct support to companies by enhancing basic conditions for companies, in particular SMEs, because their personnel and financial resources are limited. The main organisations which have developed trade promotion services are the Chambers of Commerce, business associations, and bilateral Chambers of Commerce.

III.1 Traditional Instruments

Among the main traditional instruments of trade promotion are the promotional services, information, and training. Here follows a more detailed list of services within each category.

Promotional Services:

- Participation in international and regional trade fairs²⁸ and exhibitions²⁹
- Trade missions³⁰

²⁵ Public trade promotion strategy concentrates on the delivery of those public sector services that address "persistent market failings", i.e. the reluctance of prospective exporters to purchase information, to cover initial market contact and exploration costs, and to invest in technological innovation. Daniele, Giovanucci, "National Trade Promotion Organisations: their role and functions" in *A Guide to Developing Agricultural Markets and Agro-enterprises and consultant to Markets and Agribusiness Thematic Team (MATT)*, the World Bank.

²⁶ In 2004, the WTO declared the phasing out of 2.8 billion euro of export support the EU is giving annually in particular through its Common Agriculture Policy

²⁷ States which have supported the free trade regime in the last few decades are expected to follow a relatively 'hands off' approach to export promotion.

²⁸ Fairs constitute the easiest and direct way to reach consumers of new markets, to promote products abroad and to provide a face-to-face approach.

²⁹ In Italy, the law *art. 1 D.L. n. 269/2003* called "*Tecno-Tremonti*" supports help for investments in R&D, export, etc. According to this law, it is possible to untax the direct expenses supported in product exhibition participation in foreign fairs.

³⁰ Trade missions allow sellers and prospective buyers to meet one each other. They have proved to be beneficial and informative and to be useful to the exchange of information, to the discussion of cooperation's news and to the different ways of eliminating trade barriers. They are helpful in exploring the riche environment of trade fairs.

- Inverse fairs
- Business meetings
- Advertising/information campaigns³¹ (publication of promotional materials, such as trade magazines, newsletters, catalogues)

Information Services:

- Information services with market research studies and analysis as well as the availability of accurate up-to-date information on markets³²
- Laws and proceedings abroad
- Trade statistics
- Market research: country, markets and product report
- Search of information
- Information about business opportunities
- Help Guide to exports.

Training Services:

- Training services to prepare export managers on internationalisation, business games, etc.
- Short and long training programmes
- Languages courses.

III.2 Innovative Instruments

The traditional trade promotion services of fairs and missions have served companies very well up until now. However, businesses seek innovative growth paths, now more than ever: technological growth, expansion into new markets, company growth, mergers and acquisitions. Not all companies, in particular SMEs have the means to achieve this. This brings SMEs to look for innovative trade promotion services. Among the new techniques of trade promotion, the use of e-commerce can boost trade relations. Websites and portals are being developed to promote and to advertise trade fairs and exhibitions³³.

Targeted information:

- Services oriented towards export companies: public programmes, businesses and contracts, documentation, advice on branding, patents and intellectual property; how to adapt the product, package and transport, costs and export prices, export financing, and how to find agents and distributors abroad³⁴;

³¹ Information campaigns serve the purpose of spreading the awareness of trade opportunities, the prevailing laws, rules and addresses.

³² Information services are crucial to successfully penetrate trade markets.

³³ The e-Europe+ Progress Report 2003 shows a close correlation between the number of enterprises having websites and those actually receiving orders online. But it appears that, although many users access the Internet to search for goods and services, only a fifth of these actually proceed with an "online purchase". In general, it would seem that only one in four companies with a website actually makes online sales. In the business-to-consumer sector most Countries are displaying signs of strong consumer interest in using the Internet to find goods and services.

³⁴ In Italy an agreement was signed between ICE and "Ordini dei Commercialisti" to improve the knowledge of fiscal and legal frameworks in foreign Countries.

- Assistance through overseas trade representations/joint desks³⁵
- Provision of export and investment guarantees³⁶
- Strategic advice services to export: analysis of competitive positions, analysis on export strategy.

Internet Services to export:

- Internet services to export
- Foreign trade website
- Virtual fairs and catalogues
- E-commerce services for business opportunities
- Website develop services
- Distance training.

Support Programmes for foreign trade:

- Cooperation forum for new export programmes
- Sectoral export association
- Multisectoral association
- Creation of export areas shared among different enterprises
- Programmes for special sectors
- Development cooperation programmes
- International institutional cooperation programmes
- Export clubs and consortia
- Evaluation programmes to be ready to export.

The Trade point Programme of UNCTAD is the first example of innovative trade services (see the following box).

³⁵ Also in coordination with diplomatic services it helps create permanent information channels to export markets and to stimulate demand for export.

³⁶ Export guarantees secure the risk of export business related to the foreign Country (buyers risk and political risks in the Country) while investment guarantees secures investments in developing Countries against political risks. In Italy, the foreign trade insurance company SACE changed from public entity to private stock market company, to become a global player and to provide services to SMEs. Similarly in Belgium, AWEX (Foreign Trade Wallonie) is working with the rating agency DUCROIRE.

THE TRADE POINT PROGRAMME OF UNCTAD

The United Nations Conference on Trade and Development (UNCTAD) launched its Trade Point Programme in 1992 as part of a larger initiative to improve trade efficiency around the world including the Mediterranean area as well. Its main objective was to open international trade to new participants, especially small and medium-sized enterprises (SMEs), by simplifying and harmonizing trade procedures worldwide, by disseminating knowledge about best practices in this regard and by giving traders access to advanced technologies and information networks. The Trade Point Programme was designed to establish, operate and interconnect Trade Points in all regions of the world.

These Trade Points comprise three key elements:

1. They are trade facilitation centres, where participants in foreign trade transactions are grouped together under a single physical or virtual roof to provide all the necessary services for trade transactions. These participants include Chambers of Commerce, customs, foreign trade institutions, banks, freight forwarders, transport agencies and insurance companies.
2. They serve as a source of trade-related information, which provides actual and potential traders with data about business and market opportunities, potential clients and suppliers, trade regulations and requirements, etc.
3. They act as a gateway to global information networking. It was decided that all Trade Points would be interconnected through a worldwide network and equipped with efficient telecommunication tools to link up with other global networks.

In all local offices of operational Trade Points, the following standard set of services is offered:

- Country trade-related information, including statistics and trade-related regulations.
- Information about providers of trade support services, including banks, insurance companies, freight forwarders, trade promotion organisations, and Chambers of Commerce.
- Information about potential partners in the Country.
- Information about business opportunities.
- Consultancy services for international trade transactions.
- Individual Trade Points also provide additional services according to the needs of their clients.

The World Trade Point Federation (WTPF), set up in 2002 as an international non-governmental organisation, assists SMEs in over 90 Countries worldwide through more than 120 Trade Points to trade internationally through the use of electronic commerce technologies.

III.3 European Best Practices

In this Chapter we have selected several best practices from Member states of the EU in the field of trade promotion. Before entering into the analysis of trade promotion services in the Mediterranean countries it is indeed important to have a general overview of services available in Europe. The information was collected either by desk research through Web and Internet as well as by direct interviews with the responsible persons in the trade promotion organisations. The best practices have been put into the following categories: innovative instruments, trade training, national/regional/local synergies, and economic diplomacy. A specific attention is then given also to the new Members states from central and eastern Europe as well as to EC initiatives.

III.3.1 Innovative Instruments

The use of the Internet as an innovative trade promotion instrument is spreading among European TPOs for delivering better services to export companies.

In Germany, the Government launched a foreign trade campaign to improve the chances of German industry and they make extensive use of Internet through an Internet portal “*Ixpos*”³⁷, which includes an e-trade centre operated by 76 Chambers abroad linked to the 81 German Chambers of Commerce.

Other best practices have been developed in the Netherlands, in Spain and in Sweden (see the following boxes).

INTERNATIONAL TRADE PROMOTION UTRECHT

With regard to the Internet, the Chambers of Commerce in the Netherlands have a common website with a common international trade section. The website www.hollandtradenet.nl is used for trade enquiries received by foreign enterprises. In 2003, the Utrecht Chamber of Commerce delivered 12.373 certificates of origin and 349 carnets ATA. Altogether, the Dutch Chambers deliver 500.000 certificates of origins annually and 20.000 carnets ATA. These are delivered electronically.

The Utrecht Chamber of Commerce³⁸ offers international trade consultancy, where all aspects of importing and exporting a product or service are dealt with. The Chamber, as the main contracting party (85%) for the Dutch Ministry of Economic Affairs, has started an Export Grant Programme to stimulate SMEs to start exporting. The Chamber handles the application for the grant, including writing an export plan with the entrepreneur and handles the necessary administration. The consultants assist the entrepreneur in entering a chosen foreign market with advice and information. It has recently started a regional import-export club, which now has already thirty member companies. The goal of this club is to share knowledge among each other about import and export. The EVD (Netherlands Foreign Trade Agency), an agency of the Ministry of Economic Affairs, is the main partner in international cooperation.

³⁷ <http://www.ixpos.de/>

³⁸ www.utrecht.kvk.nl



SPANISH SPECIAL EXPORT SUPPORT PROGRAMME

The “Plan de Iniciación a la Promoción Exterior” (PIPE) is the result of an agreement between ICEX and the Chambers of Commerce with the partnership of the Regions. It makes extensive use of the Internet³⁹ with several online services, such as [c@bi](#) and [c@cex](#).

The PIPE programme is divided in three steps:

1. Competitive position analysis and international potential.
2. Internationalisation process design and market research.
3. Starting internationalisation process

The total participants in PIPE have been: more than 3.500 enterprises, more than 400 leaders, more than 230 promoters and more than 2.400 contributors⁴⁰.

SWEDISH eMARKET SERVICES

The Swedish Trade Council started eMarket Services⁴¹ in 1999 to understand and to monitor the importance of electronic markets for international business. With the purpose to exchange knowledge and to jointly create a proper directory of eMarkets, the trade councils of Norway, Denmark, Iceland and Australia joined the international project eMarket Services in 2000. The co-operation has since been extended to include the trade councils of Italy, New Zealand and Holland in 2001 and Portugal and Spain in 2002. The mission of eMarket Services is to make it easier for companies, particularly for SMEs, to use electronic marketplaces for their international business. eMarket Services is not an electronic marketplace. It is not possible to sell or to buy products on this website. Instead eMarket Services provides knowledge and information about eMarkets in different industries all over the world.

It offers the following services:

- A directory of eMarkets around the world.
- Articles and reports on eMarkets with facts on the subject.
- Free newsletter
- Seminars and training programmes arranged by the partner trade councils.

³⁹ <http://www.plancameral.org/>

⁴⁰ ICEX has evaluated the PIPE programme. 2000 enterprises were interviewed for this evaluation, and 700 enterprises have answered questions about the different steps of the programme, the agents and about the results they have obtained. In general, the evaluation has been very positive. The value has been very high: the enterprises have valued their relationships with the Chambers of Commerce in a very positive way. Regarding the results, the average turnover of the interviewed enterprises has increased in 24,8% in two years. The increased in employees in PIPE enterprises has been 13,7%. The 51% of enterprises that have not had an export department created it thanks to the PIPE programme. More than 54% of contributors contracted for the programme stayed in the enterprise. Almost the 60% of enterprises can continue with exports without more incentives.

⁴¹ <http://www.emarketservices.com>

III.3.2 Trade Training

TPOs are developing innovative training services for trade.

UK – PASSPORT TO EXPORT SUCCESS

In the UK, where the UK Trade & Investment “*Passport to Export Success*” operates, the British Chambers’ assessment and skills-based programme provides new and inexperienced exporters with the training, planning and ongoing support they need to succeed overseas. Chambers⁴² have put together in one simple process all the tools exporters need to grow their business:

- Free export mentoring. The help of locally based experts in international trade, who mentor businesspeople and help them with the development of their export plan on a one-to-one basis.
- Free export health check. An objective assessment of a company's capability for export.
- Subsidised training. Flexible training on specific skills needed to win and to deliver export business.
- UK Trade & Investment export services.
- Market research, export sales leads, foreign language trade literature, all provided at subsidised costs. UK Trade & Investment can also provide certain matched subsidies to assist each business in achieving its international objectives.
- Market visit. A subsidised visit to an overseas market identified in exporters’ export plan.
- Customer service. Aftercare services to help businessmen to continue their successful development in international trade.

The scheme is recent, but already there are 2,500 companies progressing through the programme, targeting a total of 89 different overseas markets, with the top ten targeted by “Passport” customers including the US, Germany, France, China, Australia, Norway and Spain⁴³.

III.3.3 Developing Synergies

We are witnessing increasing synergies between TPOs and other organisations such as investment promotion agencies and private sector.

In Italy, ICE (Italian Institute for External Commerce) has adopted trade promotion programmes in order to improve synergies with local and regional actors and to make Italian export more selective, able to develop special projects by concentrating and maximising its impact on selected area (Russia, China, Brazil, Turkey, Balkans, North Africa). Its annual budget of 110 million € is partly co-financed by private actors (27,5) and by the Italian Government (82,0). Annual initiatives have been cut by 30% to reorganise projects towards

⁴² <http://www.chamberonline.co.uk/exportzone/emrs/eligible>

⁴³ Initial work carried out by IBP Strategy & Research suggests that each firm has benefited from an average increase in export sales of £ 55,000 and has created extra jobs. It is also proving to be very popular with customers, with an approval rating of some 89%. (see: Harrison John, BCC, Helping Companies Internationalisation).

more integrated ones under the "Made in Italy" initiative. A strong synergy is developed with the Chamber system through a cooperation agreement. The amount of projects financed increased from 7 to 16 in the Mediterranean area; financially, project value has increased from 1 to 3 million €, 50% of which is financed by the Chambers of Commerce and 50% by ICE.

Furthermore, the Italian Ministry of Industry⁴⁴ has signed several Agreements of Partnership with Regions⁴⁵ ("Accordi di Programma"), with domestic associations ("Accordi di Settore") and with the local Chambers of Commerce ("Accordi Unioncamere-Assocamerestero"). Unioncamere is an important actor in charge of delivering carnets ATA and TIR as well as of delivering electronic documents for foreign trade⁴⁶. There are 180.000 Italian companies doing foreign trade and 25% of them are receiving services of the Chambers of Commerce. Most of the services are participating to trade fairs (26%), trade missions (17%) and receiving foreign delegations (57%).

ITALIAN EXPORT CONSORTIA LAW

In Italy, export consortia are important due to the large number of SME. There are 300 consortia in Italy representing 9% of export and connecting 7000 SMEs. Export consortia allow increasing export between 2% and 12% compared to companies who are not members. Around 53% of SME members have been 10-50 employees. A survey in Italy (Unioncamere, Assocamerestero 2002) of 3000 manufacturing SMEs shows that only those that are potentially export oriented are focusing more on the means of developing connections, such as consortia.

Among the laws supporting Italian exports, this Ministry of Industry manages the Export Consortia law n°83/89. The law supports consortia that are composed of SMEs, have a multiregional basis, are registered at the local Chamber of Commerce, Craft and Industry, are promoting the export of its members' products, and are not in a profit-making organisation. Whenever all these requirements are satisfied, the Ministry covers 50% of the export promotion activities costs.

In Belgium, the integration between trade promotion actors is particularly evident at local levels where resources are limited. It is the case of the Brussels Export, which is a joint initiative of the Foreign Trade Directorate of the Brussels Capital Region, the Union of Brussels Enterprises and the Brussels Chamber of Commerce and Industry. Brussels Export represents 3000 companies and is promoting links with foreign markets through a network of economic and commercial attachés⁴⁷.

In the UK, different departments have been integrated and now a single one exists under the umbrella of Department of Enterprise, Trade and Investment⁴⁸.

⁴⁴ The Ministry of Foreign Trade was abolished in 2001 and its competencies were transferred to the new Ministry of Industry ("Ministero delle Attività Produttive" <http://www.mincomes.it/>).

⁴⁵ According to a study done by *Fondazione Nord-Est* in April 2003 (*Sole 24 Ore* 15/10/2003), 44% companies believe that the Regional Authority should coordinate all trade promotion actions and 60% that export consortia is the way ahead to keep competitive.

⁴⁶ <http://www.unioncamere.it>

⁴⁷ <http://www.brusselstrade.be>

⁴⁸ <http://www.detini.gov.uk>

III.3.4 Economic Diplomacy

In Austria, there is a strong link between trade promotion and economic diplomacy through the Chamber system. The Austrian Federal Economic Chamber (WKÖ-Wirtschaftskammer Österreich) coordinates and represents the interests of the Austrian business community on the national and international level. The Austrian Federal Economic chamber is financially self-sufficient with around 85% of expenditure covered by member contributions and a further 15% by revenues from marketable sales. WKÖ functions as the national umbrella organization for 9 regional chambers and 110 trade associations for different industries. The tasks of WKÖ include: representation of membership interests, information and advisory service to members, collective bargaining with unions, economic promotion and foreign trade promotion. The promotion of foreign trade is carried out by a specialised Austrian Trade department (Aussenwirtschaft Österreich-AWO)⁴⁹.

The new program of AWO divides its services into five categories: market entry, market development, investment advice, sourcing and encashment. AWO offers export support by means of: information about export-markets and creation of market overviews, export-advice and market analysis, observation of changing economic conditions and trade policies, identification of opportunities and potential difficulties, provision of practical marketing assistance, organisation of foreign and domestic events, publications, etc. Whereas the services of Austrian Trade used to be free of charge to the Austrian business community, the organization is now in the process of introducing a system whereby basic services will remain free of charge, however more substantial and detailed work will become subject to fees.

III.3.5 New EU Members States from Central and Eastern Europe

In **Estonia** the main organization responsible for trade promotion is Enterprise Estonia⁵⁰. Enterprise Estonia actively operates in the following areas: the enhancement of the competitiveness of Estonian enterprises in foreign markets, the inclusion of foreign direct investments, the development of tourism exports and indigenous tourism, the elaboration of technological and innovative products and services, the development of Estonian enterprises and the entrepreneurial environment and the enhancement of general entrepreneurial awareness. It also offers the Estonian exporter database, where it is possible to search an Estonian company by name, by product by activity or by turnover.

Another important organization is Estonian Trade Council (ETC), a non-governmental and non-profit organization on export promotion. The mission of ETC is to help develop international activities of Estonian companies and support foreign companies in finding right export and import partners as well as starting their business in Estonia.

⁴⁹ AWO has a network of 70 foreign trade offices around the world and employs some 688 persons worldwide. Its annual budget is about 18.9 million € for services in Austria and 53.8 million € for services abroad.

⁵⁰ The Ministry of Economic Affairs with the aim of promoting the competitiveness of the Estonian entrepreneurial environment and Estonian businesses, thereby increasing prosperity, founded Enterprise Estonia in 2000. Enterprise Estonia is one of the largest institutions within the national support system for entrepreneurship in the Country, providing financing products, advice, partnership opportunities and training for entrepreneurs, research and development institutions and the public and third sectors (<http://www.eas.ee>).

Alongside Enterprise Estonia, the Estonian Chamber of Commerce and Industry⁵¹ is the only Chamber of Commerce in Estonia. It is a non-governmental and non-profit organization. The Chamber organizes outgoing trade missions; hosts' incoming trade missions, trade-fairs visits and common stands on the exhibitions, and organizes seminars, round tables. It also keeps a database of co-operation offers of Estonian companies; it publishes.

In **Latvia**, the Latvian Investment and Development Agency (LIDA)⁵² is the principal organization for trade promotion. It is a state institution reporting to the Ministry of Economy that promotes business development by the attraction of foreign direct investment to Latvia and by promotion of foreign trade. By "One-Stop-Shop" this Agency assistances Latvian companies to international exhibition and trade missions, to export promotion campaigns and business matchmaking.

The Latvian Chamber of Commerce and Industry (LCCI)⁵³ is a non-governmental, politically neutral organization. It organizes trade mission and Latvian participation at business promotion events and business forum (Europartenariat, Interprise, etc.).

In **Lithuania**, the Association of Lithuanian Chambers of Commerce, Industry and Craft (ALCCIC)⁵⁴ is a voluntary union of Chambers of Commerce, Industry and Craft. Ones of the most important functions of ALCCIC administrations are: coordinate issue of the Export and Business Directory in co-operation with local Chambers, promote foreign trade, give information about trade – fairs, exhibitions and conferences in Lithuania and abroad.

The Lithuanian Development Agency (LDA)⁵⁵, Export Department promote Lithuanian made products and services trade abroad, by creating in Lithuania the export orientated legal, economic and informational environment. Activity of the LDA Export Department is carried out in the following directions: research and development of export potential of Lithuanian industries and enterprises, foreign market research, analysis of Lithuania trade conditions.

In **Poland**, one of the most important organization responsible for trade promotion is the PAED, the Polish Agency for Enterprise Development⁵⁶. It is a governmental agency subordinate to the Minister of the Economy and Labour. The objective of the Agency is the implementation of economic development programs, in particular with respect to the support of SME development, Export development ad Regional development.

Another organization is The Polish Chamber of Commerce⁵⁷. The PCC has prioritized international cooperation, export support, promotion of businesses and integration of Poland's economy with the European Union's single market. The Polish Chamber of Commerce also facilitates corporate participations in trade affairs and exhibitions and organizes regular trade fairs to help businesses work closer together.

⁵¹ <http://www.koda.ee>

⁵² <http://www.liaa.gov.lv/eng/>

⁵³ <http://www.latvijas-talrunis.lv/lcci-new/lcci.htm>

⁵⁴ www.chambers.lt

⁵⁵ www.lda.lt

⁵⁶ www.parp.gov.pl/en

⁵⁷ www.kig.pl

Alongside the Polish Chamber of Commerce, the PTFC, the Polish Trade Fair Corporation⁵⁸, is a voluntary, self-governing organization. Its main objective is to promote the Polish economy and its foreign trade business relations by developing Polish exhibitions enterprise, improving trade fairs organization and services rendered to trade fairs participants and promoting Polish trade fairs and exhibitions at home and abroad.

In **Czech Republic**, the main organization on trade promotion is CzechTrade⁵⁹, the National Trade Promotion Agency of the Ministry of Industry and Trade. Its main objective is to promote international trade and cooperation between Czech and foreign companies.

In **Slovak Republic**, SARIO, the Slovak Investment and Trade Development Agency⁶⁰, is the most important organization on trade promotion. The aims of Sario include support of the export activities of the Slovak companies.

The Slovak Chamber of Commerce and Industry (SCII), is a public legal institution and one of its important activities is consultancy and advisory when searching foreign business partners. It organizes business missions of Slovak companies abroad and company presentations.

In **Slovenia**, the Chamber of Commerce and Industry⁶¹ is an independent, non-profit organization. One of the principal fields of business activity is trade and investment promotion. It works through trade fair participation, organization of trade missions and business contacts and promotion of foreign direct investment.

Another important organization is the Slovenian Trade and Investment Promotion Agency (TIPO)⁶², a national institution that promotes foreign direct investment and the internationalization of domestic companies. The Agency offers free information and advice and free services to help foreign companies teach an optimal decision, smooth project implementation and growth of their business in Slovenia and the region.

In **Hungary**, the main organization responsible for trade promotion is the Hungarian Investment and Trade Development Agency (ITDH)⁶³, a support institution of the Ministry of the Economy and Transport. One of the main activities on trade development are: identifying export opportunities for Hungarian companies; providing information and consulting on foreign trade procedures, legal and taxation issues as well as on state subsidy programs; promotion materials and communication projects for export.

⁵⁸ www.polfair.com.pl

⁵⁹ www.czechtradeoffices.com

⁶⁰ www.sario.sk

⁶¹ www.gzs.si

⁶² www.gov.si/tipo

⁶³ www.itd.hu

III.3.6 EC trade promotion projects

While trade promotion has been traditionally carried out at national level by the Members states, there are experiments and pilot projects at European level. One successful case study has been the “EU Gateway to Japan” programme financed by the EC since 10 years and implemented by Eurochambres. The programme ending in 2006, has so far helped European SME to enter Japanese markets by trade fairs and trade missions.

In its trade promotion action lines, the EC has also supported more targeted sectors such as food and agriculture industry since 1999 in the framework of the EU Agriculture Policy and in particular in the framework of the Community system of protected designations of origins. In this field, the EC has approved since 2001, several programmes to support food export promotion in third countries with a total budget of 61 millions Euro by financing information and promotion of agricultural products (wines, fruits, vegetables, meat) in third countries in particular in Japan, North America, Russia, China and India. In 2005, the EC approved 10 new programmes for food export promotion outside the EU.

Finally the EC is playing an important role in ensuring that third country markets are open to EU exporters. The EC has developed a tool under the trade barriers regulation which allow companies to lodge complaints to EC and allows the EC to investigate and determine whether there is evidence of a violation of the international trade rules⁶⁴.

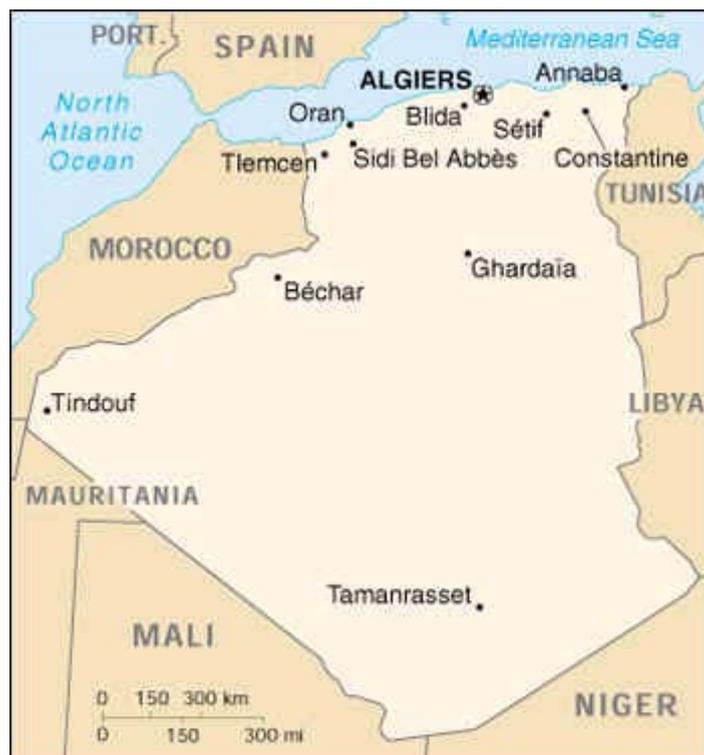
III.4 Mediterranean Partners' Profiles

After having considered the main best practices in trade promotion in the European countries, this chapter describes the trade promotion services in the MED Partners⁶⁵.

III.4.1 Algeria

⁶⁴ <http://europa.eu.int/comm/trade/issues/respectrules/tbr>

⁶⁵ Geographical maps of MED Partners are taken from www.intracen.org



Trade promotion services in Algeria are provided by the following organisations:

- The Algerian External Trade Promotion Office (PROMEX);
- The Algerian Society of Fairs and Exports (SAFEX);
- The Chambers of Commerce and Industry;
- The Bilateral Chambers of Commerce.

The Algerian External Trade Promotion Office (PROMEX): trade promotion services

PROMEX⁶⁶ is a public body related to the Algerian Ministry of Trade, created in 1996 to support Algerian exports.

It is in charge of:

- Living up programmes for the valorisation and the promotion of commercial exchanges mainly oriented towards the development of exports hydrocarbons exclusive;
- Observing and analysing world markets to facilitate and increase foreign outlets for Algerian products;
- Providing information notably susceptible to help economic operators with import operations;
- Conceiving and distributing publications and dossiers concerning international trade for enterprises and public administrations.

The Algerian Society Fairs and Exports (SAFEX): certification of origin and internationalisation services

⁶⁶ <http://www.promex.dz>

The SAFEX⁶⁷ objective is to contribute to the development and the promotion of Algerian commercial activities. It organises fairs (as for example The Algerian International Fair) and lounges in Algeria and abroad and promotes commercial exchanges by supporting Algerian SMEs. Its main services are:

- Studies and commercial prospecting
- Setting in business relationship
- Export procedures
- Import/export and trading
- Renting of advertising spaces
- Organisation of seminars, conferences, conventions.

Algerian Chamber of trade and industry (CACI): certification of origin and internationalisation services

There are twenty local CCI⁶⁸ in Algeria gathered at national level by the Algerian federation. As public law bodies that have compulsory membership⁶⁹, they are overseen by the Ministry of Commerce.

Among their services, they provide:

- Information such as: directory of the exporters, database with more than 18000 Algerian enterprises;
- Administrative: certification of commercial documents (invoices, attestation) certificates of origin, delivery of the ATA carnets;
- Training;
- Exports promotion;
- Organisation of meetings between Algerian and foreign businessmen;
- Organisation commercial missions abroad ;
- Research of foreign partners through the Bureau de Rapprochement des Entreprises (B.R.E).

The Bilateral Chambers: assistance services

The French Chamber⁷⁰, created in 1975, is the main bilateral Chamber of Commerce assisting the French and Algerian enterprises in their professional exchanges.

III.4.2 Cyprus

⁶⁷ <http://www.safex.com.dz>

⁶⁸ <http://www.caci.com.dz>

⁶⁹ Last law on Chamber dated on 1996.

⁷⁰ <http://www.cfcia.org/>



Trade promotion services in Cyprus are provided by:

- The Ministry of Commerce, Industry and Tourism;
- The Cyprus Chamber of Commerce and Industry (CCCI);
- Bilateral Associations.

The Ministry of Commerce, Industry and Tourism–Trade Department: trade promotion services

The objective of the Trade Department⁷¹ is the maximisation of Cyprus exports of goods and services and the further increase of the valuable foreign exchange inflow⁷².

The Trade Department offers the following services:

Export Credit Insurance Service (E.C.I.S) was established in 1974. The scheme is intended to provide insurance to cover Cypriot exporters of certain manufactured goods against losses outside their own control.

Export Promotion

- Participation with a national pavilion in International Trade Fairs & Exhibitions abroad.
- Organisation of Business Missions and seminars abroad.
- Organisation of visits to Cyprus of prominent foreign importers interested in Cyprus manufactured products.
- Generic advertising campaigns abroad.
- Dealing with trade inquiries from foreign buyers.

⁷¹ <http://www.mcit.gov.cy/ts>

⁷² The Ministry of Commerce, Industry and Tourism has 12 Trade Centres abroad in the following Countries: Austria, Czech Republic, Egypt, France, Germany, Greece, Israel, Russian Federation, Sweden, the United Arab Emirates, United Kingdom and the United States.

- Export award committee.

Promotion of Exports of Agricultural Products: this section deals with exports of fresh and processed agricultural products and their promotion, in co-operation with the Ministry of Agriculture, Natural Resources and Environment, the Produce Inspection Service of the Ministry, Marketing Boards and other parties.

Exports of fresh produce are mainly promoted through CYPRIA, the Cyprus common national brand name and logo, which is the main tool used in the promotion of Cyprus fresh produce exports, together with other, such as: market research and dissemination of useful information to interested parties, processing of trade inquiries and in-depth study of the foreign markets. This section also deals with the exports of the famous national and traditional cheese of Cyprus Halloumi and other cheese and the also renowned Cyprus wines.

The Ministry provides the Cyprus enterprises/manufacturers and/or exporters several incentives in the form of Schemes and Programmes, which are geared towards the expansion and diversification of exports of manufactured products.

These schemes are:

- Financial assistance to Cyprus enterprises/manufacturers that participate in National Pavilion in overseas trade fairs and exhibitions organised by the Ministry of Commerce, Industry & Tourism.
- Financial assistance to Cyprus enterprises/manufacturers that participate in overseas trade fairs and exhibition at their own expenses.
- Financial assistance to Cyprus enterprises/manufacturers that participate in trade missions abroad organised by the Ministry of Commerce, Industry and Tourism.
- Financial assistance to Cyprus enterprises/manufacturers that participate in a Cyprus Week abroad organised by the Ministry of Commerce, Industry and Tourism.
- Financial assistance “de minimis” to Cyprus enterprises/manufacturers that participate in National Pavilion in overseas trade fairs and exhibitions organised by the Ministry of Commerce, Industry and Tourism.
- Financial assistance “de minimis” to Cyprus enterprises/manufacturers that participate in trade missions abroad organised by the Ministry of Commerce, Industry and Tourism.
- Financial assistance “de minimis” to Cyprus enterprises/manufacturers that participate in overseas trade fairs and exhibitions on their own expenses.
- Scheme of financial assistance “de minimis” to Cyprus enterprises/manufacturers that participate in a Cyprus Week abroad organised by the Ministry of Commerce, Industry and Tourism.

The Ministry works in close cooperation with its Trade Centres abroad, the Cyprus Chamber of Commerce and Industry, the Employers & Industrialists Federation, the professional Associations of manufacturers and exporters and also the manufacturers and exporters themselves.

Promotion of Exports of Manufactured Products

This section deals with exports and promotion of Cyprus manufactured products with the exception of dairy products and alcoholic beverages⁷³.

⁷³ Exports of manufactured products constitute the bulk of Cyprus domestic exports and in 2001 represented 64,3% of total exports.

Promotion of Exports of Services

The main activities undertaken by the Ministry of Commerce Industry and Tourism for the promotion of the export of services are information and advertisements.

Cyprus Chamber of Commerce and Industry (CCCI): trade information services

There are five Chamber of Commerce and Industry⁷⁴ in Cyprus, private law (1968) and voluntary based (about 8000 companies).

The Chamber of Commerce provides confidential international business reports: this service is provided in cooperation with Dun and Bradstreet. Interested parties may obtain through the Chamber, Confidential Business Reports about Cypriot and foreign enterprises⁷⁵ and training services on trade and on the EU.

The intense training activity of the Cyprus Chamber of Commerce and Industry covers a wide spectrum of business-related issues every year, especially about European Union issues and International Commercial Terms.

The Chamber offers the following information services on the internet:

- Members directory: the on-line business directory of the Cyprus Chamber of Commerce and Industry (which is freely accessible) contains valuable information on the CCCI member-enterprises such as names, addresses, contact details, business activities, if they are importers and/or exporters, etc. With this directory it is also possible to get lists of importers and exporters from Cyprus.
- CCCI data bank: the Chamber's database contains information on Cypriot enterprises, such as names, addresses, sectors of activity, as well as information on government departments, semi-government organisations, foreign Chambers and generally private and public sector organisations both in Cyprus and abroad. This database undoubtedly constitutes the most complete source of information of its kind in the country, with more than 8,000 entries.
- The database is widely used to serve both the members of the CCCI but also other interested Cypriot parties and foreign businesspeople who are interested in co-operating with Cypriot enterprises. For this reason, the Chamber has made its database available to the Trade Centres of Cyprus abroad.
- World Chamber Network: the CCCI is a member of the World (Electronic) Chambers Network (WCN), whose purpose is the promotion of the development of e-commerce and the cooperation of enterprises at international level, through the use of the possibilities offered by the Internet for the gradual replacement of the traditional ways of conducting commerce and the promotion of business cooperation⁷⁶.

⁷⁴ <http://www.ccci.org.cy/>

⁷⁵ More specifically, the service concerns the provision of confidential business reports on Cypriot and foreign enterprises that help the entrepreneur to assess the risks that may possibly come about from cooperation with potential and existing trading partners in Cyprus and abroad. Designed to respond directly to the needs of the modern entrepreneur, the Report gives a full picture of the enterprise, while through the use of the unique D&B Rating system, an assessment is made of its financial situation and trustworthiness.

⁷⁶ With more than 10,000 member, the website offers one of the most commercially profitable services on the Internet. Through WCN, the CCCI can post the cooperation interest of any Cypriot businessperson in the sectors of trade, industry and services, while at the same time, the businesspeople can be informed on the cooperation

- WTC Network: the Chamber is the World Trade Centre for Cyprus and is a member of the World Trade Centres Association based in New York. Under this capacity, it is connected with the electronic database WTCA ON-LINE that is a unique source of business information internationally. The information includes interests for the purchase and sale of products, provision of services, commercial cooperation and more.

Bilateral Associations: trade promotion

There is a Cyprus-French Business Association⁷⁷ under the auspices of the Cyprus Chamber of Commerce and Industry.

The aims of the Association are:

- To promote, expand and encourage economic and trade relations between Cyprus and France.
- To propose to the governments of the two countries, ways and means through which trade and economic relations can be further improved.
- To organise meetings with officials of the two countries with a view to safeguarding the smooth operation and flow of trade between the two countries.
- To investigate and present to the French market the dynamic aspects of the Cyprus economy, with emphasis on the opportunities for International and French companies to trade not only with Cyprus but also via Cyprus to the Middle East, North Africa, Eastern Europe and the European Union countries.

III.4.3 Egypt

interests of other enterprises, as well as obtain a range of other useful business information including the addresses of Chambers of Commerce and Industry all over the world.

⁷⁷ <http://www.cyfba.com/>



Major reforms took place in the custom area. In March 2004, the Ministry of Finance adopted a plan to render the Customs Authority and procedures more efficient. Furthermore, Presidential Decree No. 300/2004 issued in September 2004 brought about fundamental changes in the custom tariffs structure.

Trade promotion services in Egypt are provided by:

- The Egyptian Commercial Service (ECS);
- The General Organisation for Export and Import Control (GOEIC);
- The Foreign Trade Sector;
- The General Organisation for International Exhibitions and Fairs (GOIEF);
- The Egyptian Export Promotion Centre (EEPC);
- The Egyptian Exporters Association (EEA);
- The Egyptian Chambers of Commerce;
- The Bilateral Chambers of Commerce;
- The General Authority for Free Zones and Investment (GAFI)⁷⁸.

The first five organisations are departments of the **Ministry of Foreign Trade** whose aim is to improve trade relations worldwide, to protect the rights of exporters and, above all, to sustain Egyptian exporters on foreign markets.

⁷⁸ The General Authority for investment and free zones is the sole agency in charge of foreign and local direct investment in the Country. It is now a private sector oriented organisation. In Egypt, foreign businessmen are exonerated from registration on the list of exporters or importers (<http://www.gafi.gov.eg>).

The Egyptian Commercial Service (ECS): trade information

ECS has 71 offices in the capitals and business centres of the countries with which they seek to enhance economic and trade relations. ECS strategies aim to maximize trade performance, investments and other tangible benefits of global cooperation.

It has published the terms of all trade agreements to which Egypt is a signatory, as well as all WTO agreements, which were also translated and summarized. It has also published reference guides to external markets and carried out studies designed to inform exporters, containing information about potential markets, access, contacts, key problems and recommendations and attracted investment opportunities worth \$1.6 billion and provided data about investment opportunities, procedures and legislation in Egypt.

The General Organisation for Export and Import Control (GOEIC): trade quality services

GOEIC is setting up leather and footwear labs in Port Said, is training staff in international quality control and has concluded an agreement with the International Development Agency linking Egyptian ports to facilitate information exchange and create Egyptian import-export database.

The Foreign Trade Sector: customs facilitation services

The Foreign Trade Sector has offered exporters new, streamlined means of reclaiming previously paid customs on raw materials and enhanced the effectiveness of the drawback system: it is preparing studies of various export sectors and products and following up cases of anti-dumping and protectionism.

The General Organisation for International Exhibitions and Fairs (GOIEF): trade fair services

GOIEF is the sole official authority concerned in organising Fairs & Exhibitions inside Egypt and abroad. It is a member of the International Mediterranean Exhibitions and of the Union of Arab Exhibitions. GOIEF has a customs area available in the Fair Ground that finalizes the customs procedures for exhibitors.

The annual Cairo International Fair is a horizontal event oriented toward a wide range of industrial and commercial products. The fair itself attracts over 500,000 general visitors, including 50,000 business visitors. It is considered the biggest trade forum in the Middle East⁷⁹.

Egyptian Export Promotion Centre (EEPC): trade fairs

The EEPC was established in 1979 and restructured in 1992 to take on the added responsibilities on trade promotion. The EEPC has two principal departments: Information,

⁷⁹ The 37th Cairo International Fair was officially opened on 16th March 2004. EU Member States have their own pavilion for the first time, and the European Commission has its own stand to inform on the Euro-Mediterranean Partnership and the MEDA Programme.

Promotion and International Cooperation and Product and Market Development. Together, the work units have about 40 technicians and supervisors/executives.

The EEPC has responsibilities for:

- Organising trade fair participation in a number of overseas trade fairs in which the GOIEF does not play a role;
- Organising overseas trade missions (about six per year), foreign buyer trade mission, company trade exhibit overseas;
- Gathering and disseminating market studies and other trade related information. The sector or product specific market studies are disseminated to Egyptian business, other trade promotion arms within the Ministry, academia and the Egyptian business community. Information on the studies themselves come from a variety of sources including the Commercial Representation Sector;
- Disseminating trade opportunities and other market intelligence received from the Commercial Representation sector to Egyptian exporters;
- Organising and sponsoring export-marketing seminars for Egyptian enterprises, maintaining links with other country trade promotion arms to further bilateral trade promotion activities (e.g. JETRO, the “Japan External Trade Organisation”).

The EEPC is under further restructuring also benefiting technical assistance by JETRO that has established a regional training centre in Cairo.

EXPORT PROMOTION LAW

In 2001 a Presidential Decree created a new Ministry responsible for Foreign Trade⁸⁰. In line with this policy, the Government has drafted and passed a **law for Export Promotion in 2002 (No 155/2002)**⁸¹.

This law stimulates the competition of Egyptian products by resolving the impediments facing Egyptian Exports. It focused on financing the research, marketing and training centres and facilitating the communication between Egyptian exporters and their counterparts in foreign markets. The new law supports cost efficiency for exporting to ensure fair competitiveness for the Egyptian Exports in global markets. In fact, it includes 80% subsidy of Suez fees for ships carrying exclusively Egyptian exports, and a 50% reduction of loading charges at Egyptian ports.

The law states that the Minister of Foreign Trade is responsible for issuing the rules and regulations necessary for the promotion of Egyptian exports, opening new markets for them, and to raise their competitiveness in global markets. In order to facilitate the achievement of these goals, the law provides for the establishment of the **Export Promotion Fund**, under the Minister of Foreign Trade, with an autonomous budget.

The law also provides for the establishment of a “Central Unit” within the Ministry of Finance. This unit will include representatives from both the Customs Authority and the General Authority for Import and Export Control (GOIEC). The Unit carries out the execution of the drawback and tax-rebate systems provided for in the Customs Law, in addition to other mandates specified by the law.

Further, the law states that GOIEC is the competent authority for the supervision of exports and imports⁸².

Additionally, **law no.1283 for the year 2002** issued by the Prime Minister approved the establishment of Ministerial Committee to enhance the competitive ability of Egyptian Exports. This law entails resolving all export impediments through concerned members of committee.

Moreover, a new law is being drafted to unify different customs system such as Tax Rebate, temporary Release and Drawback System in one system to facilitate exporters’ reclamation of previously paid customs on raw materials used in manufacturing products for Exports.

Trade Point: trade facilitations

Following this declaration, the Egyptian Authorities decided to create ten Trade Points in 1992:

1. Tanta International Trade Point
2. Trade Point Alexandria
3. Trade Point Assiut
4. Trade Point Fayoum
5. Trade Point for Businessmen
6. Trade Point Ismailia
7. Trade Point Kafr El-Shiekh

⁸⁰ <http://www.economy.gov.eg>

⁸¹ http://www.economy.gov.eg/english/Legislations/Recent_Legislations.stm

⁸² As specified in Laws No. 59/1960; No. 113/1966; No. 10/1966; No. 53/1966; No. 118/1975; and No. 119/1983.

8. Trade Point Port-Said
9. Trade Point Sixth of October
10. Trade Point Tenth of Ramadan

A specific e-commerce project, run by the Ministry of Foreign Trade and Industry, is the **Egyptian International Trade Point** (EITP)⁸³ created in 1994. It is a web site where the registered companies can freely access both to an e-catalogue and to an e-directory. These two services provide information on the registered companies' products and activities. In fact, companies are divided in different industries: leather, engineering & electronic, furniture, food, textile & clothes, medicinal & cosmetic, agriculture commodities and metals.

The EITP provides two types of services:

1. Promotion:

- Promotion for Egyptian products and investment projects through electronic networks connected by EITP.
- Promotion through Electronic Catalogues of Egyptian products.
- Promotion through Video Conferences.

2. Trade Opportunities:

- Finding out trade opportunities through global networks.
- Finding out export trade opportunities with registered exports.

B2B Marketplace⁸⁴ is another service provided by the EITP web site⁸⁵. It can be defined as a virtual marketplace that interconnects different trade points around the world and that is a member of the Global Trade Points network (GTPNet)⁸⁶.

Its main objectives are:

- 1- To serve the business community.
- 2- To implement products promotion policies.
- 3- To increase investment opportunities.
- 4- To cooperate with the EITP without any mediators.

The **One Stop Centre**⁸⁷ of international trade is a further service provided by EITP. It represents trade data and economics studies (concerning Egyptian customs, marina and air transportation, packing & packaging and standard specification) helping businessmen to make decisions.

Egyptian Exporters Association (EEA): trade lobby services

EEA⁸⁸ is a non-profit organisation founded by the Egyptian private sector exporters in 1997.

⁸³ <http://www.tpegypt.gov.eg> EITP succeeded to carry out export opportunity through the Egyptian company El Masryeen a quantity of 2100 cartons of natural juice (mango, guava, mixed fruits and strawberry) to the Canadian company Amanco.

⁸⁴ <http://www.eitpmart.com.eg>

⁸⁵ The participation to this web site is for free. Every member receives a user name and a password through which it has free access to the on-line services.

⁸⁶ This world wide electronic network links about 167 trade points located in 110 nations.

⁸⁷ <http://www.eitponestop.gov.eg>

⁸⁸ <http://www.expolink.org/Default.htm>

Its primary goal is to develop Egyptian non-traditional exports. EEA offers information, market research, technology transfer, export promotion to market entry.

In addition, EEA plays a role in export policy reform, providing decision makers researching alternatives and solutions to remove export barriers and enhance export incentives.

Egyptian Chambers of Commerce: trade facilitations

There are 26 local CCI in Egypt and one national Federation. Alexandria and Port Said are the main chambers. Membership is compulsory and includes three national companies. These Chambers support foreign trade through facilitation and promotion activities.

Bilateral Chambers of Commerce: bilateral trade services

The main bilateral Chamber of Commerce are the Egyptian-France Chamber of Commerce, the German-Arab Chamber of Industry and Commerce and the Italian Chamber of Commerce.

The German-Arab Chamber of Industry and Commerce⁸⁹ (GACIC) is member of the German Chambers of Commerce worldwide (AHK). The goal of the Chamber is to promote trade between Germany and Egypt. It has authority over the delegation offices in Hashemite Kingdom of Jordan, Lebanon, Syria and Palestinian Authority.

The Foreign Trade and Marketing Department of the GACIC offers a variety of services to Egyptian exporters, among others:

- Export Factoring service: it settles unsettled open bills of foreign buyers to Egyptian exporters;
- Export Committee: it makes lobbying activities to improve the institutional and legal framework for exporters;
- Export Brochures and market overviews of key markets in Germany for Egyptian exporters;
- Fruit Trade Academy: A six-week training course for fruits/vegetables exporters about import regulations on German market, quality standards, etc.
- Fair visits in Germany.

The Italian Chamber of Commerce in Egypt⁹⁰ was established in 1972. It is a member of Assocamerestero. It is a private and non-profit organisation and represents a lobby of Egyptian and Italian businessmen seeking various forms of cooperation with both countries.

Its main objectives are:

- Offering a wide range of services to assist and facilitate the introduction of Italian and Egyptian entrepreneurs to both markets.
- Organising events and seminars.

The Egyptian-France Chamber of Commerce⁹¹ was founded in the 1992.

⁸⁹ <http://www.ahkmena.com>

⁹⁰ <http://www.italchamber-egypt.org/>

⁹¹ <http://www.cafe.org.eg/>

III.4.4 Israel



Trade promotion services in Israel are provided by the following organisations:

- The Foreign Trade Administration of the Ministry of Industry, Trade & Employment;
- Israel Export Institute;
- Manufacturers Association of Israel (MAI);
- Local Trade Efficiency Association (LTEA);
- Industrial Cooperation Authority (ICA);
- The Israel Small and Medium Enterprises Authority;
- The Israeli Foreign Trade Risks Insurance Corporation Ltd. (IFTRIC);
- The Federation of Israel Chambers of Commerce (FICC);
- The bilateral Chambers of Commerce.

The Foreign Trade Administration of the Ministry of Industry, Trade & Employment

The administration manages Israel's international trade policy⁹². It concentrates on promoting exports, opening new markets and expanding existing ones, and improving Israel's terms of trade in the international arena. It operates through its network of 34 economic and trade representatives situated around the globe, which serve the public with their close connections with local, foreign and Israeli industries.

Further activities include assisting the exporter in locating business opportunities, overcoming trade barriers, organising business delegations and meeting with business and governmental bodies.

The Israel Export Institute: trade promotion services

The Israel Export Institute⁹³ is a non-profit organisation, founded in 1958 by the Israeli Government and the private sector to promote Israel's exports. The Institute today comprises 2,600 member companies representing more than 90% of Israel's manufacturing exports, excluding defence.

The objectives of the Israel Export Institute are:

- To increase the sales of the Israeli companies in the international marketplace by implementing a national export strategy;
- To establish trade expansion as a major national priority;
- To promote each sector's interests in the international marketplace.

Its principal activities include:

- Introducing foreign businesses to Israeli companies
- Identifying alliance partners in foreign markets
- Providing strategic and tactical market information
- Preparatory steps to penetration of new markets
- Preparing guides and conducting surveys for exporters
- Organisation outbound trade delegations
- Hosting inbound trade delegations and visiting journalists
- Mounting Israeli pavilions at international trade exhibitions
- Coordinating major tenders
- Offering training courses and seminars for exporters
- Producing marketing and publicity materials
- Working with local consultants in foreign markets
- Entering into agreements with economic organisation
- Advising the Israeli government on trade issues

Israel export institute runs an e-commerce project recognised by the ESIS study of the EC.

⁹² The Israeli defence industry accounts for 10% of the world's total defence exports and 17% of total Israeli exports, excluding diamonds. http://www.moit.gov.il/tamas_en.htm

⁹³ <http://www.export.gov.il/>

EXPORTER'S CATALOGUE

The Exporter's Catalogue is the joint project of four leading entities in Israel in the field of information, industry, international relations, exports and management and operation of databases.

The Exporter's Catalogue is a marketing tool for locating potential partners and receiving information on Israeli companies. The Catalogue provides extensive profiles on Israeli exporters and companies allowing for a complete picture on the company, its business activity, products, contact persons and contact details, links to the company's website, etc. The Catalogue permits fast and easy location of companies either by company name or by branches. Field of activity up to the sub-classification level classifies companies in the Catalogue. Searching by classification will result in a list of all the companies involved in the selected field.

Manufacturers Association of Israel (MAI): industrial trade promotion

MAI⁹⁴ was created in 1921: its members account for more than 87% of Israel's industrial output.

In 1980, it established the World Trade Centre Israel (WTCI)⁹⁵, whose aim is to encourage the strengthening of business and economic ties between Israel and countries all over the world. WTCI is active in organising trade missions from Israel to many parts of the world, as well as assisting visiting trade delegations in organising seminars, meetings, travel and hotel arrangements within the country.

The association's activities also include promotion of industrial cooperation through business and economic cooperation agreements, R&D cooperation agreements, technology transfers, subcontracting and marketing through joint ventures and equity investments. As a service to the local and international business community, WTCI (in cooperation with the Business Data Israel) established the Kompass Israel Business Guide, which is published in English and Hebrew, and it provides valuable data on all commercial enterprises in the country.

Local Trade Efficiency Association (L.T.E.A.): trade simplification services

L.T.E.A. was established as a non-profit business association, whose main objective is to respond, on the local level, to the urgent need of increasing the awareness and the effective application of information technology to trade, and to promote the use of models capable of reducing procedural costs in international trade. The basis for L.T.E.A.'s activity is the United Nation International Symposium on Trade Efficiency (UNCTAD).

L.T.E.A is a trade efficiency facilitation centre, where all participants (e.g. Ministries of Trade, Industry and Agriculture, Israeli Export Institute, State and Private Banks, Customs,

⁹⁴ <http://www.industry.org.il/>

⁹⁵ WTCI is a regular member of the World Trade Centres Association (WTCA), a worldwide organisation for the promotion of international trade, established in 1970. More than 300 World Trade Centres in some 100 Countries are members in WTCA (<http://www.wtca.org/>).

Chambers of Commerce, Associations of Trades and Producers, Freight forwards, Insurance Companies) are dealing with foreign trade transactions.

It serves the Israeli business community (SMEs mostly) through trade facilitation and trade information services. For these purposes, it uses the Trade Point Israel⁹⁶, which prepares and releases specific on-line products and services.

Trade Point Israel's main objectives are:

- To open a gateway to its clients to global network with the help of efficient and sophisticated telecommunication tools. At the Trade Point Israel, market opportunities are targeted; Government formalities are cleared, and business transactions are carried out. Trade Point Israel is the first information provider in Israel to establish effective access and use of Electronic Trade Opportunities system and at the same time it is the sole distributor of this services in Israel through the Global Trade Point Network.
- To disseminate international business information among Israeli companies.
- To disseminate worldwide information about Israeli companies' products and services.
- To establish and maintain marketing relationships between the local SMEs and their potential clients all over the world.
- To ensure an influx of foreign investments into local industry in development areas of Israel.

Industrial Cooperation Authority (ICA): Information and industrial trade promotion.

ICA⁹⁷ is an Israeli Government entity operating within the Ministry of Industry and Trade. It initiates, coordinates and monitors industrial and commercial cooperation activities following Government, Government-owned companies, public institutes and other State entities procurement and selected areas of non-government trade. ICA is based in Tel Aviv and also has a branch office in New York.

Services provided by the ICA include: assistance to overseas companies in identifying and locating suitable Israeli manufacturers and partners for joint ventures, outsourcing, R&D and other modes of cooperation and strategic partnerships with Israeli industry, providing information and conducting surveys about Israeli industry.

The Israel Small and Medium Enterprises Authority: trade facilitations for SMEs

The Authority⁹⁸, established in 1993, is an independent not-for-profit association linked to the Ministry of Industry and Trade. Its purpose is to assist the entrepreneurs and the owner of SMEs to cope with all the obstacles and difficulties. The activities of the Authority are in the fields of training, finance, business environment, and the promotion of an enterprise culture. Furthermore, the Support Centre of the Authority is a service for small and start-up exporters. The assistance centre advises the "small" exporter, which in the start-up stage, towards increasing sales volumes in international markets, through personal consultancy to companies, marketing tutors, preparation for foreign exhibitions, and financial support.

⁹⁶ <http://www.tpisrael.org.il>

⁹⁷ <http://www.tamas.gov.il/NR/exeres/0F491373-2269-4474-8957-B30ECFE511B5.htm>

⁹⁸ <http://www.asakim.org.il/english.php?pageid=1>

The Israeli Foreign Trade Risks Insurance Corporation Ltd. (IFTRIC): Insurance solutions

IFTRIC⁹⁹ is a Government-company that encourages Israeli export by insuring medium and long term export credit transactions (one to ten years) and investments abroad. The company has extensive working relationships with the international insurance and business communities. Since its establishment in 1957, IFTRIC has been offering Israeli exporters a range of advanced insurance solutions, enabling them to mitigate risks and raise financing. The company also provides Israeli exporters with updated reliable information on macro-economic and political events in their respective buyers' countries. It offers also a customers insurance covering of up to 95% against political risks and up to 90% against commercial risks.

The Federation of Israel Chambers of Commerce (FICC): trade support and information

FICC¹⁰⁰ is an autonomous body that operates independently of the Government or any other institution with the objective of facilitating international trade. FICC serves as the umbrella organisation of 5 regional Chambers of Commerce: Tel Aviv, Jerusalem, Haifa, Beer Sheva, and Nazareth. FICC has over 110 trade sections and branches, and also an international trade relations division providing several services, such as:

- Consultation and information regarding international trade issues, import, export, taxes, economic reviews, business guides, information on Israeli companies and sectoral market reviews.
- Letters of recommendation for members interested in developing/expanding their business overseas.
- Organisation outgoing trade missions.
- Hosting incoming trade missions.
- Publishing economic surveys, business guides and a quarterly e-newsletter in English.
- Organisation of seminars on Israeli Economy and International Trade.

A database that includes thousands of business opportunities from around the world, import-export, investments and tenders are sent to the members by fax or e-mail as well as an internet based database that is made to meet the exact needs of each member.

The Bilateral Chambers of Commerce: trade promotion services

The main bilateral Chambers of Commerce are the French and the Italian ones.

The Israel-Italy Chamber of Commerce¹⁰¹ was founded in 1955 as a non-profit association. In 1993 it received formal recognition from the Italian Government. The Chamber's main goal is the enhancement of bilateral relations between Italy and Israel. It supplies all necessary

⁹⁹ <http://www.iftric.co.il/default.asp>

¹⁰⁰ <http://www.chamber.org.il/>

¹⁰¹ <http://www.italcham.org.il/>

services to businesspeople, companies and institutions of both countries helping in economic relations. The Chamber assists its members in locating and developing bilateral trade and investment opportunities by providing: general services and special services such as: information about international tenders, annual Italian trade fair and exhibition, introduction to Israeli and Italian markets, financial information on Italian and on Israeli companies.

The Israel-France Chamber of Commerce¹⁰² was created in 1989. The services provided are: member's representation and lobbying, local market information and business practices, first approach of market, prospect list, promotion of products, fairs, exhibitions, events and employment services.

III.4.5 Jordan



Trade promotion services in Jordan are provided by:

- The Ministry of Industry and Trade;
- Jordan Export Development and Commercial Centres Corporation (JEDCO);
- Jordan Exporters Association (JEA);
- The Chambers of Commerce and Chambers of Industry;
- The bilateral Chambers of Commerce.

¹⁰² <http://www.israelfrance.org.il/>

The Ministry of Industry and Trade: trade regulation simplification¹⁰³

The Ministry is running an e-government portal: it plans to include all aspects that deal with serving the public, such as trademark registration, industrial registration, trade name registration, trade agents and trade agencies registration, issuance of different certificates, and the ability to electronically answer to requests of information about the services of the Ministry. Services include:

- Product Qualification according to the Qualified Industrial Zones' Agreement for Export Purposes.
- Accreditation of certificates of origin specific to the Qualified Industrial Zones.
- Acquiring Export/Import licenses and importer's cards.
- Extending the Export/Import licenses or adjusting their data.

Jordan Export Development & Commercial Centres Corporation (JEDCO): trade promotion and information

JEDCO¹⁰⁴ was established in 1972 to increase the volume of Jordanian exports, to open new markets and to encourage investment for exports by focusing on Trade Promotion, Investment Promotion and SMEs Promotion. JEDCO is related to the Ministry of Industry and Trade and governed by a board made up of public sector and private sector members. It contributes to the national export development and promotion according to approved governmental policies. The UN selected Jordan as an example with the case studies of JEDCO and JTA¹⁰⁵.

Services provided by JEDCO are:

- Establishing trade centres¹⁰⁶ and exhibitions inside and outside the country and organising delegations for the promotion and the marketing of Jordanian products.
- Preparation of studies, provision of information, services and technical expertise supporting export operations, including surveying foreign markets to promote Jordanian commodities and services therein.
- Trade information: The information services department of JEDCO hosts the Euro Info Centre (EIC) in Jordan. The centres main objective is to enhance business relations between SMEs in Jordan and other 250 members of the network.

JEDCO works also with other information networks. It hosts:

- Inter Arab Trade Information Network (IATIN)
- Organisation of Islamic Countries Information System Network (OICIS),
- Trade Information Network for Islamic Countries (TINIC),
- International Technology and Trade Network (ITTN)
- Amman Trade Point (ATP)¹⁰⁷.

¹⁰³ <http://www.mit.gov.jo>

¹⁰⁴ <http://www.jedco.gov.jo>; <http://www.atp.jedco.gov.jo>

¹⁰⁵ <http://www.surf-as.org/>

¹⁰⁶ Currently JEDCO operates trade centres in Iraq, Yemen, Palestinian Authority (Ramallah & Gaza), United States of America and Brussels.

¹⁰⁷ <http://www.atp.jedco.gov.jo/>

JEDCO seeks cooperation with international organisations interested in promoting Jordanian products in their countries¹⁰⁸.

Jordan Exporters Association (JEA): trade promotion and information

It¹⁰⁹ is a private non-profit organisation established in 1989 to assist Jordanian businesses in international trade, especially the promotion of Jordanian export.

Its main objectives are to:

- Develop regional and international export trade opportunities for Jordanian goods and services.
- Provide members with access to education and training programs.
- Provide members with on-line access to accurate and up-to-date regional and international market information, statistics and other relevant data.

The services provided by JEA are:

- Market studies.
- Trade missions abroad.
- Publishing “The Exporter”, quarterly newsletter of JEA.
- Organizing training courses and seminars.
- Export consulting services.

Chambers of Commerce and Chambers of Industry: certificates of origin and international services

The Federation of Jordanian Chambers of Commerce¹¹⁰ (FJCC) provides an umbrella for 15 Chambers of Commerce located in the major cities and districts of Jordan and overseen by the Ministry of Industry¹¹¹. It also provides its services to a community of 70,000 members engaged in the various trading and business activities all over the Kingdom.

The Amman Chamber of Commerce¹¹² was founded in 1923 as a non-profit organisation to regulate and represent the interests of all trade firms in Amman and surrounding areas. Certificates of Origin tend to be the most important services. It collaborates with the Amman Chamber of Industry¹¹³.

¹⁰⁸ To achieve this objective the following tasks are carried out: Implementing cooperation agreements with relevant parties such as China External Trade Development Council (CETRA), Japan External Trade Organisation (JETRO), Hellenic Export Promotion Organisation (HEPO), Netherlands Management Consultancy Programme (NMCP), German Senior Expert Services (SES), Japanese Senior Voluntary Programme (SVP), French Senior Experts Services (ECTI), Egyptian Promotion Centre (EEC~PC), the Inter-Arab Investment Guarantee Corp., the Islamic Development Bank (IDB), GTZ - Protrade, Associazione Piemontese Consorzi Esportazione (APCE) and UNCTAD.

¹⁰⁹ <http://www.Hashemite Kingdom of Jordanexporters.org/>

¹¹⁰ <http://www.fjcc.com/>

¹¹¹ Last Chamber law dated of 1997.

¹¹² <http://www.ammanchamber.org/>

¹¹³ <http://www.aci.org.jo/>

Bilateral Chambers of Commerce: bilateral trade promotion

The French Chamber of Commerce and Industry in Jordan (CAFRAJ)¹¹⁴ became a member of the UCCIFE (Union of the French Chambers of Commerce and Industry Abroad) in June 2002. The main objectives of CAFRAJ are to develop the commercial and economic cooperation between France and Jordan. CAFRAJ currently counts more than one hundred and forty members.

CAFRAJ has the following missions:

- To strengthen the business relationships between French and Jordanian companies, particularly with regards to SMEs.
- To promote direct cooperation and coordination between French and Jordanian Chambers of Commerce and Industry and business people's associations.
- To promote investments, both in France and Jordan, by taking advantage of the investment incentives and equitable relationships.

III.4.6 Lebanon



Trade promotion services in Lebanon are provided by:

- The Ministry of Economy and Trade;
- The Association of Lebanese Industrialists;
- The Investment Development Authority for Lebanon (IDAL);

¹¹⁴ <http://www.cafraj.org/english/index.cfm>

- The Chamber of Commerce, Industry and Agriculture of Beirut and Mount Lebanon;
- The General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries.

Ministry of Economy and Trade: trade facilitation services

The Ministry of Economy and Trade¹¹⁵ hosts the **Trade Point Beirut**, which provides businesses with new advanced techniques to promote, to buy, to sell, and to receive assistance.

The Association of Lebanese Industrialists: export promotion services

The activities of the Association¹¹⁶ cover:

- a) Export promotion for Lebanese manufactured products through:
 - Market studies.
 - Organisation of Lebanon's participation in International Trade Fairs, either on its own or by special appointment from the Government.
 - Organising trade missions.
 - Organising special “Industrial Weeks” abroad.
 - Furthermore the Association will soon start a Trade Information Centre in cooperation with the Ministry of Economy & Trade.
 - A most marked innovation of the new boards is the establishment of the Export Development Council as an affiliated body to undertake all export promotion activities.
- b) Securing Industrial Credit Facilities.
- c) Securing International Assistance for Vocational Training.
- d) Participating in the formulation of International Labour Legislation.

Promotion of Export by The Investment Development Authority for Lebanon (IDAL)

The IDAL¹¹⁷ is a public institution charged with the promotion of investments in Lebanon and assistance to investors in the development of their projects. The mission of IDAL also includes the promotion of Lebanese exports. In this vein, the Authority launched an initial project under the label “Export Plus” two years ago, the aim of which was to develop agricultural exports (see following box).

¹¹⁵ <http://www.economy.gov.lb/>

¹¹⁶ <http://www.ali.org.lb/>

¹¹⁷ <http://www.idal.com.lb/>

EXPORT PLUS

The main objectives of the Export Plus programme (2001-2004) are:

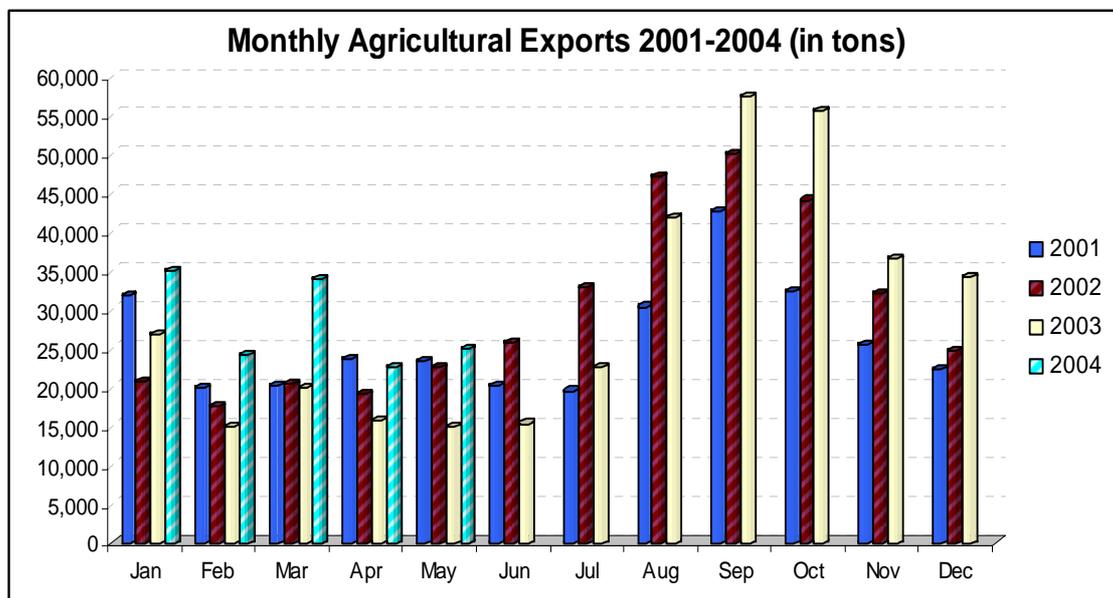
- To increase the quantities of the Lebanese agricultural exports to traditional markets,
- To create new export markets for Lebanese produce in non-Arab countries,
- To control the quality of the Lebanese agricultural products set for export and ensure compliance with international standards through the activation of inspection bureaus,
- To transfer know-how and knowledge to farmers and exporters.

The total cost incurred by implementing it amounted to LL 95 billion (since its launching and until the end of March 2004).

This programme assisted foreign companies that wish to import from Lebanon to learn more about the local market developing new packaging offices and improving the available ones. Export Plus helped also to upgrade transportation vehicles and to add new equipment to them.

Export Plus helped the Lebanese agricultural products enter new markets and led to the improvement in the quality of the products exported from Lebanon

This programme has notably increased the value of agricultural exports (18% in 2002 compared to those of 2001) and, consequently, farmer's revenues have increased by around 73% since its implementation. However, the 2003 activity was marked by a decrease of 0.3% in the level of agricultural exports compared to those of 2002 because of bad weather conditions resulting in lower yields and lower quality of products.



Moreover, Export Plus has helped to increase the revenues in sectors linked with agricultural exports, such as packaging industries, warehousing and internal transport (24% since the start of the programme).

The Chamber of Commerce of Beirut and Mount Lebanon: internationalisation services

There are four regional voluntary based Chambers¹¹⁸ and one national Federation of Lebanon under the Ministry of Economy. The services provided in the import-export fields to its members (about 30.000) are mainly assistance and information in trade.

General Union of Chambers of Commerce for Arab Countries: trade lobby services

The General Union of Chambers of Commerce, Industry and Agriculture for Arab Countries¹¹⁹ was established in 1951, with headquarters in Beirut. It is an Arab regional non-governmental organization that represents the Arab private sector on the regional and international levels. It works towards promoting Arab economic interests abroad, particularly with respect to exports and for the rationalization of imports and investments. In this regard, it represented the private sector in the preparation of the Arab Free Trade Area Scheme, which is sponsored by the Economic and Social Council of the Arab League, the implementation of which started on 1998 and it is due to be fully realized by 2005.

III.4.7 Malta



Trade promotion services in Malta are provided by:

¹¹⁸ <http://www.ccib.org.lb/>

¹¹⁹ <http://www.gucciaac.org.lb/>

- Malta Enterprise;
- Malta Business Bureau (MBB);
- The Malta Chamber of Commerce;
- The bilateral Chambers of Commerce.

Malta Enterprise: trade promotions services

Malta Enterprise¹²⁰ officially started operations on the 1st January 2004. The organisation developed as a merger of the three former entities Malta External Trade (METCO), Malta Development Corporation (MDC) and the Institute for the Promotion of Small Enterprises (IPSE). Malta Enterprise offers a wide range of services aimed at helping Maltese businesses promote their products and services overseas.

International Trade Fairs: Participation is possible on a group basis with other companies, as well as on an individual basis. Enterprises choosing to exhibit abroad have full support and assistance before, during and after each of these events. A package of assistance and support, which includes some financial assistance, is available to eligible enterprises. Special attention is given to SMEs, particularly those who have never taken part as exhibitors in trade fairs abroad. Malta Enterprise also helps by providing with technical advice and suggestions concerning the choice of the most appropriate trade fair as well as general information on stand design, rental and construction options.

International Trade Missions: It enables a group of companies from Malta to travel to one or more markets in which they are seeking new sales leads and/or to re-affirm existing contacts with buyers, importers, distributors, agents and so forth.

Malta Enterprise provides a number of services to companies joining a Trade Mission as:

- publicity and advertising in markets visited;
- publication and distribution of promotional literature;
- identification of prospective contacts, buyers, importers and agents;
- setting up of initial appointments in markets visited, whenever possible;
- provision of relevant import tariff duties and trade information;
- briefing of participants prior to departure;
- on the spot assistance from Malta Enterprise personnel;
- coordination of travel and accommodation arrangements;
- provision of interpreters.

Export Advice: It provides preliminary export advice on potential export markets and requirements, as well as international business events and other assistance programmes related to the particular product or service.

Cooperation Business Associations: It maintains regular contacts and business relationships with various business associations such as chambers of commerce, federations of industry, business bodies and embassies/consulates.

¹²⁰ <http://www.maltaenterprise.com/>

Malta Business Bureau (MBB)

MBB¹²¹ was founded in October 1996 as the European office of the Malta Chamber of Commerce and Enterprise (COCE) and Malta Federation of Industry (FOI). It provides assistance and information on EU trade issues. Monthly the MBB provides a newsletter which is available on its internet web site.

The Malta Chamber of Commerce: internationalisation services

Established in 1848, the Malta Chamber of Commerce and Enterprise¹²² is an autonomous institution aimed at promoting, servicing and representing about 1200 businesses¹²³. Its main objective is to promote and protect business interests. Towards this end, the Chamber collects, circulates and publishes statistics and other information relating to the sectors mentioned above. Chambers provide certificates of origin and promote and protect free trade.

The services of the Malta Chamber of Commerce and Enterprise are:

- The formulation of views on matters of policy and representation of the business community.
- General services to individual members including providing networking opportunities such as “Trade Section Annual General Meetings and Elections¹²⁴”.

Bilateral Chambers of Commerce: bilateral trade promotion

The main bilateral Chambers of Commerce are the Italian and French ones.

The Maltese Italian Chamber of Commerce¹²⁵ is a member of ASSOCAMERE and offers the following services:

- Assistance services (commercial agreements, transfer of technology, setting up of joint ventures, company registration and set up, the protection of trade marks);
- Information activities (market studies, commercial information, organisation of seminars & conferences);
- Investment promotion (promotion and assistance for investments in Italy, promotion and assistance for investments in Malta);
- Promotion and partner search activities (Organisation of trade missions to Italy, participation in foreign fairs, assistance to missions visiting Italy, agenda and organisation of business meetings, selection of commercial and joint venture partners, circulation of commercial requests and offers).

¹²¹ <http://www.mbb.org.mt/>

¹²² <http://www.chamber.org.mt/>

¹²³ Two similar organisations existed prior to the Malta Chamber of Commerce and Enterprise: the first was the University, composed of senior citizens and was responsible, among other things, for the importation and storage of grain at a time when piracy was rife in the Mediterranean. The second came into being shortly after the arrival of the British in Malta in 1800. Referred to as the “Commercial Rooms”, it was housed in the premises later occupied by the Lyceum and now the Arts and Design Centre in Merchants Street, Valletta.

¹²⁴ Other events like “Information Technology Trade Section” and “Importers Trade Section” will be held in the Chamber of Commerce.

¹²⁵ <http://www.micc.org.mt/>

The Maltese-French Chamber of Commerce¹²⁶, set up in 1989, promotes and develops commercial exchanges between Malta & France.

The objectives of the Chamber are:

- To collect, circulate and publish laws, regulations and other relevant information relating to the two countries.
- To promote conferences, business meetings and all other events which can contribute towards economic exchanges.
- To issue publications containing business information with regard to the respective markets.
- To assist companies in the two countries in the appointment of agents.

III.4.8 Morocco



Trade promotion services in Morocco are provided by the following organisations:

- The Moroccan Centre for Export Promotion (CMPE);
- The Moroccan Exporters Associations (ASMEX);
- The Chambers of Commerce and Industry;
- The bilateral Chambers of Commerce;
- Islamic Centre for the Development of trade (ICDT).

¹²⁶ <http://www.mfccmalta.com/index.htm>

Moroccan Centre for Export Promotion: trade promotion services

The CMPE¹²⁷ was established in 1976 to support Moroccan export in the sector of industry, agriculture and craft and it is linked to the Moroccan Ministry of Foreign Trade even if it has financial autonomy¹²⁸. The UN selected it as a best practice of Trade Promotion Organisation¹²⁹.

CMPE's activities are:

- To disseminate trade information on international markets and data on the Moroccan export potential.
- To carry out monographs on target markets; sectoral and market studies; product tests in foreign markets.
- To organise trade and economic participation in international and specialised exhibitions; site visits for foreign buyers and manufacturers; training programmes in the field of international marketing.
- To assist in identifying new markets; establishing trade contacts between foreign buyers and Moroccan Exporters; adapting products to international standards.

CMPE has three sectoral and promotional departments (textiles, agro-industry and chemistry).

The **Trade Point Casablanca** promoted by UNCTAD, which was officially set up in 1996 under the direction of the Ministry of Industry, Commerce and Handicraft, to serve local and foreign traders is one of the main projects it runs.

¹²⁷ <http://www.cmpe.org.ma/>

¹²⁸ The Moroccan Ministry of Foreign Trade is in charge of coordinating actions provided by the Moroccan public organisations in the sector of trade promotion. It also supports SMEs' activities where it is needed.

¹²⁹ <http://www.surf-as.org/>

EXPORT CONSORTIA¹³⁰

UNIDO is carrying out projects in Morocco to support the establishment of export consortia. The projects carried out in collaboration with the Moroccan Ministry of Craft and Social Economy aims at assisting the local productive system (Système Productif Local–SPL) of Essaouira’s marquetry and Safi’s pottery. This four-year project started in 2001 and the Italian Ministry of Foreign Affairs finances it.

The consortia was inspired from the Italian experience of industrial districts and it is based on the UNIDO’s expertise concerning the development of the SPL and the promotion of networks of enterprises. In particular, the SPL of two representative cities to the level of the traditional handicraft, Essaouira (for its marquetry) and Safi (for its pottery), have been selected for pilot interventions. In Essaouira fifty craftsmen, decided to associate within an export consortium. With the support of the UNIDO and of the Delegation of Handicraft, the export consortium named CO.D.EX.ART Wood of Thuya, was created in April 2002. The consortium constitutes a promotional platform for all its members' products, a steady and dynamic link to the institutions and to national or foreign markets.

Some specific actions are in progress in order to achieve the following objectives:

- The creation of a real commercial policy based on the results of markets and logistics studies. A catalogue of the different creations and a CD-ROM presenting the set of products will be distributed and promotional campaigns will be launched.
- The consortium is also in charge of the organisation of training courses for all its members not only targeting specialised craftsmen, but also to the innovation and to the training of new techniques.

The consortia also provide solutions to the problem of product quality and price together with a quality label, following the success of a similar experience in the Italian region of *Piemonte*.

Moroccan Exporters Association (ASMEX): sectoral trade promotion and information

ASMEX¹³¹ is a non-governmental organisation created in 1982 by physical persons, firms and Associations participating in the Moroccan export market. All exporting sectors are represented directly or through their associations, in particular: agro-food, textile & clothing, leather, handicraft, chemical & chemistry, electrical, electronic and mechanical industries, mining, fishing, banks, transit, trading, logistic and services, new information and communication technologies, and tourism.

¹³⁰ An export consortium can be seen as a formal medium- to long-term strategic cooperation between firms that acts as a service provider specialized in facilitating access to foreign markets. Most consortia are non-profit entities. Typically, services are thus provided exclusively to member firms. Since SMEs can derive the most benefits from participating in a consortium, members are typically relatively small.

¹³¹ <http://www.asmex.org/>

Asmex's mission is to promote Moroccan exports, to lobby for an efficient promotion of Moroccan exporters, and to provide information and encouragement of Moroccan exporters for a better competitiveness and access to foreign markets.

Asmex' services are:

- Collective missions abroad, exhibitions and trade events abroad, stand-pilots and shows abroad;
- The constitution of grouping of firms with an aim to join together foreign markets and other promotional useful actions.
- Providing services and information about foreign markets.

Chambers of Commerce and Industry: certificates of origin, carnet ATA and information services

Chambers of Commerce and Industry are important actors in the internationalisation of SMEs in Morocco. There are 28 CCI at a local level, the main ones are: Casablanca, Tanger¹³², Provinces of Kénitra and Sidi Kacem, Rabat¹³³ and Oujda¹³⁴ and are organised at national level by the Moroccan Federation of CCI¹³⁵. They are public law bodies and require compulsory membership they are therefore overseen by the Ministry of Trade and Industry.¹³⁶

Services provided to their members (about 500.000) are:

- Delivery of Certificates of Origin and carnet ATA for temporary export.
- Assistance in establishing contacts with traders and to overseas companies for joint ventures.
- Circulation of trade offers and trade opportunities.
- Information on: market prospects; marketing techniques and business practices; national and regional foreign trade regulations; trade events and participation in trade fairs.
- Lists of manufacturers, exporters, importers, etc.
- Training facilities.

Bilateral Chambers of Commerce: bilateral trade promotion

The main bilateral Chambers are from France, Germany and Italy.

The French–Moroccan Chamber of Commerce (CFCIM)¹³⁷, created in 1913, is a non-profit association under the Moroccan law. The CFCIM counts with French and Moroccan enterprises. The objectives are to develop the cooperation between the French enterprises and the expansion of Moroccan economy.

The Chamber of Commerce offers the following services:

¹³² The Chamber of Commerce of Tangier has been the first Chamber established in Morocco (in 1947). See: <http://www.ccist.org/>

¹³³ <http://www.rabat.cci.ma/>

¹³⁴ <http://www.ccis-oujda.com/>

¹³⁵ <http://www.fccism.cci.ma/>

¹³⁶ Moroccan law on Chambers dates back to 1977 but it was amended in 1997.

¹³⁷ <http://www.cfcim.org/presentation/index.html>

- Organisation of collective missions of trade prospection (sectoral or multi-sectoral);
- Organisation of foreign collective Moroccan missions to French Fairs;
- Organisation of the visit to the fair and the meetings with French expositors¹³⁸;
- Organisation of Moroccan collective missions abroad;
- Organisation of meetings and visits to fairs to other country apart from France.

The Germany–Morocco Chamber of Commerce¹³⁹, founded in 1997, it belongs to the network of German Bilateral Chambers of Commerce.

The German bilateral Chamber has three objectives:

1. To encourage the economic relationships between the Federal Republic of Germany and the Kingdom of Morocco;
2. To represent and protect the interests of the German and Moroccan economy in both countries.
3. To offer services to enterprises which could be interested in both countries.

The Italian Chamber of Commerce in Morocco¹⁴⁰ was founded in 1916. It is a member of Assocamerestero. It is an institution that promotes Italian products in Morocco and Moroccan products in Italy. In Morocco, the Chamber cooperates with industrial national federations to promote *Made in Italy*. The Italian Chamber of Commerce presents to Italian investors the opportunities and advantages of investing in Morocco. The Chamber offers information about Italian and Moroccan fairs.

Morocco also hosts one trade promotion organisation at the regional level that is of particular focus to the Arab world

Islamic Centre for the Development of Trade (ICDT)

ICDT¹⁴¹ is the subsidiary organisation of the Organisation of the Islamic Conferences (OIC)¹⁴², which has been entrusted with trade promotion among the OIC Member States.

Its main objectives are the following:

Trade Promotion:

- To ensure the promotion of Member States' production by regularly holding the Islamic Trade Fair and specialised showrooms;
- To assist Member States with creating and organisation Export Promotion Centres;

¹³⁸ CFCIM has organized in March 2004 the “Salon France Expo” in Casablanca in collaboration with the Economic Mission of France Embassy in Rabat and UBIFrance (agency that coordinates promotion in foreign Countries). More than 350 enterprises of 17 French regions have assisted to this fair and more than 15.000 people have visited it.

¹³⁹ <http://www.dihkcasa.org/>

¹⁴⁰ <http://www.ccimaroc.ma/>

¹⁴¹ <http://www.icdt.org/>

¹⁴² The Organization of the Islamic Conference (OIC) is an inter-governmental organisation grouping fifty-seven Islamic States promoting Muslim solidarity in economic, social, and political affairs.

- To extend consultancy and expert services to Member States in the field of trade promotion.

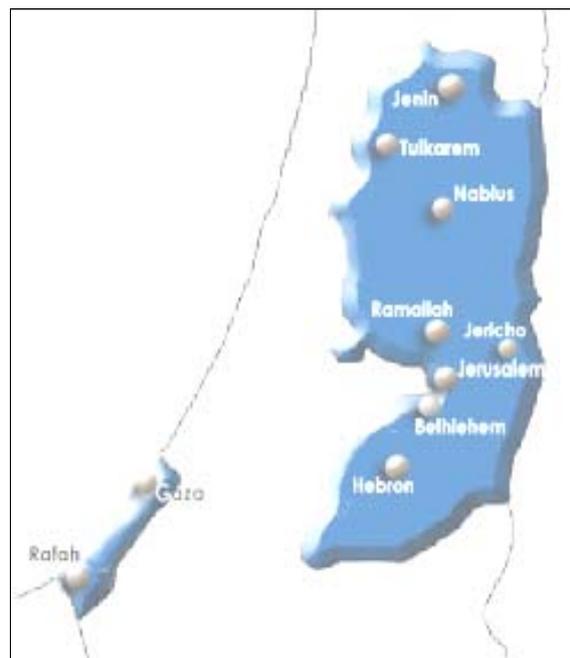
Trade Information:

- To collect and disseminate trade information and to develop trade data bases;
- To assist Member states with setting up and organisation documentation and information centres and Trade Information Networks.

Investment Promotion:

- To encourage intra-OIC investments and foreign investments in the OIC Member States;
- To encourage partnership between its Member States' economic operators;
- To provide consultancy and expert services to Member States in the area of investments promotion and particularly export oriented investments;
- Studies and research;
- Training;
- International negotiations.

III.4.9 Palestinian Authority



Trade promotion services in Palestinian Authority are provided by:

- The Ministry of Economy and Trade;
- The Palestinian Authority Trade Center (PalTrade);
- The Chambers of Commerce.

The Ministry of Economic and Trade: trade promotion services

The focus of the Ministry of Economy and Trade¹⁴³ is on promoting Palestinian products, opening new markets for them, and assisting the Palestinian private sector in going to the international market, such as conducting trade fairs.

Due to the ongoing economic deterioration, the Ministry has elaborated an emergency plan to support the private sector and to help the Palestinian companies in promoting their products, giving them a number of benefits, including duty free entrance to the Arab markets, with no quotas or limitations.

The activities contained in the emergency plan are: the organisation of trade fairs in seven Arab countries; the elaboration of market researches for a number of Arabic markets (The Republic of Yemen, Tunisia, The Kingdom of Saudi Arabia, The Republic of Sudan) and the organisation of meetings and workshops; the distribution of Palestinian market studies.

The Ministry of National Economy has undertaken a series of programmes: the Commercial Diplomacy Programme, the Economic Policy Programme, and the development of a public-private dialogue covering also national trade and economic matters.

The Palestinian Authority Trade Center (PalTrade): training services

PalTrade¹⁴⁴ is a national, non-profit, private organisation, created in 1998. It operates through offices in the West Bank and Gaza Strip and has strong market networks worldwide.

Pal Trade's activities aim to develop the capabilities of the private sector by assisting Palestinian exporting firms in all aspects of international trade.

PalTrade is the first point of contact for external trade organizations seeking to establish linkages with the Palestinian private sector.

It has now grown to include a network of over 140 Palestinian businesses located throughout the West Bank and Gaza Strip.

PalTrade conduct work on projects, such as the National Trade Dialogue Project (NTDP) and the Export Leaders Programme (ELP). This one seeks to develop the quality and competitiveness of Palestinian products as well as the capacity to manage companies efficiently in order to reach new markets. PalTrade offers, for those new to exporting, firm level assistance by qualified consultants. The programme includes staff training, product design, pricing, logistics, management, and international marketing. ELP provides programmes, services and information material to assist potential exporters to identify the global market needs and to make initial steps to successfully meet their potential. This new programme works with DAI/MAP to coordinate efforts and to capitalize on their previous experience.

The Chambers of Commerce: international services

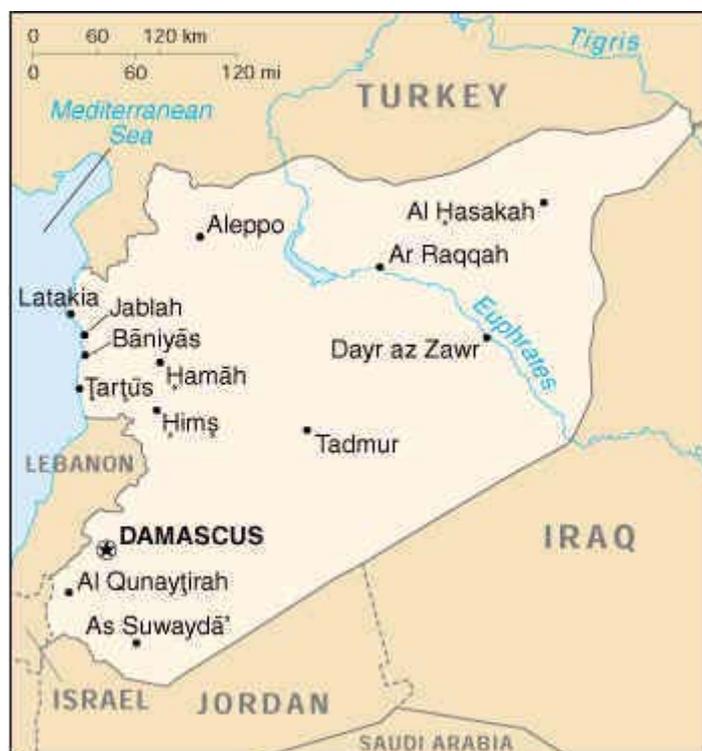
There are 14 Chambers in Palestinian Authority based on compulsory membership gathering about 35.000 companies. The Chambers¹⁴⁵ provide general support for SMEs development.

¹⁴³ <http://www.met.gov.ps>

¹⁴⁴ <http://www.paltrade.org>

¹⁴⁵ <http://www.g77tin.org/pccghp.html>

III.4.10 Syria



In order to liberalise trade some actions have been taken. For instance the modernisation of the General Custom Department, the automation of customs data and the streamlining and the simplification of the present structure of the Syrian external tariff rates according to international standards.

Trade promotion services in Syria are provided by:

- The Foreign Trade Centre (FTC);
- The Chambers of Commerce and the Chambers of Industry.

Foreign Trade Centre (FTC): trade information and trade quality

The FTC is a governmental organisation¹⁴⁶ supervised by the Minister of Economy and Foreign Trade located in Damascus and it has a branch in Aleppo.

The objectives of FTC are:

- To develop Syrian exports and to search for potential markets.

¹⁴⁶ About 50% of trade is still conducted through the state-owned Foreign Trade Establishments, responsible for trading those products for which business trading is prohibited. In 2002 Syrian Government set up a new foreign exchange credit facility (1,5 billion US\$). <http://www.syrecon.org/>

- To improve the quality of exports and their technical standards
- Marketing and distribution of export oriented products and seeking to reduce their costs.
- To prepare studies and provide consultations about the international conditions for the imports.
- To cooperate with foreign trade representations, and with the chambers of commerce and industry.
- To prepare, carry out, and review export promotion programmes.

The services offered by FTC are:

- Trade information, and prepare economic bulletins, magazines and periodicals and market research for Syrian products.
- Provide technical, consultative and laboratory services for the purpose of improving the products to meet the needs of the international markets.
- Names and addresses of the importers and exporters for products required by International Trade Information network.

Prepare studies for the development of all means of support, which leads to export promotion and expansion.

Chambers of Commerce and Chambers of Industry: certificates of origin, carnet ATA and international fairs

Syria has 14 Chambers of Commerce and Industry, two Chambers of Commerce and two Chambers of Industry. All of them are of private law (last law in 1992) and voluntary based overseen by the Ministry of Supply and International Trade.

The Damascus Chamber of Commerce¹⁴⁷ is one of the oldest since the Law No. 131/1959 on organisation Chambers of Commerce in Syria was issued.

It has 14 Committees, including:

- International Fairs & Markets
- Exports¹⁴⁸
- Foreign Trade
- Syrian-European Partnership

The Chamber issues certificates of origin, attests trading documents, invoices of goods, commercial guarantees, authenticity of its members' signatures, whether individuals or trading or industrial enterprises, identities or capacities, and documents of arbitration. The Chamber names experts and arbitrators to see to trading disputes. It, also, provides the prices of basic items and current foreign currencies according to official bulletins issued on certain dates. It takes part in international exhibitions and markets, holding seminars and conferences in an effort to promoting and enhancing internal and external trade.

¹⁴⁷ <http://www.dcc-sy.com/>

¹⁴⁸ The Damascus Chamber of Industry (<http://www.dci-syria.org/>) participates in the upper committee for export, import and consumption rationalization presided over by the Prime Minister.

THE INFORMATION CENTER

The Homs Chamber of Commerce & Industry¹⁴⁹ has established an Information Centre. The Information Centre aims to be the database of the local activities serving international companies wishing to do business with Homs-based activities.

The services offered:

- To furnish information and contact addresses of various international industrial and commercial companies.
- To provide information about various services in foreign country.
- To provide addresses of embassies, consulates, banks, and service institutions all over the world.
- To furnish information about the laws governing trade and industry, customs classifications of goods and other relevant information in Syria.
- To initiate contacts between interested members of the Chamber and commercial sections in embassies and foreign chambers of commerce.
- To arrange meetings with representatives of commercial sections in embassies.
- To offer detailed information about commercial, industrial and service companies through the Internet.
- To compile commercial opportunities bulletin about companies willing to do business with Syria or to appoint agents in Syria.
- To furnish information about the Chamber members for interested parties in the promotion of business relations.

The Federation of Syrian Chambers of Commerce¹⁵⁰ designed a special search engine for SMEs to help them to promote their trade activities through the Internet. The project intends to transfer and test in Syrian CCIs and local companies the experiences and tools developed in Italy and France related to the use of Information Technologies and E-Commerce in promoting the industrial and commercial co-operation. The interactive search engine M.A.R.I.O. was developed in cooperation with PROMOROMA (Rome CCI) and was transferred and tested in Syria and the marketing concept of “La Maison Virtuelle de l’Exportation en Lorraine”, conceived by the Meurthe et Moselle CCI was also transferred.

Moreover, the Federation has an electronic library consisting in a great number of CD-ROM including information about companies and markets in the Arab and Foreign countries.

Finally, the Federation is a focal point for the Arab Trade Information. Through the direct connection with the Arab Trade Information Network via Internet, all information related to companies, markets, statistics trade opportunities and trade regulations in all Arab countries are accessible.

The Syrian-European Business Centre (SEBC) is a EU project. SEBC is a business service provider in Syria, focusing on the supply of business know-how, expertise and the development of local consultancy skills.

¹⁴⁹ <http://www.homschamber.org/>

¹⁵⁰ <http://www.fedcommsyr.org/>

SEBC released the Syrian Export Directory. This directory contains information on Syrian export potential and Syrian exporters and serves as reference for interested economic operators abroad.

III.4.11 Tunisia



The Government of Tunisia has prepared a Trade Strategy to respond the expiration of the Multi-Fiber Agreement and the challenges emerged, focusing on a. facilitating access to knowledge on foreign buyers and market requirements (WTO), b. facilitating access to pre-shipment export finance through a guarantee mechanism to share with the banks the non-performance risks of emerging exporters and c. lowering transaction costs involved in trade, arising from trade clearance procedures.

Trade promotion services in Tunisia are provided by the following organisations:

- The Centre for the Promotion of Exports (CEPEX);
- The Tunisian Union for Industry, Commerce and Handicrafts (UTICA);
- The Industry Promotion Agency (IPA);
- Tunisia Trade Net (TTN);
- The Chambers of Commerce and Industry;
- The Bilateral Chambers of Commerce.

The Centre for the Promotion of Exports (CEPEX): trade promotion services

Founded in 1973, CEPEX is Tunisia's leading export promotion organisation, under the aegis of the Ministry of Commerce.

CEPEX's primary objective is to encourage Tunisian exports, in accordance with the national export policy, the Higher Council of Export and Investment's measures, the National Council of International Trade technical committees and the framework of the Committee for Fairs and Exhibitions.

CEPEX offers assistance directly to exporters of Tunisian goods and services through:

- Information, support, and consulting services.
- Technical assistance to exporting companies to develop trade and promotional activities directed towards foreign markets.
- Administrative assistance to facilitate export operations and tracing of foreign partners.
- The establishment and follow up of a promotional program and marketing strategy for SME.
- Organization of seminars and training programs on the management and technical aspects of international trade for exporters.
- Promotion of exportation of Tunisian-made products.
- The establishment of an export functional team at the heart of the enterprise.

CEPEX coordinates the production of a full events programme, comprising missions (near fourteen delegations per year) and exhibitions.

CEPEX cooperates with other national organisms related to trade. The Higher Council of Exports and Investment fixes and develops the export objectives and strategies and insures their realization.

The Office for Fast Intervention to Exports ([SOS EXPORT](#)) solves any export-related problems-burocratic, logistical or financial within 24 hours and adopts solutions appropriate to the situations faced by exports.

The Fund for Access to External Markets ([FAMEX](#)) is a project of the Ministry of Commerce, managed by CEPEX and carried out in collaboration with the World Bank¹⁵¹. The

¹⁵¹ The FAMEX is directed to enterprises belonging to one of the four following categories:

- All private enterprises active on the local market, that never or occasionally exported wishing to develop their exports
- All exporters, already active on a foreign market wishing to diversify their markets

main goals are to develop in five years (2000-2005), the Tunisian exports and to diversify its export markets. Under the scheme, eligible businesses are reimbursed for part of the export marketing costs they incur.

Technical aid consists of a consulting mission involving FAMEX experts to help in the development and the implementation of the company's Export Marketing Plan. FAMEX direct loans are employed as follow up measures¹⁵².

CEPEX on-line is CEPEX' enhanced web site¹⁵³ that provides export information service, including trade regulations, export programmes and overseas markets, trade data information (national and international statistics, market surveys, importers, exporters, fairs and exhibitions, etc.)

The Trade Application System for Developing Information Research (T@sdir Net) is a database of trade information, which represents the hub of the trade information system of this web site. Its modules include:

- Market Profiles. A database of approximately 70 markets provides information including: economic data, infrastructure information, foreign trade, bilateral trade relations with Tunisia, access to the market, practical information and useful addresses
- Exporter Profile. This consists of data on 1,100 Tunisian exporting companies operating in a variety of business activities (data includes type of business, range of products exported, contacts, market potentials, etc.)
- Statistics on Tunisian foreign trade. Covering the period 1991 through 1999, the statistics provided on foreign trade allow the tracking of the national situation globally, sectorally and by product of interest for targeted markets
- T@Net has initiated a project to develop and expand the data contained in T@sdir Net focused on improving the accessibility to this system. The development of the network will provide for direct access for individuals via a web site on the Internet.

The Tunisian Union for Industry, Commerce and Handicrafts (UTICA): trade support services

Created in 1946, UTICA¹⁵⁴ organises partnership missions aimed at putting Tunisian operators and their foreign counterparts in contact.

The UTICA is organised by sector and geographical areas. It has 16 professional Federations and 24 regional Unions covering the various sectors of industry, trade, services and the craft industry through all the Tunisian regions.

UTICA provides assistance, arbitration and information on market prospects, marketing techniques, business practices, and national/regional foreign trade regulations.

-
- All exporters exporting a specific product range and wishing to complete their offer with new products.
 - All exporters working in sub furniture that want to develop his products.

¹⁵² They are destined for the 350 recipients of the program (enterprises, international trading companies, service providers). As a first step, they assist them in the preparation of their Export Marketing Plan by subsidising 70% of the plan costs with a ceiling of 10 Million Dinars. As a second step, 50% of the identified actions of the Export Marketing Plan are financed by FAMEX with a ceiling of 100 000 Dinars.

¹⁵³ <http://www.cepex.nat.tn/>

¹⁵⁴ <http://www.utica.org.tn>

The Industry Promotion Agency (IPA): industrial trade promotion services

The Industry Promotion Agency¹⁵⁵ is a public establishment, which is responsible for the implementation of the Government's policies relative to the promotion of the industrial sector. API provides a support structure for companies and promoters. The main services provided addresses, information about import-export, on national/regional foreign trade regulations, marketing techniques and business practices, and transport facilities.

Lists of manufacturers, exporters, importers, etc. national production and foreign trade statistics, publications on country/territory/region (guide to traders), assistance to overseas companies for joint ventures are also available.

Tunisia Trade Net (TTN): facilitating foreign trade procedure

An innovative trade promotion project is the Tunisia Trade Net (TTN)¹⁵⁶: TTN is a new institution that actively supports new methods of electronic commerce, and provides services related to external commerce, as a form of a one-stop-shop. It is one of the main projects aimed at facilitating foreign trade procedure, at eliminating multiple forms to submit, at shortening the time of the trade operation and at increasing competitiveness of trade operators. It allows various agents (trade organisations, customs, banks, forwarders etc.) to exchange foreign commerce operations and documents electronically. Moreover a Web/EDI server permits importers, exporters and forwarders to carry out foreign trade operations via a Web interface. Before the launching of this project, trade operators had to go through several procedures to complete the foreign trade operation: the Foreign Trade Title ("Titre de Commerce") delivered by the Ministry of Commerce, the cargo manifest, the Merchandise Customs' Declaration using the SINDA customs network, etc. Actually, the trade operator can follow the progress of the procedure using the Web/EDI service. This project required the preparation of a legal framework¹⁵⁷: the decree N°97-2470 of the 22nd December 1997 recognised the use of an integrated system to automate the treatment of foreign trade procedures.

¹⁵⁵ <http://www.tunisianindustry.nat.tn>

¹⁵⁶ <http://www.tradenet.com.tn>

¹⁵⁷ <http://www.tradenet.com.tn/htm/cadrejuridique.htm>

THE EXPORT POINT

The Export-Point¹⁵⁸ was created following an agreement of partnership between the CEPEX and the CCIT signed in 1999.

The tasks confided to the Export Point are:

- Collecting information.
- Offering advice and assistance for exporters.
- The coordination with concerned bodies of issues of export and urgent interventions.

The principal task of the Export-Point is to supervise Tunisian operators during export throughout the supply chain to the arrival of the goods to the country of destination. The Export-Point represents a source of information concerning the operation exports that can consult the current or future exporters as well as every person concerned by export. The responsible for the Export-Point is informed about the entire administrative environment, which can effect the export operation. They answer the requests of exporters and direct them to the relevant Institutions when the problems escalate.

The Responsible for the Export-Point studies technical files concerning products susceptible to benefit from conventional certificates of origin with the aim of their export, notably towards Arabic and African countries.

Likewise, s/he provides Tunisian exporters with the information about the bilateral tariff and commercial agreements concluded with the other countries.

The Export-Point is closely connected with CEPEX and with the Ministry of Tourism, Commerce and the Craft industry. The Responsible for the Export-Point takes this information from the following bodies: the Ministries of Tourism, Commerce and the Craft industry, the Industry, the International Cooperation and the Foreign Investment, CEPEX and other bodies (OCT, Customs, UTICA, API, INORPI). The Responsible for the Export-Point is the correspondent of the Association of the Mediterranean Chambers of Commerce and Industry "ASCAME, which is also connected with the International Chamber of Commerce.

UNIDO EXPORT CONSORTIA

The United Nations Industrial Development Organization (UNIDO) in collaboration with the Tunisian Ministry of Industry and Energy and Italian government funds are running another innovative project. The project aims to promote the creation of export consortia in the country among SMEs.

Two consortia have been set up so far:

1. In 2000 the Tunisian consortium of car components "C-8", and in 2001 the Tunisian Engineering Consortium Consulting (TEC Consulting).
2. Among the ongoing consortia there is the consortium "huile bio" aiming to promote and to sell biologic olive oil abroad.

¹⁵⁸ <http://www.ccitunis.org.tn/english/pointexport.asp>

The Chamber of Commerce and Industry: certificates of origin and export simplification

There are eight Chambers in Tunisia at regional level based on voluntary membership. They are public bodies overseen by the Ministry of Commerce (last law in 1994). The services provided by the Tunisian Chambers of Commerce and Industry (the main ones are Tunis¹⁵⁹ and Sfax¹⁶⁰) in the sector of import-export are: certificates of origin, information and assistance in establishing contacts with traders.

Bilateral Chambers of Commerce: trade promotion services

In Tunisia, there are several bilateral Chambers of Commerce:

- The Tunisian-German CCI
- The Tunisian-Scandinavian CCI
- The Tunisian-UK CCI

Among them, the French and the Italian bilateral Chambers of Commerce are the main ones.

The Tunisian–French CCI¹⁶¹ established in 1974, it has two main missions:

1. The animation of the French business community in Tunisia
2. The commercial support for French enterprises that would like to establish in Tunisia.

The Tunisian–Italian CCI¹⁶² established in 1984, its main objectives are:

- Improving trade agreements between Italian and Tunisian companies
- Following the activities of Italian companies operating in Tunisia in order to know their problems and have their suggestions
- Organising seminars
- Spreading information about the possibilities of cooperation between Italy and Tunisia.

III.4.12 Turkey

¹⁵⁹ <http://www.ccitunis.org.tn>

¹⁶⁰ <http://www.ccis.org.tn>

¹⁶¹ <http://www.ccift.com/>

¹⁶² <http://www.ctici.org.tn/>



Trade promotion services in Turkey are provided by:

- The Export Promotion Centre of Turkey (IGEME);
- The Union of Chambers of Commerce, Industry, Maritime Trade & Commodities Exchange (TOBB) and the Turkish Chambers of Commerce;
- The Exporter Unions;
- The Foreign Economic Relations Board (DEIK);
- The Export-Import Bank;
- The Turkish Industrialists' and Businessmen's Association (TUSIAD);
- The bilateral Chambers of Commerce.

The Export Promotion Centre of Turkey (IGEME): trade promotion services

IGEME¹⁶³ was founded in 1960 as a public organisation with the aim of developing and promoting Turkish exports and of assisting the foreign enterprises in doing business with Turkey.

İGEME provides several services, such as:

Trade Information Services: IGEME has its own web site and it would produce home pages and multimedia catalogues for companies and hosts them on the Internet.

¹⁶³ Its headquarters is placed in Ankara and it has two branch offices in Istanbul and İzmir. It also has two overseas offices in Rotterdam (the Netherlands) and in Lefkoşe (in the Turkish Republic of Northern Cyprus). <http://www.igeme.gov.tr/>

Besides, İGEME has established local representatives in 18 cities of Turkey. The representatives are from the staff of the Chambers of Commerce/Industry or exporter unions in the respective cities. IGEME has signed Cooperation Protocols with: CMPE (Centre Marocain de Promotion des Exportations), CEPEX (Centre de promotion des exportations de Tunisie); IEI (Israel Export Institute) ; EEPCC (Egyptian Export Promotion Centre); IGEME is a member of ETPO (European Trade Promotion Organisations); WETFEG (West European Trade Fairs Experts Group) and IATTO (The International Association of Trade Training Organisations).

The web site offers Turkish trading company registers, world and Turkish trade statistics, trade inquiries and foreign trade regulations in electronic form.

It has established a database system, which is connected to other databases and offices abroad. It supplies the addresses of foreign importers, changes in market situations and commodity stock exchanges and other information on current issues.

The centre library has access to nearly fifteen on-line major international trade databases, almost one hundred CDs on foreign trade, over four hundred catalogues, over six hundred reference books, about nine hundred research reports and over three hundred periodicals.

The Centre has a library at Istanbul regional office, which is located inside the Foreign Trade Complex.

Promotional Activities: It organises the national participation of Turkish companies in international fairs.

Business Opportunities Bulletin Board: BOBB is a service that aims to help companies to find trade partners to make foreign trade. Additionally, companies can activate e-mail subscription. Thus, companies can receive new business opportunities matching their choices by e-mail. Trade opportunities services are presented by IGEME Trade Information Systems as free of charge.

IGEME Turkish Export Directory: The directory is a company database that comprises more than 4800 exporting companies representing nearly 60% of Turkey's total exports.

IGEME assists and advises Turkish exporters in finding, developing and diversifying their markets through its Research and Development activities. These cover:

- Country and market surveys of selected countries.
- Surveys about industrial/agricultural products with export potential.
- Marketing information and advice on all aspects of exporting as well as rules, regulations and procedures.
- Advice and consultancy services, mostly directed to SMEs. IGEME also has a direct "SME Information Phone Line" where the companies can turn for assistance and ask questions on specific issues related to foreign trade.

Training: Foreign Trade Training Programmes give practical information on international trade, marketing, rules and regulations, and actual trade related issues.

Trade Point Ankara (TPA): It¹⁶⁴ is hosted by IGEME website since 1999 and it got its presence at the Global Trade Point Network since that date.

Turkish Chambers of Commerce: internationalisation services

The Union of Chambers of Commerce, Industry, Maritime Trade and Commodity Exchanges of Turkey¹⁶⁵ (TOBB) federates 172 CCI, 63 CC, 11 CI and 2 Chambers of Maritime Commerce registered in public law. These bodies are overseen by the Ministry of Industry and Trade.

The Chambers mainly provide assistance in internationalisation of Turkish companies.

The main CCs are those located in Ankara, Istanbul, Izmir and Gaziantep.

¹⁶⁴ http://www.intracen.org/dbms/Country/CA_CompTSL.Asp?ID=1690&DS=TPO&CT=792

¹⁶⁵ <http://www.tobb.org.tr/index-english.html>

Ankara Chamber of Commerce (ATO)

The main services of the Chamber¹⁶⁶ are:

- reports concerning the economic conditions of Turkey and the Ankara region
- research and examinations on the commercial activities of the region and to prepare reports, statistics, etc.
- commercial registry procedures for the organisations engaged in activities in Ankara.
- local and national exhibitions, fairs, etc.

The Istanbul Chamber of Industry (ISO)¹⁶⁷ was established in 1952. The members of Istanbul Chamber of Industry, which amounted to 700 companies in 1952, increased up to about 2000 companies in 1962, reached a over 10.000 in 2003.

The Istanbul Chamber of Commerce (ITO)¹⁶⁸, established in 1882 with 24 founding members, now consists of 98 Trade Committees and over 300,000 members. Bilateral relations are developed to make Turkish products more reachable in foreign markets customers.

The Izmir Chamber of Commerce (IZTO)¹⁶⁹ was founded in 1885. Nowadays the Izmir Chamber has more than 55.000 registered members and it is the second largest in Turkey.

Exporter Unions: export and trade lobby services

The exporter unions were created in 1937 under the auspices of Atatürk. Currently, the unions operate under the Prime Ministry Under-secretariat for Foreign Trade¹⁷⁰. Their first goal was to deal with all export procedures; nowadays they also aim to put together the interests of the exporters as well as to organise their members' business activities and relationships, to solve the problems they meet.

The most peculiar characteristic differentiating the Exporter Unions from the other professional organisations is that they deal exclusively with export.

Exporter Unions are established where an economical and export potential exists (Istanbul, Ankara, İzmir, Bursa, Mersin, Gaziantep, Erzurum, Antalya, Giresun, Trabzon and Denizli). They operate in Turkey and abroad for 21 main sectors, in the framework of 13 General Secretariats¹⁷¹, with 57 Exporter Unions, 30 Liaison Offices and also 2 foreign agencies. The Exporter Unions also have a foreign agency in Northern Cyprus in Lefkoşa.

¹⁶⁶ <http://www.atonet.org.tr/>

¹⁶⁷ <http://www.iso.org.tr/>

¹⁶⁸ <http://www.tr-ito.com/ITOportal/mainIE.html>

¹⁶⁹ <http://www.izto.org.tr/IZTO/TC>

¹⁷⁰ The Exporter Unions own the legal power and competence emerging from the public law. They do not work for the interests of a particular group. As they participate in the public management through their functions of intervention, control and organisation, they are entities considered as corporate bodies whose first goal is to deal with all the export procedures. <http://foreigntrade.gov.tr/>

¹⁷¹ To be able to export their products and services, businesses based in Turkey should be members of one of the Country's thirteen associations of exporters. A certain number of incentives and support for exports exist, such as loans from the Eximbank or aid for export promotion.

Foreign Economic Relations Board (DEIK): Trade Business Councils

DEIK¹⁷² is a non-profit, private sector organisation established in 1986 by the nine principal private sector institutions in Turkey. Its objective is to contribute to the efforts for improving Turkey's external economic relations through Business Councils. The interested Turkish companies establish bilateral Business Councils. Their objectives are to encourage business development and to improve the conditions for bilateral trade.

Türk Eximbank: export-import bank

Türk Eximbank¹⁷³ is a fully state-owned bank acting as the Turkish Government's major export incentive instrument. It engages in direct lending activities as well as implementing insurance and guarantee schemes within the same institution.

Turkish Industrialists' and Businessmen's Association (TUSIAD): internationalisation services

Founded in 1971, TUSIAD¹⁷⁴ is an independent, non-governmental organisation dedicated to promoting public welfare through private enterprises. TUSIAD supports independent research and policy discussions on important social and economic issues in Turkey and abroad.

It provides:

- Services of assistance and information on internationalisation.
- Assistance in establishing contacts with traders.
- Information on national/regional foreign trade regulations.
- Lists of manufacturers, exporters, importers, etc.
- National production and foreign trade statistics.
- Publications on country/territory/region (guide to traders).

Bilateral Chambers of Commerce in Turkey: trade promotion

The Italian Chamber of Commerce in Turkey¹⁷⁵ was created in 1885, it is located in Istanbul and it has an important role in trade relationships between Italy and Turkey.

The Italian Chamber of Commerce in Turkey offers a wide range of services aimed to meet the needs of Italian and Turkish operators looking for starting or consolidating commercial relationships between these two markets, such as information about on line links with "Mercato Italia" database, balances, statistics (more than 40 million information), information on import/export, on foreign investments laws in Italy and Turkey, research into commercial partners.

The Turkish-French Trade Association, established in 1885 in Istanbul, brings together prominent Turkish and French industrialists and businessmen. Currently, the Association has more than 400 members: 150 French and 250 Turkish. Its mission includes three major activities: Club, Consultancy and Logistics.

¹⁷² <http://www.deik.org.tr/>

¹⁷³ <http://www.eximbank.gov.tr/>

¹⁷⁴ <http://www.tusiad.org.tr/>

¹⁷⁵ <http://www.cciist.com/>

The German-Turkish Chamber of Commerce and Industry was established in 1994 in Istanbul between the Union of Turkish Chambers and Commodity Exchanges (TOBB) and the Union of German Chambers of Industry and Commerce.

The British Chamber of Commerce of Turkey was founded in Istanbul in 1887. BCCT helps its members develop business between the United Kingdom and Turkey. The Chamber has started the *New Horizons* initiative in order to maximise the Chamber's contribution in the development of the trade and investment between Turkey and the UK and its members' business relations. A *Business Club UK* also exists.

CHAPTER IV: COMPARATIVE ANALYSIS

Among the trade promotion bodies we can find three main categories: the Ministries of Trade, the trade promotion organisations and the private sector (Chambers of Commerce, business associations, bilateral Chambers of Commerce).

IV.1 Traditional Services

Traditional services to ensure registration and in certain cases certificates are being undertaken principally by Ministries. In some countries such as Egypt, the activities of Ministerial departments are very wide in the field of trade promotion (there are 5 departments linked to trade promotion) and have been reinforced by an Export Promotion law. In other countries, such as in Hashemite Kingdom of Jordan or Turkey, the Ministries are pushing for better delivery of services through e-government.

Most traditional trade promotion services are carried out by trade promotion organisations, even if some of them have been established quite recently, such as PROMEX in Algeria (1996) or they are undergoing restructuring like the Egyptian Export Promotion Center (EEPC). Some trade promotion organization such as the Moroccan Center for Export Promotion and Jordan Export Development and Commercial Centers Corporation (JEDCO) have even been selected as best practices by the UN.

Information services are being delivered through several information networks. Some countries continue to invest in this area, such as in Syria (Homs Library and Federation projects).

In other countries, it is the private sector that takes the lead of public-private partnerships, such as the Israeli Export Institute or Malta Enterprise. Services related to the participation in fairs are taken care of Innovation Services in some Countries by specialised bodies, such as GOIEF in Egypt or SAFEX in Algeria. In all of the MED Partners, the Chambers of Commerce and Industry are active in helping companies in foreign trade, in particular with certificates of origin and carnet ATA.

Bilateral Chambers of Commerce are also present and foster bilateral trade relations between MED Partners and their main trading partners, such as Germany, France and Italy.

IV.2 Innovative Services

Many innovative instruments are being developed in the MED Partners. We found out that some specialised assistance is developed through the FAMEX fund in Tunisia. New training services and consultant expertise is provided in Palestinian Authority through the PalTrade programme.

Many services are now being developed through the Web. Trade Points, T@sdir NET in Tunisia, the Exporters Catalogue in Israel, and some experience of one-stop shops are being developed through the Chambers of Commerce in Tunisia (see the Export Point), the Local

Trade Efficiency Association in Israel. In Cyprus, the Chambers of Commerce are providing Confidential International Business Report with the help of high-level consultancies while in Malta the Malta Business Bureau is providing an E-newsletter on EU information.

International organisations are actively supporting the development of trade promotion, in particular the diffusion of information. In fact, UNCTAD has opened its Trade Points in several MED Partners (Jordan, Morocco, Egypt, Lebanon, Israel), while UNIDO has launched a project to support the creation of export consortia in Tunisia and Morocco.

In some countries it is the Investment attraction organisation, such as the Investment Development Authority for Lebanon (IDAL) which carries out export promotion programmes (see Export Plus programme).

The EC is also very present with an important Trade Enhancement Programme in Egypt and with its EIC in Jordan (hosted by JEDCO). It has also set up a Syrian-European Business Centre in Damascus hosted by the Federation of Syrian Chambers and financed the M.A.R.I.O.-Syria web system for foreign trade through the ArchiMedes programme.

IV.3 E-Commerce

Today the MED Partners are at different stages of adoption of e-commerce laws. Some countries, such as Tunisia, Jordan, Malta, and Cyprus are more advanced and have adopted their e-commerce laws respectively in 2000, 2001, 2002 and April 2004¹⁷⁶. Egypt has adopted its last e-signature act in 2002 and Israel in September 2001¹⁷⁷. Turkey has introduced an e-signature law in 2004 while state bodies are negotiating a draft law concerning e-commerce. Other countries of the Mediterranean are still lagging behind.

The lack of a more widespread adoption of legal frameworks explains the slow development of e-commerce in the Mediterranean region (see the following table)¹⁷⁸. An adequate legal framework around consumer protection and rights is needed for the development of e-commerce because information needs to be secured, consumers need to be confident of settling disputes and quality of information needs to be high. Other factors are playing a role such as the general mistrust of remote payment systems among Mediterranean businesses. There is a general lack of awareness and most countries are mainly cash-based economy where credit cards are not mainstreamed. Only few people own credit cards because their acquisition requires the maintenance of a relatively large bank account.

¹⁷⁶ In Cyprus the e-commerce law 156(I)/04 has been published in the official newspaper of the Republic on the 30th of April 2004, ref: 3851, section 1

¹⁷⁷ The e signature law in Israel is available in Hebrew on <http://www.law.co.il/showarticles.php?d=h&article=197>

¹⁷⁸ The development of a common legal framework conducive to e-commerce is crucial. This has been achieved in Europe through the Directive 2000/31/EC of the European Parliament and of the Council of June 2000 on legal aspects of information society services, in particular electronic commerce; the Directive 1999/93/EC of the European Parliament and of the Council of 13th December 1999 on a Community framework for electronic signatures; the Directive 97/7/EC of the European Parliament and of the Council of 20th May 1997 on the protection of consumers in respect of distance contracts. In the Mediterranean area, this has partially been achieved but only in few Countries, such as Tunisia which was a pioneering Country <http://www.eumedis.net>

Table 3: Internet diffusion

Country	Internet Users (000's 2001)
Algeria	60
Cyprus	150
Egypt	600
Israel	1800
Jordan	212
Lebanon	300
Malta	99
Morocco	400
Palestinian Authority	20 (estimation)
Syria	60
Tunisia	400
Turkey	2500

(Source International Telecommunications Union)

In 1999, The Tunisian government submitted an Electronic Exchange and Electronic Commerce Bill to the Chamber of Deputies, adopted the following year as the Electronic Commerce and Electronic Exchanges law N° 2000-83. E-contracts are governed by written contracts procedures concerning the expression of will, its legal power, its validity, and its execution liability, as long as they are not in contradiction with the bill. The bill regulates e-documents, e-signatures, certification authorities, e-certification services, e-commerce transactions, privacy protection, and infractions and penalties¹⁷⁹. In order to complete the e-commerce legal and regulatory framework, there is a need to elaborate the following laws: law for protection of databases, privacy protection law, law for domain names. The consumer has guaranteed information in the framework of e-commerce¹⁸⁰. Tunisia also has developed several portals to promote export through e-commerce¹⁸¹.

The Lebanese Ministry of Economy and Trade hosts the e-commerce project funded by the European Community. This project has two main priorities:

1. To assist the development of the appropriate legal and regulatory framework for all types of e-transactions in Lebanon.
2. To assist the development of e-commerce in Lebanon."

¹⁷⁹ <http://www.bmck.com/ecommerce/Tunisian%20National%20Certification%20Agency.pdf/>
<http://www.bakernet.com/>

and

¹⁸⁰ Before the conclusion of an e-contract the vendor is due to give consumer the following information at all stages of the transaction: Identity, address and telephone, Complete description of different stages of transaction, Nature, features and characteristics of products, Security tariffs, Commercial guarantees and after-sales services Payment system, Delivery system, Confirmation of delivery, Exchange products

¹⁸¹ <http://www.ecom.tn>: Galerie marchande or <http://www.poterie-casablanca.com/>: Casa Blanca pottery has a wide range of hand-made potteries for sale or <http://www.mosaica.com.tn/>: online sellers of natural stone decor (tiles, borders, tables etc) or <http://www.soulk-el-web.com>: the online shop for Tunisian & Oriental products. The "Virtual Exhibit"¹⁸¹ is another convenient source for Business-to-Business Information, which provides important insight into a great number of industrial sector enterprises in Tunisia.

In Morocco, an Interdepartmental Committee was created in 2002 to propose the legal, technical and financial measures likely to promote e-commerce. The Committee presented two draft laws, on electronic signatures and on the protection of personal data, in conformity with international rules, notably the law-type and the EU¹⁸² regulation on e-signatures. For the moment there are some substitutes such as: the standard contract, the charters of good control (“chartes de bonne conduite”), labelling and self-control¹⁸³. The current law does not recognise electronic signature. The government must proceed with reforming its laws to legalise electronic signatures and payments. Morocco commissioned the National Agency for Telecommunications Regulation (ANRT) to prepare new laws. Finally, it is worth noting that the Moroccan Ministry of Justice is planning to provide electronic administration services such as notice and results invitation to tender on-line and the Trade Register on-line consultation (Trade Court Casablanca is in service, while the set of all Trade Courts will be in service in December 2004).

In Jordan, the government passed in 2001 a Temporary Law N°85 on Electronic Transactions in order to promote the development of the IT industry¹⁸⁴. The law also contains a section on e-signatures¹⁸⁵.

Malta passed an Electronic Commerce Act (Chapter 426) in 2002. Malta has also joined the E-commerce Legislation Easily Accessible to SMEs (ELEAS) project¹⁸⁶. ELEAS contains information on the different legal provisions to be respected when conducting business electronically.

In Egypt, an E-signature Act was adopted in 2002 with the objective of ensuring that electronic signatures and documents are legally valid and equivalent to paper documents and signatures¹⁸⁷. The Minister of Communication and Information Technology (MCIT) is currently studying various projects to complement the Act, which further serve e-commerce

¹⁸² Except for two points, the domains names and customer protection for which it has been judged useful to propose suitable rules, the working group agreed that the already adopted or on going (on customs and control of changes) directives on e-trade are sufficient to the launching of pilot experiences on electronic trade. It was stressed that the facilitation of electronic trade in Morocco will require the harmonisation of the national legislation with those adopted or under adoption at the international level.

¹⁸³ <http://www.usembassy-morocco.org.ma/Themes/Economic%20Issues/le%20commerce%20electronique%20-%20part%20III.htm>

¹⁸⁴ The law has three main principles. First, all electronic transmitted information is to be treated as equivalent to paper-based counterparts. Second, electronically transmitted information can be treated as evidentiary material. The third principle is to facilitate the conduction of business and the conclusion of contracts electronically, with regards to both public and private transactions. http://www.reach.jo/legislative_changes.htm

¹⁸⁵ This law is handicapped by the fact that Ministerial laws take precedence over general laws. For instance the Ministry of Trade cannot accept e-signatures yet because there are specific laws stating that a legal signature is only on paper and should be done in front of a Government clerk. As far as electronic commerce is concerned, there are no cyber squatting issues in Hashemite Kingdom of Jordan due to the strict regulations by which a company can obtain a Hashemite Kingdom of Jordanian website.

¹⁸⁶ The Swedish Trade Council heads the portal, which helps enterprises to find neutral and reliable information on available electronic trading platforms <http://www.ebusinesslex.net/index.asp>

¹⁸⁷ Records that are protected by current legislation continue to be protected just as electronic records. For e-signatures or e-documents the Act will provide that: Legal validity of the e-signature refers only to the signatory; only the signatory is in control of the electronic agent; it is possible to reveal changes in the e-document or the e-signature. The Act addresses the authorities issuing electronic legalizations and manner of conducting the practice. Moreover the Act addresses the question of authentication of electronic legalization issued from foreign agencies/authorities, penalties in cases of the use of forged signatures or abuse of an e-agent or in destroying e-signatures or disclosure of confidential data or the unlawful use of secured data.

and spread its use in other areas such as e-contracts, e-payment, and Internet transactions. Other pipeline law projects concerning privacy, securing data, taxes, and customs as related to e-commerce will soon be in support of the Act. If one takes into account that more than 70% of businesses in Egypt remain within operations owned or controlled by the Government, the Government has a strong potential for being a business-to-business/administration prospect.

In Turkey, the government passed an E-signature (Law N° 5070) as of January 2004 and the relevant State bodies are negotiating a draft law concerning e-commerce in line with the framework of eEurope+ Action Plan in order to accelerate e-commerce¹⁸⁸.

In Syria, a consultative committee on e-commerce was set up in 2000 and it has been working to study all aspects of e-commerce and suggested amendments to the laws and regulations for the promotions of e-commerce in Syria. The Syrian Computer Society has also had an important role of promotion of e-commerce in Syria.

IV.4 Consumer protection

IV.4.1. Policy considerations

While the liberalization of trade contributes to a large extent to increase consumer choice- at least theoretically-, it must also be stressed that- and this is made worse by their low income level- consumers are not in a position to influence the market in order to favor balanced transaction. Thousands of new, independent producers and sellers of goods and services do emerge, and the numbers and range of commercial activities do expand at an accelerating rate; as the new breed of entrepreneurs proliferates, the potential for unfair or deceptive conduct increases. History has shown that the expansion of free markets invariably yields a familiar pattern of consumer complaints.

Private foreign companies do not hesitate to take benefit from the inadequate legislation to use some aggressive sales methods. People in economies in transition such as Mediterranean ones are becoming the target of both home grown and imported cheats. Markets practices regulation is needed in order to avoid wild competition.

Markets in transition are characterized by huge information deficits: low education of the population on consumer issues, no or inadequate indication of prices and tariffs, incomplete labeling of products, absence of instructions and warnings, labels written in a foreign language, lack of information about contract terms, warranty conditions and consumer rights in general, weak independent consumer information systems, no or limited comparative testing, predominance of advertising, etc.

IV.4.2. Situation in MED countries

Today, most Mediterranean countries have consumer protection groups active in improving the quality of goods and services and the quality of exports in meeting European and international specifications and thereby improve trade.

¹⁸⁸ The Turkish law amending the Law on Protection of Consumers (Law N°4077) may be considered as a project that is in accordance with the objectives of eEurope+ Action Plan. The draft law will regulate Internet shopping and it will guarantee the consumer rights in this type of shopping.

While at EU level, consumer protection actions programme exists since 1975, the European Commission through the bilateral MEDA has only recently supported the development of consumer protection in Mediterranean countries. It has planned to finance the Institutional Strengthening of the Consumer Protection Service in Lebanon and the promotion of Consumer Protection Policy in Morocco in 2005.

MED countries like Cyprus and Malta who are EU Member States and Turkey went through a process of approximation to the EU *acquis communautaire* in the field of consumer protection legislation. In Cyprus and Malta, their consumer associations are also members of BEUC¹⁸⁹ – the main organisation at European level. The Cyprus Consumers Association¹⁹⁰ was founded in 1973 and joined the Consumers' International as a member in 1980 and BEUC in 2002. The Association has played an important role in supporting Cypriot consumers.

In Malta¹⁹¹ there is the Consumer Affairs Council established by the Consumers Affairs Act (Cap. 378 of the Laws of Malta).

The functions of the Council are set out by law and are mainly an advisory body to the Minister in the formulation of the policy. Furthermore they have powers to monitor and review trading practices in relation to the supply of goods or services to consumers and to monitor the working and enforcement of law that directly or indirectly affect the consumer in Malta. The Council is also the body that monitors the registration of consumers' organisations in Malta. There is only one consumer organisation that is currently recognised by law and registered with the Consumer Affairs Council, i.e. Ghaqda tal-Konsumaturi Consumer's Association.

In Turkey, a study done by Centre De Droit de la Consommation¹⁹² concluded that in order to promote the work of harmonisation of laws between Turkey and the European Union in the consumer field should be made an explicit reference to consumer protection in the official agreements which give legal basis to the preparation of Turkey for membership; and technical assistance should be provided and funded by the European Union to develop the legislative and institutional framework for consumer policy in Turkey, including training activities and direct support to non- governmental associations.

Since 22 October 1998 consumer protection is included among the matters for which further co-operation is sought for¹⁹³.

¹⁸⁹ European Consumers' Organisation in Brussels www.beuc.org

¹⁹⁰ www.cyprusconsumers.org.cy. For Cyprus we consulted directly George Tziapouras the Project Officer of Cyprus Consumer Association cca@spidernet.com.cy

¹⁹¹ www.europa.eu.int, in this website there Malta answered to a questionnaire prepared by the European Commission in which the members of the Member States Advisory Committee have provided information on the following points :

- Definitions or criteria allowing to determine what is a consumer organisation at national level;
- List of consumer organisations at national level ;
- Form of public funding of consumer organisations ;
- Forums or bodies bringing together consumer organisations and public authorities.

¹⁹² European Research Centre on Consumer Policy in Belgium. Study on: The approximation of Consumer Protection legislation of Turkey to the European Union "ACQUIS"

¹⁹³ European Commission, Article 4 of *Proposal for regulation on the implementation of actions aimed at increasing the customs Union between the EU and Turkey* (O.J. n° C 408 of 29 December 1998, p. 14).

The Consumer Protection Act of 1995 should be revised in order to integrate all the amendments and additional provisions, which have to be introduced into Turkish legislation in order to put Turkish laws on consumer law in conformity with the EU *acquis communautaire*; the option made for one comprehensive consumer protection law should be maintained.

The same cohesion should be encouraged with regard to the State institutional structure in charge of consumer affairs, by transferring to the Ministry of Trade and Industry as many competences as possible with regard to consumer protection policy.

The status and the rights of NGO's willing to be active on the consumer scene should be further detailed and extended. The participation of key consumer actors in Turkey to pan-European or international consumer events and forums should be encouraged. The fundamental rights of the consumer should be listed and stressed upon in a more positive, explicit and complete manner than under present Article 1 of the CPAct. The Turkish legislator should maintain these provisions that actually provide consumers with a higher level protection than under the EU *acquis*. This should not create any legal problem, as most consumer Directives and minimal ones. It should not discriminate against Turkish companies either as the implementation laws of the member States most commonly goes far beyond the minimal provisions of the EU Directives.

The other MED countries are joining what is called the AFC (Arab Federation of Consumers) hosted in Amman and count as members Jordan, Algeria, Tunisia, Egypt, Syria, Palestine, Lebanon and Morocco. In all these countries associations and federations are still in the development stage but their efforts are sure to improve the quality and reputation of goods produced in Mediterranean countries.

More specific details were collected for Jordan, Lebanon, Egypt and Israel, as information is poor and missing in other countries. In Jordan, the consumer society was established in 1989 as a voluntary body to raise public awareness on consumer problems by conducting field and scientific studies and by fighting monopolies and price manipulation. In Lebanon, Consumers Lebanon was set up in 2000 but is struggling to make known the merits of consumerism to both the government and Lebanese consumer as consumer rights legislation is still under debate.

In Egypt, a consumer rights law has yet to be enacted in Egypt and there is only a draft law in Parliament. The proposed law calls for issuing fines if consumers are injured by poorly made products and making mandatory the printing ingredients on all consumable goods. The Central Egyptian Society for Consumer Protection (CESP) set up in 1994 acknowledges the importance of improving the quality of goods manufactured by his country to boost exports and has promoted the creation of more than 66 NGO in this field since the 1990s. CESP for instance published the results of a laboratory test on locally produced meat and dairy products for sale in stores on the basis of "fitness for human consumption" with the result that many of the companies cited on the list have made improvements to their products. In Egypt, a myriad of government agencies share the responsibility of consumer protection, including the Ministry of Supply and Trade, the Ministry of Industry and the Ministry of Agriculture. Insufficient funds to ensure proper monitoring of markets and products are a commonly cited problem.

In Israel there is an additional body dealing with consumer protection: the Israel Consumer Council¹⁹⁴. It was established by the Ministry of Industry and Trade in coordination with the Standards Institute and is budgeted by the Ministry. There is a Consumer Protection Law in force since 1981.

IV. 5 Suggestions for the future

Any conclusions to the study cannot take abstraction of the conditions of trade in the Euro-Mediterranean area.

The framework surrounding trade promotion is still characterised by an important trade deficit particularly vis-à-vis the EU. In general, the EU member states remain the dominant trading partner for Maghreb countries, as two third of exports and import activities are conducted with the former 15 EU members states. The countries with the weakest trade links with the EU are Israel and Jordan, with the latter exporting less than 10% of its total exports to the EU.

There has been also a slow pace of associative agreements -the last one being signed in October 2004- and there remains protective trade regimes according to European Commission papers¹⁹⁵. Despite recent liberalisation measures, the average of customs duty applied in industry is 17% for Med against 11% in Asia , 90% in Latin America and 5% for new EU members¹⁹⁶. Nevertheless, the reduction of tariffs seen through the simple average of customs tariffs has taken place and has been reduced by 11% between 1990s and 2003.

Nowadays, there is also a further competitive pressure coming from Asia with the expiration of the Multi Fiber Agreement where some Mediterranean countries such as Egypt, Tunisia or Morocco are facing exporters from emerging markets such as China and Bangladesh which both have strong competitive advantages in textile production.

However, the challenge facing the Southern Mediterranean is not simply to increase trade, but to upgrade trading capabilities through more intensive integration with partners abroad. This will require not merely trade liberalisation but also a range of complementary strategies and will require a range of policies. The study insists that one of these policies is an active trade promotion policy.

Trade promotion has indeed become an important part of economic policy in helping countries integrate effectively into the global economy. Given the increasingly dynamic and competitive environment, it is imperative that countries develop a vision of trade promotion that can transform the export and industry sectors to become dynamically competitive, sustainable and globally integrated.

This study has given evidence of the different experiences in trade promotion around Europe and in the Mediterranean area for traditional and innovative services. The study also put into evidence the support coming from the Barcelona process to modify the regulatory framework and the institutions functioning in the field of trade promotion to create a favourable business and export climate. An important catalyst for regulatory reform in this field comes also from

¹⁹⁴ www.consumers.org.il

¹⁹⁵ European economy, European Commission, Directorate General for economic and financial affairs, N°16 April 2005, page 15

¹⁹⁶ The Euromed partnership, 10 years after Barcelona: achievements and perspectives, Femise network, February 2005, page 15 and 16

civil society organisations, especially consumer protection. One good practice example is the Egyptian consumer protection draft law which could result in enhancing the power of society to demand adequate enforcements¹⁹⁷.

To conclude the analysis of the different techniques of trade promotion in the Mediterranean area, one would like to formulate the following recommendations:

1. There are positive changes in trade promotion in the Mediterranean that need to be supported further through technical assistance of the European Commission (for instance in Egypt and Tunisia) including training activities and direct support to strengthen the private and public sector export promotion institutions as well as commercial diplomacy in order to widen and diversify export opportunities.
2. More efforts should be done in the related area of trade facilitation in order to assist customs administration to provide better services to private sector. If an export-based economy is to materialise, some countries not only need trade promotion policies but also a secure, predictable and efficient customs administration (Egypt, Syria, Morocco, Palestine) and need also further harmonisation and simplification of import and export procedures.
3. There is quality gap in the composition of Mediterranean exports and dynamic manufacturing goods seem to be underrepresented in the regions exports. Trade promotion therefore cannot be successful without also a quality promotion that ensures that the private sector is in line with standards and technical specifications. Some countries (Lebanon, Morocco) are investing in trade and quality promotion.
4. Many observers believe that there is too little intra regional trade and that it has been neglected at the expense of trade with more distant partners. It is sometimes argued that substantial increases in regional trade can be reached by regional cooperation. Insofar this is true trade promotion can be used to increase and make more diverse the trade partners composition.
5. Finally, further research is needed to investigate the connection between trade promotion matters and the actual export outcomes and to understand better what the actual links are.

IV.6 Summary Table

The following table shows the organizations active in trade promotion as they have been identified in the country profiles. It also shows the main trade and e-commerce laws for the MED Partners, which have adopted them. Moreover, it summarizes the services provided by every single organization by dividing into two columns one for traditional services and another one for innovative services.

¹⁹⁷ The Euromed partnership, 10 years after Barcelona: achievements and perspectives, Femise network, February 2005, page 67

COUNTRY	TRADE PROMOTION BODIES	TRADE/E-COMMERCE LEGISLATION	TRADITIONAL SERVICES	INNOVATIVE SERVICES
ALGERIA	<ul style="list-style-type: none"> - The Algerian External Trade Promotion Office (PROMEX) - The Algerian Society of Fairs and Exports (SAFEX) - Algerian Chamber of Commerce and Industry (CACI) - Bilateral Chambers of Commerce 		<ul style="list-style-type: none"> - Promotion of commercial exchanges, markets observation and analysis, foreign markets' dossiers and publications by PROMEX. - Prospecting and market analysis, export procedures, fairs, conferences and seminars by SAFEX. - Exporters directory, certification of invoices, and attestation, carnet ATA, certificates of origin, training, meetings, missions abroad, matchmaking by CACI. 	
CYPRUS	<ul style="list-style-type: none"> - Ministry of Commerce, Industry and Tourism - Chambers of Commerce - Bilateral Associations 	<ul style="list-style-type: none"> - E-commerce legislation 156(I)/04, 22nd April 2004. 	<ul style="list-style-type: none"> - Export Credit Insurance Service, fairs, missions, organisation of foreign importers visits, advertising campaigns, trade inquiries, exhibitions, seminars, financial schemes for fairs/missions by the Ministry of Commerce. - Training services by the Chambers. 	<ul style="list-style-type: none"> - Confidential Business reports and Internet services (members directories, data bank, world chambers network, WTC network) by the Chambers.
EGYPT	<ul style="list-style-type: none"> - Egyptian Commercial Service (ECS) - General organisation for Export and Import Control (GOEIC) - Foreign Trade Sector (FTS) - General Organisation for International Exhibitions and Fairs (GOEIF) - Egyptian Export Promotion Centre (EEPC) - Egyptian Exporters Association (EEA) - Egyptian Chambers of Commerce - Bilateral Chambers of Commerce 	<ul style="list-style-type: none"> - Export Promotion Law 155/2002. - Export Impediments Resolution Law 1283/2002. 	<ul style="list-style-type: none"> - Trade agreements publications, foreign market guides, investment opportunities and Egyptian legislation information by ECS. - Training in quality control and import-export database by GOEIC. - Paid customs reclaiming, sector/product studies, following up anti-dumping cases by FTS. - Fairs and exhibitions by GOIEF. - Overseas fairs and missions, market studies, trade opportunities, seminars by EEPC. - Export information, market research, and technology transfer by EEA. - Trade facilitation and promotion activities by Egyptian and bilateral Chambers. 	<ul style="list-style-type: none"> - 10 Egyptian Trade Points. - Electronic catalogues, videoconferences, B2B Marketplace and One Stop Centre by the Egyptian International Trade Point. - Export Promotion Fund by the Ministry of Trade.

COUNTRY	TRADE PROMOTION BODIES	TRADE/E-COMMERCE LEGISLATION	TRADITIONAL SERVICES	INNOVATIVE SERVICES
ISRAEL	<ul style="list-style-type: none"> - Foreign Trade Administration of Ministry of Trade - Israel Export Institute - Manufacturers Association of Israel (MAI) - Local Trade Efficiency Association (LTEA) - Industrial Cooperation Authority (ICA) - Israel SMEs Authority - Israel Foreign Trade Risks Insurance Corporation Ltd. (IFTRIC) - Federation of Israel Chambers of Commerce (FICC) - Bilateral Chambers of Commerce 	<ul style="list-style-type: none"> - E-Signature, September 2001. 	<ul style="list-style-type: none"> - Exporter assistance, business meetings and delegations by Ministry. - Identifying partners, strategic market information, exporter guides and surveys, coordination of tenders, training and seminars, advertising material by Export Institute. - WTCI (promotion of economic, technical, business cooperation) and Kompass Business Guide by MAI. - Trade facilities and information by LEA. - Commercial cooperation, identifying partners, information and surveys by ICA. - Training and financing facilities by the SMEs Authority. - Insurance solutions and information by IFTRIC. - Information, market reviews, assistance, letters of recommendation, trade missions, individual meetings, business guides, seminars, foreign contacts and database by FICC. 	<ul style="list-style-type: none"> - Trade Point Israel. - Exporter's Catalogue and E-Commerce project by Israel Export Institute. - SMEs Support Centre by SMEs Authority. - E-newsletter by FICC. -
JORDAN	<ul style="list-style-type: none"> - Ministry of Industry and Trade - Hashemite Kingdom of Jordan Export Development & Commercial Centres Corporation (JEDCO) - Trade Exporters Association (JEA) - Chambers of Commerce - Bilateral Chambers of Commerce 	<ul style="list-style-type: none"> - Electronic Transactions Law n° 85/2001. 	<ul style="list-style-type: none"> - Product qualification, accreditation of certificates of origin, export, import licenses by Ministry of Trade. - Exhibitions and delegations abroad, studies, foreign markets surveys, export support and matchmaking among SMEs by JEDCO. - Market studies, trade missions and shows, training courses and seminars, export-consulting services by JEA. - Certificates of origin by Chambers. 	<ul style="list-style-type: none"> - On-line services (trademark, industrial, trade name, trade agents, trade agencies registration) by Ministry of Trade. - Amman Trade Point. - Trade Information Centre and information networks by JEDCO. - Newsletter and basic information on JEA's web site.

COUNTRY	TRADE PROMOTION BODIES	TRADE/E-COMMERCE LEGISLATION	TRADITIONAL SERVICES	INNOVATIVE SERVICES
LEBANON	<ul style="list-style-type: none"> - Ministry of Economy and Trade - Association of Lebanese Industrialists (ALI) - Investment Development Authority for Lebanon (IDAL) - Chamber of Commerce Beirut and Lebanon - General Union of Chambers of Commerce 		<ul style="list-style-type: none"> - Market studies, trade missions and fairs, industrial credit facilities and training by ALI. - Label project "Export Plus" by IDAL. - Assistance and information by Chamber of Commerce; - Lobbying by Union of Chambers. 	<ul style="list-style-type: none"> - Trade Point Beirut by Ministry of Economy. - Trade Information Centre and Export Development Council by ALI.
MALTA	<ul style="list-style-type: none"> - Malta Enterprise - Malta Business Bureau - Malta Chamber of Commerce - Bilateral Chambers of Commerce 	<ul style="list-style-type: none"> - E-Commerce Act, 10th May 2002. 	<ul style="list-style-type: none"> - Fairs and missions, export advice, contacts with other associations by Malta Enterprise. - EU trade information by Malta Business Bureau. - Certificates of origin, statistics, sectoral information and matchmaking by Chamber. 	<ul style="list-style-type: none"> - E-newsletter by Malta Business Bureau.

COUNTRY	TRADE PROMOTION BODIES	TRADE/E-COMMERCE LEGISLATION	TRADITIONAL SERVICES	INNOVATIVE SERVICES
MOROCCO	<ul style="list-style-type: none"> - Centres for Export Promotion (CMPE) - Moroccan Exporters Associations (ASMEX) - Chambers of Commerce - Bilateral Chambers of Commerce - Islamic Centre for development of Trade (ICDT) 	<ul style="list-style-type: none"> - Two draft laws: one on electronic signatures and one on protection of personal data and codes of conducts. 	<ul style="list-style-type: none"> - Information on domestic and foreign markets, sectoral/market studies, product tests, exhibitions, training programmes, identification of new market and matchmaking by CMPE. - Mission and exhibitions abroad, foreign markets information, promotion activities and lobbying by ASMEX. - Carnet ATA and certificates of origin, matchmaking, markets prospects, marketing techniques, trade regulation information, fairs, database and training courses by Chambers. - Islamic fair and specialised showrooms, export promotion centres, trade information, investment promotion activities, studies and research and training by ICDT. 	<ul style="list-style-type: none"> - Trade Point Casablanca (UNCTAD) by CMPE. - Export Consortia by UNIDO. - Trade Information Network by ICDT.
PALESTINIAN AUTHORITY	<ul style="list-style-type: none"> -The Ministry of Economic and Trade -Palestinian Trade Center (PalTrade) -Chambers of Commerce. 	<ul style="list-style-type: none"> - Emergency Plan. 	<ul style="list-style-type: none"> - Trade fairs and exhibition abroad, market research and studies, meetings and workshops by Ministry of Trade. - General support for SMEs development by Chambers. 	<ul style="list-style-type: none"> - Exporters Leaders Programme and the National Trade Dialogue Project by PalTrade.

COUNTRY	TRADE PROMOTION BODIES	TRADE/E-COMMERCE LEGISLATION	TRADITIONAL SERVICES	INNOVATIVE SERVICES
SYRIA	<ul style="list-style-type: none"> - Foreign Trade Centre (FTC) - Chambers of Commerce 	<ul style="list-style-type: none"> - Foreign Exchange Credit Facility-2002. - Implementation of the 1972 law on Free Trade Zone-2003. 	<ul style="list-style-type: none"> - Trade information, economic bulletins, magazines and periodicals, market research, technical, consultative and laboratory services, export promotion activities and matchmaking by FTC. - Certificates of origin, trading documents, invoices, commercial guarantees, members' signature authenticity, documents of arbitration, trade disputes settlement, pricing of basic items, foreign currencies, exhibitions, seminars and conferences by Chambers. 	<ul style="list-style-type: none"> - The Information Center by Homs Chamber of Commerce. - Mario-Syria search engine, e-library and connection with the Arab trade Information Network by the Federation of Chamber of Commerce. - Syrian-European Business Centre.
TUNISIA	<ul style="list-style-type: none"> - Centre for the Promotion of Exports (CEPEX) - Tunisian Union for Industry, Commerce and Handicrafts (UTICA) - Industry Promotion Agency (IPA) - Tunisia Trade Net (TTN) - Chambers of commerce - Bilateral Chambers of Commerce 	<ul style="list-style-type: none"> - E-exchanges and E-Commerce: Law 2000-83, August 2000. 	<ul style="list-style-type: none"> - Information, consulting services, export technical and administrative assistance, export promotional programmes and marketing activities, seminars, training activities, missions and exhibitions, assistance creation export team by CEPEX. - Assistance, arbitration, market prospects, marketing techniques, business practices and trade regulation information by UTICA. - Import-export information, trade regulations, marketing techniques, business practices, transport facilities, statistics, traders guide, general assistance for overseas joint-ventures by IPA. - Certificates of origin and matchmaking by Chambers. 	<ul style="list-style-type: none"> - SOS Export, Famex and T@sdir Net by CEPEX. - E-commerce, trade procedures facilitations and web interface by TTN. - Export Point by CEPEX and Chambers. - Export Consortia by UNIDO.

COUNTRY	TRADE PROMOTION BODIES	TRADE/E-COMMERCE LEGISLATION	TRADITIONAL SERVICES	INNOVATIVE SERVICES
TURKEY	<ul style="list-style-type: none"> - Export Promotion Centre of Turkey (IGEME) - Union of Turkish Chambers of Commerce (TOBB) and Chambers of Commerce - Exporter Unions - Foreign Economic Relations Board (DEIK) - Export-Import Bank - Turkish Industrialists' and Businessmen's Association (TUSIAD) - Bilateral Chambers of Commerce 	<ul style="list-style-type: none"> - E-commerce law: draft. 	<ul style="list-style-type: none"> - Fairs, training, market research, advising by IGEME. - Internationalisation services by Chambers. - Export procedures, assistance and matchmaking by Exporter Unions. - Insurance and guarantee schemes by Turk Eximbank. - Internationalisation services, matchmaking, information on trade regulation, statistics and traders guides by TUSIAD. 	<ul style="list-style-type: none"> - Trade Information Services on-line, electronic library, Business Opportunities Bulletin Board, Export Directory, Trade Point Ankara by IGEME. - Bilateral Business Councils by DEIK.

ANNEXES

Annex 1: Facility for Euro-Mediterranean Investment and Partnership

The FEMIP was launched in October 2002 under the management of the European Investment Bank (EIB) to mobilise resources, in particular for private sector investment, in the Mediterranean Partner Countries.

FEMIP is implemented in close cooperation with all participants in the region's development: the European Commission, the banking community in Europe and the beneficiary Countries, the World Bank, the International Financing Company, the African Development Bank (AfDB), and other multilateral and European bilateral development financial institutions.

Apart from private sector development involving both local enterprises and direct investment by EU companies in the MED Partners, FEMIP's other general objectives are:

- to enhance support for regional cooperation projects and investment with a human and social development dimension: health, education and environmental protection;
- to provide assistance for the process of economic reform and privatisation in the MED Partners;
- to provide innovative financial products, risk capital and technical assistance.

The reinforced FEMIP

The reinforced FEMIP, agreed in 2003, represents a major step forward in economic and financial cooperation between the Union and the MED Partners. Its priorities are:

- Extensive involvement of the MED Partners in FEMIP policy with the creation of the Ministerial Committee Meetings and opening of regional offices in the Mashreq and Maghreb Countries;
- Focus primarily on development of the wealth and job creating private sector;
- Develop investment in human capital;
- Greater technical assistance for the design of quality projects and the process of economic reform in the MED Partners;
- Deployment of innovative financial products and risk capital;
- Gradual increase in the annual volume of EIB activities in the MED Partners from 1.4 to 2 billion €

By 2006, the EIB plans to invest between 8 and 10 billion € in the MED Partners, through existing Mediterranean lending mandates, risk capital resources from the EU budget, as well as through technical assistance and investment aid funds, provided by the Union¹⁹⁸.

¹⁹⁸ The 4th Ministerial Meeting of the European Investment Bank's FEMIP, was held on 7th June 2004 in Alexandria. Participants welcomed FEMIP's achievements during 2003, the first operational year since its launch. Some 2.1 billion € were lent to Mediterranean Partners, about half of this amount going to private sector projects. The creation of the FEMIP Trust Fund was also discussed, as well as progress on the FEMIP Technical Assistance Support Fund, whose commitments for 2003-2004 should reach 54.7 million €. In addition, it was stated that FEMIP should fully participate in the enhanced support to SMEs called for by the G8.

Annex 2: E-commerce Laws in Jordan, Malta and Tunisia

Jordan: ELECTRONIC TRANSACTIONS LAW NO (85) OF 2001

I. Article (1)

This Law shall be called the “Electronic Transactions Law for the year 2001” and shall be put into effect as of after the lapse of three months after from the date of its publication in the Official Gazette.

o Article (2)

The following words and expressions, wherever stated in this Law, shall have the meanings ascribed thereto hereunder unless the context indicates otherwise:

Transactions:	An action or set of actions occurring between two parties or more for establishing obligations upon one party, or mutual obligations between more than one party in relation to relating to the conduct of business, a business transaction, or a civil obligation, or a relationship with any government department.
Electronic Transactions:	Transactions implemented conducted by electronic means.
Electronic:	The technology utilizing electrical, magnetic, optical or electro-magnetic means or any other similar means in the interchange and storage of information.
Information:	Data, texts, images, illustrations forms, sounds, codes, databases, computer software and the like.
Electronic Data Interchange (EDI):	Electronic transfer of information from one person to another using information processing systems.
Data Message:	Information generated, sent, received or stored by electronic or similar means, including Electronic Data Interchange (EDI), or the exchange of electronic mail, telegram, telex or telecopy.
Electronic Record:	A record, Data messages contracts, or records data message generated, sent, received or stored by electronic means.
Electronic Contract:	An agreement formed concluded in whole or in part by electronic means in whole or in part.
Electronic Signature:	Data in the form of letters, numbers, codes, characters or in other forms, incorporated in, attached to or logically associated with a data message, in electronic, numeric, optical, or other similar means, whereby it enables [authentication] identifying the signatory and distinguishing such from others by virtue of the signature, and for the purpose of indicating the signatory’s approval of the content of the data message. Electronic, numeric or optical data or others in the form of letters, numbers, codes, or characters, or the like in a data message or attached related thereto in the form of which identifying the person who timed or distinguished it from others for reasons of the person’s signature and the approval of content

Information processing System	An electronic system used for generating data messages , sending, receiving, processing or storing data messages/ displaying processing or for handling data messages in any other respect.
Electronic Agent:	A computer program or an electronic or other automated electronic means used independently to implement for implementing an action or responding thereto for the purpose of generating, sending, or receiving a data message without any personal interference review or action by an individual.
Originator:	A person, who by himself by whom, , or on whose on behalf of another person, a data message is generated or sent before prior to its receipt or storage by is received or stored by the addressee.
Addressee:	The person who is intended by the originator to receive the data message.
Authentication Security Procedures:	The procedures Procedures employed for the purpose of verifying that an electronic signature or record has been implemented byis that of a specific person, or for detecting changes and errors in an electronic record after its creation generation. Such procedures include the use of analytical methods to identify codes, words and numbers,deciphering decryption , callback and any other means or procedures that are conducive to the achievement of the required objective.or any other method or procedures which serve this purpose.
Authentication Security Certificate:	A certificate issued by a licensed or accredited competent authority entity for the purpose of verifying the electronic signature of a specific person in accordance with the accredited authenticationadopted security procedures.
Identification Code:	The code assigned by a licensed or competent entity for the purpose of securing the electronic contracts of a certain person, and whereby it is used by the addressee in order to distinguish the records of such a persons from other records. A code specified by the competent or accredited licensing authority for the purpose of authenticating electronic contracts of the person for the use thereof by the addressee for the purpose of distinguishing the records issued by that person or others.
Financial Institution	Any Llicensed bank or financial institution allowed authorized to make financial transfers in accordance with the provisions of the Laws in force.
Illegal entry :	Any financial entry in record on the client's account resulting from an electronic message sent in the client's name without the client's knowledge, approval or authorization.

General Provisions

Article (3)

- A- The aim of this Law is to facilitate the use of electronic means in conducting transactions, subject to the provisions of any other law, and without amending or annulling any of these provisions.
- B- In the application of this Law, due regard shall be had to international commercial custom and technological advances pertaining to electronic transactions.

Article (4)

The provisions of this Law shall apply to the following:

- A- Electronic transactions, electronic records, electronic signatures and any electronic data messages.
- B- Electronic transactions adopted in whole or in part by any governmental department or public institutions.

Article (5)

- A- Unless otherwise provided for in this Law, the provisions of this Law shall apply to transactions between parties which have agreed to conduct their transactions by electronic means.
- B- For the purposes of this Article, an agreement between a party to conclude a specific transaction by electronic means shall not oblige any of the parties to conclude other transactions by such means.

Article (6)

The provisions of this Law shall not apply to:

- A- Contracts, instruments or documents that are governed by special legislation and prepared in a certain form, or in accordance with specific procedures, including the following:
 - 1- Wills and amendments thereto;
 - 2- Waqfs and amending conditions thereof;
 - 3- Transactions disposing of immovable property, including related powers of attorney, title deeds, and transactions creating real rights in respect thereof, with the exception of lease contracts;
 - 4- Power of attorney instruments and transactions relating to personal status;
 - 5- Contract termination or revocation notices relating to water or electrical services, health insurance or life insurance;
 - 6- Bills of statements, court proceedings, judicial notification and courts decisions.
- B- Securities, except for cases provided for in special instructions issued by the competent authorities pursuant to the Securities Law in force.

Electronic Records, Contracts, Messages and Signatures

Article (7)

- A- Electronic records, contracts, messages, and signatures shall be deemed to produce the same legal effect as written documents, instruments and signatures pursuant to the provisions of legislation in force and with respect to enforceability and admissibility as evidence.
- B- None of the items mentioned in Paragraph (A) of this Article shall be denied legal effect solely on the ground of being conducted by electronic means, provided they are compliant with the provisions of this Law.

Article (8)

- A- An electronic record shall have the same legal effect as an original form, and be deemed equivalent thereto, subject to all of the following conditions:
 - 1. The information set forth therein is capable of being retained and stored whereby it is accessible for later reference at any time.
 - 2. The record is capable of being retained in the form in which it had been generated, sent, received or in any other form whereby the accuracy of information set forth therein when it was generated, sent or received can be readily established.
 - 3. The information set forth in the record is indicative of the originator, addressee and the date and time of sending and receipt.
- B- The conditions stated in Paragraph (A) of this Article shall not apply to information in the record incorporated to facilitate its sending and receipt.
- C- The originator and addressee may establish fulfillment of the conditions set forth in Paragraph (A) of this Article through a third party.

Article (9)

- A- If the parties have agreed to conduct a transaction by electronic means in a case where the applicable law requires providing, sending or delivering the related information to others in writing, this requirement may be deemed satisfied if the recipient is capable of printing and storing this information and referring back to it subsequently through accessible means.
- B- If the sender inhibits the addressee's ability to print, store or maintain an electronic record, the record shall not be binding upon the addressee.

Article (10)

- A- Where legislation requires a document to be signed or stipulates consequence for non signature, an electronic signature on an electronic record shall satisfy the requirements of this legislation.
- B- The validity of an electronic signature and its attribution to the signatory may be proved by a method which identifies the signatory and indicates consent thereof about the information set forth in the electronic record that bears the signature, whereby such a method is considered reliable for this purpose, in context of the circumstances of the transaction, including the parties' agreement to using such a method.

Article (11)

If a legislation requires that a certain document shall be maintained for documentation, evidentiary, or auditing purposes or other like purposes, the electronic record shall be deemed to fulfill this requirement, unless a subsequent legislation stipulates that the record must be maintained in writing.

Article (12)

Articles (7) to (11) of this Law shall not be applicable in any of the following cases:

- A- If a legislation in force requires sending or providing certain information to a related person in writing but also allows otherwise by agreement;**
- B- If it was agreed to send or communicate certain information by first class mail, express mail, or regular mail.**

Article (13)

An electronic message shall be a valid mean of declaration of will regarding offer or acceptance for contractual purposes.

Article (14)

An electronic message is deemed to be that of the originator if it was sent by the originator himself, or on behalf thereof, or by an electronic agent programmed, by or on behalf of the originator, to operate automatically.

Article (15)

A- An addressee is entitled to regard a data message issued by the originator and to act on that assumption in any of the following cases:

- 1- If for the purposes of verifying that the data message is issued by the originator, the addressee applies an information processing system previously agreed to with the originator.**
- 2- If the data message as received by the addressee has resulted from the actions of a person subordinate to, or acting on behalf of the originator, and who is authorized to access the electronic methods used by either of them to identify the originator.**

B- The provisions of Paragraph (A) of this Article shall not apply in the following two cases:

- 1- If the addressee receives a notice from the originator that the data message is not that of the originator, in which case the addressee shall act on this assumption, whereas the originator remains liable for any results prior to the notice.**
- 2- If the addressee knew, or should have known, that the data message was not that of the originator.**

Article (16)

A- If the originator requests in the data message, or agrees with the addressee, that the receipt of the data message be acknowledged, this shall be deemed fulfilled if the recipient informs the originator of receipt electronically or otherwise, or indicates such by any measure or conduct.

B- Where the originator has stated that the data message is conditional on receipt of the acknowledgement, the data message is treated as though it has never been sent until the acknowledgement is received.

C- If the originator requests that the receipt of the data message be acknowledged, but does not specify a time for such, or condition the data message upon receipt of acknowledgement, and if such acknowledgement is not received within a reasonable time, the originator may *sic* [serve] the addressee notice to send the acknowledgement within a set period, subject otherwise to treating the data message as if it has not been sent.

D- The notice of receipt does not by itself establish that the content sent corresponds to the content received.

Article (17)

A- Unless otherwise agreed between the originator and the addressee, the sending of a data message shall occur when it enters an information processing system outside the control of the originator or the person who sent the data message on behalf of the originator.

- B- If the addressee has designated an information processing system for the purpose of receiving data messages, the message shall be deemed to have been actually received upon its entry into such a system. However, if the message is sent to a system other than the designated system, the message shall be deemed to have been received upon the addressee's retrieval of the message for the first time.**
- C- If the addressee has not designated an information processing system for the purpose of receiving data messages, the message shall be deemed to have been received at the time of its entry into any information processing system of the addressee.**

Article (18)

- A- Unless otherwise agreed between the originator and the addressee, the data message shall be deemed to be dispatched at the place where the originator has its place of business, and shall be deemed to be received at the place where the addressee has its place of business. If the originator or the addressee does not have a place of business, reference is to be made to the habitual residence.
- B- Where the originator or the addressee has more than one place of business, the place of business is that which has the closest relationship to the underlying transaction. Where this may not be determined, the principal place of business shall be deemed to be the place of dispatch or receipt.

Transferable Electronic Note

Article (19)

- A- An electronic note shall be transferable if it meets the requirements of negotiable instruments under the Commercial Code with the exception of the requirement of writing, and provided the drawer has agreed to the note's negotiability.
- B- The electronic retention of a check in accordance with the provisions of Article (8) of this Law shall be deemed legal, if the data contained on the front and back side of a check can be accessed for later reference.
- C- Articles (20), (21), (22), (23) and (24) of this Law shall apply to electronic checks only upon approval of the Central Bank of Hashemite Kingdom of Jordan , whereby approval criteria shall be set forth in instructions issued for this purpose.

Article (20)

The holder of an electronic note shall enjoy the rights associated with a transferable record if the information processing system employed to generate and transfer the note is capable of evidencing transfer of right in respect thereto and of verifying the identity of the beneficiary and transferee.

Article (21)

- A- An information processing system shall be deemed reliable for evidencing transfer of the right in the note in accordance with the provisions of Article (20) of this Law, if this system allows for generating, storing and transferring the electronic note subject to the following two conditions jointly:**
 - 1- The authoritative copy of the transferable note is uniquely identifiable and unalterable, with due regard to the provisions of Paragraph (C) of this Article.
 - 2- The authoritative copy of the note sets forth the name of the person to whose benefit the note is drawn, the note's transferability, and beneficiary's name.
- B- The authoritative copy shall be sent and maintained by the person asserting control or its designated custodian.

C-

- 1- Copies or revisions of the authoritative copy that are modified or changed can be made only with the consent of the person asserting control over the note.
- 2- It shall be indicated on each revised copy of the note whether it is authorized or not.
- 3- Each copy of the authoritative copy shall be readily identifiable as an identical copy of the authoritative copy.

Article (22)

Except as otherwise agreed, the holder of an electronic bond note shall assert control over the transferable note and shall enjoy the same rights and defenses as the holder of the written note in accordance with any other legislation and provided all applicable requirements are met . met.

Article (23)

An obligerobligor under a transferable note shall enjoy the same rights and defenses as an obligor under written transferable notes.
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Article (24)

If objection is made against the enforcement of a transferable electronic note, the person seeking to enforce the note shall provide reasonable proof that he is in control of the note. Such proof may include presentation of the authoritative copy of the transferable note and of related business records, for the purpose of verifying the terms of the note and establishing the identity of the person having control over it.

Electronic Transfer of Funds

Article (25)

The transfer of funds by electronic means shall be deemed as an acceptable method of payment. This Law shall in no way affect the rights of persons in accordance with other relevant laws in force.

Article (26)

Any financial institution practicing the electronic transfer of funds in accordance with the provisions of this Law and the regulations issued pursuant thereto shall:

- A- comply with the provisions of the Central Bank of Hashemite Kingdom of Jordan Law, the Banks Law, and all relevant regulations and instructions issued pursuant thereto;
- B- take the measures necessary to ensure secure services for clients and maintain banking confidentiality.

Article (27)

A client shall not be liable for any illegal entry to its account affected by an electronic transfer that occurs after the client notifies the financial institution of the likelihood of access to its account by another party, the loss of the client's card, or of the likely disclosure of the client's identification code, and after requesting the institution to cease electronic transfer activities on the account.

Article (28)

Notwithstanding the provisions stated in Article (27) of this Law, the client shall be deemed liable for illegal uses of the client's account by means of an electronic transfer, if it is established that this is attributed largely to the client's negligence and that the financial institution has exercised its duties reasonably to forestall illegal use of the account.

Article (29)

The Central Bank of Hashemite Kingdom of Jordan shall issue the required instructions for regulating the electronic transfer of funds, including those governing approving electronic means of payment, identification of entries resulting from illegal transfers, procedures for rectifying errors, disclosure of information and any other matter pertinent to electronic banking activities, including information that must be provided by financial institutions to the Central Bank.

Authentication of the Record and Electronic Signature Securing the Electronic Records and Electronic Signature

Article (30)

- A- For the purposes of verifying that an electronic record has not been altered as of a specific date, the record shall be considered a secure electronic record as of the date of its verification, provided such verification is conducted according to security procedures that are accredited, or commercially acceptable, or mutually agreed upon by the pertinent parties.**
- B- The security procedures shall be deemed commercially acceptable, if they are applied with due regard to the commercial circumstances pertaining to the transacting parties, including the following:**
 - 1- The nature of the transaction;**
 - 2- The level of sophistication of each party to the transaction;**
 - 3- The volume of similar commercial transactions concluded by either party;**
 - 4- The availability of alternative procedures rejected by any party;**
 - 5- The cost of the alternative procedures;**
 - 6- The procedures in general use for such a transaction.**

Article (31)

If through the application of a used security procedures, it is established that such procedures are accredited, or commercially accepted, or agreed upon between the parties concerned, the electronic signature shall be deemed secure if it has the following attributes:

- 1- It is unique to the person using it;**
- 2- It is capable of identifying its holder;**
- 3- It is generated by means of that person and under his control;**
- 4- It is affixed to the electronic record in a manner which does not allow alteration of the record after its signature without alteration of the signature.**

Article (32)

- A- Unless otherwise proven, it shall be presumed that:**
 - 1- a secure electronic record has not been altered or modified as of the date of applying the security procedures;**
 - 2- The secure electronic signature is affixed by the person to whom it is attributed, with the intention of indicating his approval of the document's content.**
- B- An electronic record or signature which is not secure does not have any authoritativeness.**

Article (33)

An electronic record or any part thereof that bears a secure electronic signature shall be deemed a secure record in whole, or in respect of the said part, as the case may be, if the signature is generated during the validity period of an accredited security certificate and it corresponds to the identification code indicated in the certificate.

Article (34)

A security certificate bearing the identification code shall be deemed accredited in the following cases:

- A- If it is issued by a licensed or competent entity;**
- B- If it is issued by an entity licensed by a recognized competent authority in another country;**
- C- If it is issued by a governmental department, institution or by a body duly authorized for this purpose;**
- D- If it is issued by a body accepted by the transacting parties.**

I. Penalties

Article (35)

Any person who creates, makes public, or submits a security certificate for fraudulent purposes or any illicit purpose shall be subject to a penalty of imprisonment for a period of no less than three months and no more than two years, or a fine of no less than JD(3000) three thousand dinars and no more than JD(10000) ten thousand dinars, or to both penalties jointly.

Article (36)

Any person who submits to an entity engaged in the practice of securing documents false information with the intent of issuing, invalidating, or canceling a security certificate shall be subject to a penalty of imprisonment for a period of no less than one month and no more than six months, or a fine of no less than one thousand (JD(1000) one thousand dinar and no more than JD5000(5000) five thousand dinars, or to both penalties jointly.

Article (37)

Any entity engaged in the practice of securing documents which submits false information in a registration application, or discloses confidential information of any of its clients, or violates the regulations and instructions issued pursuant to this Law documents shall be subject to a fine of no less than JD(50000) five thousand dinars.

Article (38)

Any person who commits an act that constitutes a crime pursuant to legislation in force by using electronic means shall be subject to the penalty of imprisonment for a period no less than three months and no more than one year, or a fine of no less than JD(3000) three thousand dinars and no more than JD(10000) ten thousand dinars, or to both penalties jointly. In case the said legislation provides for higher penalties than under this Law, the higher penalties shall apply.

Final Provisions

Article (39)

The competent entities charged with implementing the provisions of this Law and the responsibilities assigned thereto shall be determined by Cabinet decisions.

Article (40)

The Cabinet shall issue all the regulations necessary for implementing the provisions of this Law, including those covering the following:

- A- The fees charged by any government department or public institution for conducting electronic transactions.**

- B- The procedures for issuing security certificates, the authority competent to do such, and the applicable fees.

Article (41)

The Prime Minister and Ministers shall be responsible for the implementation of the provisions of this Law.

11 December 2001

Abdallah II Ibn El Hussein

Final sent to Nancy on 25 April 2002

Malta: CHAPTER 426 ELECTRONIC COMMERCE ACT

AN ACT to provide in relation to electronic commerce and to provide for matters connected therewith or ancillary thereto. 10th May, 2002

ACT III of 2001, as amended by Act XXVII of 2002.

PART I: PRELIMINARY

Short title. **1.** The short title of this Act is the Electronic Commerce Act. Interpretation. *Amended by:XXVII. 2002.59.*

2. In this Act, unless the context otherwise requires - "addressee" in relation to an electronic communication means a person who is intended by the originator to receive the electronic communication, but does not include a person acting as a service provider with respect to the processing, receiving or storing of that electronic communication or providing other services with respect to it;

"advanced electronic signature" means an electronic signature which meets the following requirements:

- (a) it is uniquely linked to the signatory;
- (b) it is capable of identifying the signatory;
- (c) it is created using means that the signatory can maintain under his sole control; and
- (d) it is linked to the data to which it relates in such a manner that any subsequent change of the data is detectable;

"certificate" means an electronic attestation, which links signature verification data to a person and confirms the identity of that person;

"competent authority" means the authority so designated in terms of article 17; "consumer" means any natural person who is acting for purposes which are outside his trade, business or profession;

"data" means a representation of information, knowledge, facts, concepts or instructions that has been prepared or is being prepared in any manner and has been processed, is being processed or is intended to be processed in an information system, a computer system or a computer network. Data may be in any form or derived from any device or source, including computer memory, computer printouts, any storage media, electronic or otherwise and punched cards;

"data storage device" means any thing, including a disk, from which data and information is capable of being reproduced with or without the aid of any thing or device;

"electronic communication" means information generated, communicated, processed, sent, received, recorded, stored or displayed by electronic means;

"electronic contract" means a contract concluded wholly or partly by electronic communications or wholly or partly in an electronic form;

"electronic signature" means data in electronic form which are attached to, incorporated in or logically associated with other electronic data and which serve as a method of authentication;

"information" includes information in the form of data, text, images, sound or speech;

"information society service" means any service which is provided at a distance, by electronic means and at the individual request of a recipient of the service, whether such service is provided for consideration or not, and for the purposes of this definition:

(a) "at a distance" means that the service is provided without the parties being simultaneously present;

(b) "by electronic means" means that the service is sent initially and received at its destination by means of electronic equipment for the processing (including digital compression) and storage of data, and entirely transmitted, conveyed and received by wire, by radio, by optical means or by any electromagnetic means;

(c) "at the individual request of a recipient of the service" means that the service is provided through the transmission of data on individual request;

"information system" means a system for generating, sending, receiving, recording, storing or otherwise processing electronic communications;

"information technology requirements" includes software, network and data storage requirements;

"Minister" means the Minister responsible for communications;

"originator" in relation to an electronic communication means the person by whom, or on whose behalf, the electronic communication purports to have been sent or generated prior to storage, if any, but does not include a person acting as a service provider with respect to the generating, processing, sending or storing of that electronic communication or providing other services with respect to it;

"place of business" in relation to a government, an authority of a government, a public body, a charitable, philanthropic or similar institution means a place where any operations or activities are carried out by that government, authority, body or institution;

"prescribed" means prescribed by regulations made by the Minister in accordance with the provisions of this Act;

"qualified certificate" means a certificate which meets the requirements established by or under this Act and is provided by a signature certification service provider who fulfils the requirements.*ELECTRONIC COMMERCE* [**CAP. 426. 3** established by or under this Act;

"recipient" means any person who uses an information society service for the purposes of seeking information or making it accessible;

"signature certification service provider" means a person who issues certificates or provides other services related to electronic signatures;

"secure signature creation device" means a signature creation device which meets the requirements laid down in the Fourth Schedule to this Act;

"signature verification data" means data, such as codes or private cryptographic keys, which are used for the purpose of verifying an electronic signature;

"signature verification device" means configured software or hardware used to implement the signature verification data;

"transaction" includes a transaction of a non-commercial nature;

"voluntary accreditation" means any permission, setting out rights and obligations specific to the provision of signature certification services, to be granted upon request by the signature certification service provider concerned, by the public or private body charged with the elaboration of, and supervision of compliance with, such rights and obligations, where the signature certification service provider is not entitled to exercise the rights stemming from the permission until it has received the decision by the body.

PART II APPLICATION OF LEGAL REQUIREMENTS TO ELECTRONIC COMMUNICATIONS AND TRANSACTIONS

Validity of electronic transactions.

3. For the purposes of any law in Malta and subject to the other provisions of this Act, a transaction is not deemed to be invalid merely because it took place wholly or partly by means of one or more electronic communications.

Excluded laws.

4. (1) Unless otherwise prescribed, the provisions of articles 5 to 15 shall not apply to

- (a) the law governing the creation, execution, amendment, variation or revocation of
 - (i) a will or any other testamentary instrument;
 - (ii) a trust; or
 - (iii) a power of attorney;
- (b) any law governing the manner in which rights over immovable property other than leases may be created, acquired, disposed of or registered;
- (c) any law governing the making of an affidavit or a solemn declaration, or requiring or permitting the use of one for any purpose;
- (d) any provision of the law of persons; **4** [**CAP. 426. ELECTRONIC COMMERCE**

- (e) the rules, practices or procedures of a court or tribunal;
 - (f) any law relating to the imposition, collection or recovery of taxation and other Government imposts, including fees, fines and penalties;
 - (g) any law relating to contracts of suretyship and collateral security furnished by persons for the purpose of their trade, business or profession; or
 - (h) any law relating to the giving of evidence in criminal proceedings.
- (2) Where the Minister is of the opinion that
- (a) technology has advanced to such an extent, and access to it is so widely available, or
 - (b) adequate procedures and practices have developed in public registration or other services, so as to warrant such action, or
 - (c) the public interest so requires, he may, after consultation with the Minister as in the Minister's opinion has sufficient interest or responsibility in relation to the matter, by Order in the Gazette extend the application of this Act or a provision of this Act to or in relation to a matter specified in subarticle (1) above, including the applicability to a particular area or subject, or for a particular time, for the purposes of a trial of the technology and procedures, subject to such conditions as he thinks fit.

Requirement or permission to give information in writing.

Amended by: XXVII. 2002.59.

5. (1) If under any law in Malta a person is required or permitted to give information in writing, that requirement shall be deemed to have been satisfied if the person gives the information by means of an electronic communication: Provided that

- (a) at the time the information was given, it was reasonable to expect that the information would be readily accessible so as to be useable for subsequent reference; and
 - (b) if the information is required to be given to a person, or to another person on his behalf, and the first mentioned person requires that the information be given in accordance with particular information technology requirements, by means of a particular kind of electronic communication, that person's requirement has been met; and
 - (c) if the information is required to be given to a person who is neither a public body nor to a person acting on behalf of a public body, then the person to whom the information is required or permitted to be given, consents to the information being given by means of an electronic communication;
 - (d) if the information is required to be given to a person, or to another person on his behalf, and the first mentioned person requires that a particular action be *ELECTRONIC COMMERCE* [**CAP. 426. 5** taken by way of verifying the receipt of the information, that person's requirement has been met.
- (2) For the purposes of this article, giving information includes, but is not limited to, the following:
- (a) making an application;
 - (b) making or lodging a claim;
 - (c) giving, sending or serving a notification;
 - (d) lodging a return;
 - (e) making a request;
 - (f) making a declaration;
 - (g) lodging or issuing a certificate;
 - (h) lodging an objection; and
 - (i) making a statement.

(3) For the purposes of this article, a requirement or permission in relation to a person to give information shall extend to and shall be equally applicable to the requirement or information which is stated to be sent, filed, submitted, served or otherwise transmitted and includes similar or cognate expressions, thereof.

Signature. 6. If under any law in Malta the signature of a person is required, such requirement is deemed to have been satisfied if such signature is an electronic signature and such signature shall not be denied legal effectiveness on the grounds that it is:

- (a) in electronic form; or
- (b) not based upon a qualified certificate; or
- (c) not based upon a qualified certificate issued by an accredited signature certification service provider; or
- (d) not created by a secure signature creation device:

Provided that if the electronic signature is in the form of an advanced electronic signature, which is based on a qualified certificate and is created by a secure creation device, it shall for all intents and purposes of law be presumed to be the signature of the signatory.

Requirement or permission for production of document and integrity.

Amended by: XXVII. 2002.59.

7. (1) Unless otherwise provided by or under this Act, if under any law in Malta, a person is required to produce a document that is in the form of a paper, or of any other substance or material, that requirement is deemed to have been satisfied if the person produces, by means of an electronic communication, an electronic form of that document:

Provided that:

(a) having regard to all the relevant circumstances at the time of the communication, the method of generating the electronic form of the document provided a reliable means of assuring the maintenance of the integrity of the information contained in the document;

(b) at the time the communication was sent, it was reasonable to expect that the information contained in.6 [**CAP. 426. ELECTRONIC COMMERCE** the electronic form of the document would be readily accessible so as to be useable for subsequent reference;

(c) if the document is required to be produced to a person who is neither a public body nor to a person acting on behalf of a public body, then the person to whom the document is required to be produced, consents to the production by means of an electronic communication of an electronic form of the document;

(d) if the document is required to be given to a person, or to another person on his behalf, and the first mentioned person requires that an electronic form of the document be given, in accordance with particular information technology requirements, by means of a particular kind of electronic communication, the person's requirement is satisfied; and

(e) if the document is required to be given to a person, or to another person on his behalf, and the first mentioned person requires that a particular action be taken by way of verifying the receipt of the information, the person's requirement is satisfied.

(2) For the purposes of this article, the integrity of information contained in a document is only maintained if the information remains complete and unaltered, save for

-(a) the addition of any endorsement; or

(b) any change not being a change to the information, which is necessary in the normal course of communication, storage or display .

(3) For the purposes of subparagraphs (1) and (2) and of article 8, the production by means of an electronic communication of an electronic form of a document or the generation of an electronic form of a document shall not give rise to any liability for infringement of the copyright in a work or other subject matter embodied in the document.

Retention of information, documents and communications.

8. (1) If under any law in Malta, a person is required to record information in writing, that requirement is deemed to have been satisfied if the person records the information in electronic form:

Provided that such information in electronic form is readily accessible so as to be useable for subsequent reference and it complies with such regulations as may be prescribed.

(2) If under any law in Malta, a person is required to retain, for a particular period, a document that is in the form of a paper or of any other substance or material, that requirement is deemed to have been satisfied if the person retains an electronic form of the document throughout that period:

Provided that if

-(a) having regard to all the relevant circumstances at the time of the generation of the electronic form of the *ELECTRONIC COMMERCE* [**CAP. 426. 7** document, the method of generating the electronic form of the document, provided a reliable means of assuring the maintenance of the integrity of the information contained in that document; and (b) at the time of the generation of the electronic form of the document, it was reasonable to expect that the information contained in the electronic form of the document would be readily accessible so as to be useable for subsequent reference; and

(c) it complies with such regulations as may be prescribed.

(3) For the purpose of subparagraph (2), the integrity of information contained in a document is only maintained if the information has remained complete and unaltered, save for

-(a) the addition of any endorsement; or

(b) any change not being a change to the information, which is necessary in the normal course of communication, storage or display.

(4) If under any law in Malta, a person is required to retain, for a particular period, information that was the subject of an

electronic communication, that requirement is deemed to have been satisfied if that person retains, or causes another person to retain, in electronic form, that

-(a) at the time of commencement of the retention of the information, it was reasonable to expect that the information would be readily accessible so as to be useable for subsequent reference; and

(b) having regard to all the relevant circumstances, at the time of commencement of the retention of the

information, the method of retaining the information in electronic form provided a reliable means of assuring the maintenance of the integrity of the information contained in the electronic communication; and (c) throughout that period that person also retains, or causes another person to retain, in electronic form, such additional information obtained as is sufficient to enable the identification of the following:

- (i) the origin of the electronic communication;
 - (ii) the destination of the electronic communication;
 - (iii) the time when the electronic communication was sent;
 - (iv) the time when the electronic communication was received; and
 - (d) at the time of commencement of the retention of the additional information specified in paragraph (c) it was reasonable to expect that the additional information would be readily accessible so as to be useable for subsequent reference; and
 - (e) it complies with such regulations as may be.⁸ [**CAP. 426. ELECTRONIC COMMERCE** prescribed.
- (5) For the purposes of subarticle (4), the integrity of the information which is the subject of an electronic communication is only maintained if the information remains complete and unaltered, save for -
- a) the addition of any endorsement; or
 - (b) any change not being a change to the information, which arises in the normal course of communication, storage or display.

PART III ELECTRONIC CONTRACTS

Electronic contract.

9. (1) An electronic contract shall not be denied legal effect, validity or enforceability solely on the grounds that it is wholly or partly in electronic form or has been entered into wholly or partly by way of electronic communications or otherwise.

(2) For the purposes of any law relating to contracts, an offer, an acceptance of an offer and any related communication, including any subsequent amendment, cancellation or revocation of the offer, the acceptance of the contract may, unless otherwise agreed by the contracting parties, be communicated by means of electronic communications.

Formation of electronic contract.

10. (1) Unless otherwise agreed by parties who are not consumers, where the addressee of an electronic communication is required to give his consent through technological means:

(a) in accepting the originator's offer, an electronic contract is concluded when the addressee has received from the originator, electronically, an acknowledgement of receipt of the addressee's consent; and (b) for the purposes of paragraph (a), an acknowledgement of receipt is deemed to have been received when the addressee is able to access it.

(2) Unless otherwise agreed by parties who are not consumers, the originator shall provide the addressee with effective and accessible means to identify and correct handling errors and accidental transactions prior to the conclusion of the contract.

(3) The provisions of subarticle (1)(a) and of subarticle (2) above shall not apply to contracts concluded exclusively by electronic mail or by any other similar technological means.

Information requirements relating to electronic contract.

11. Unless otherwise agreed by parties who are not consumers, and without prejudice to any consumer rights under the provisions of any other law, the originator shall provide information in clear, comprehensive and unambiguous terms regarding the matters set out in the First Schedule to the Act. Such information shall be provided prior to the placement of the order by the addressee. *ELECTRONIC COMMERCE* [**CAP. 426. 9**

PART IV TRANSMISSION OF ELECTRONIC COMMUNICATIONS

Time of dispatch.

12. (1) If an electronic communication enters a single information system outside of the control of the originator, then, save as otherwise agreed between the originator and the addressee of the electronic communication, the dispatch of the electronic communication occurs at the time when it enters the information system.

(2) If an electronic communication enters successively two or more information systems outside of the control of the originator, then, unless otherwise agreed between the originator and the addressee of the electronic communication, the dispatch of the electronic communication occurs when it enters the first of those information systems.

Time of receipt.

13. (1) If the addressee of an electronic communication has designated an information system for the purpose of receiving electronic communications, then, save as otherwise agreed between the originator and the addressee of the electronic communication, the time of receipt of the electronic communication is the time when the electronic communication enters the information system.

(2) If the addressee of an electronic communication has not designated an information system for the purpose of receiving electronic communications, then, save as otherwise agreed between the originator and the addressee of the electronic communication, the time of receipt of the electronic communication is the time when the electronic communication comes to the attention of the addressee.

Place of dispatch and receipt.

14. (1) Save as may be otherwise agreed between the originator and the addressee of an electronic communication

-(a) the electronic communication is deemed to have been dispatched at the place where the originator has his place of business; and

(b) the electronic communication is deemed to have been received at the place where the addressee has his place of business.

(2) For the purposes of the subarticle (1) -

a) if the originator or the addressee has more than one place of business, and one of those places has a closer relationship to the underlying transaction, that place of business shall be deemed to be the originator's or the addressee's place of business; and

(b) if the originator or the addressee has more than one place of business, but paragraph (a) does not apply, the originator's or the addressee's principal place of business shall be deemed to be the originator's or the addressee's place of business; and

(c) if the originator or addressee does not have a place of business, the originator's or the addressee's place of.¹⁰
[**CAP. 426. ELECTRONIC COMMERCE** business shall be deemed to be the originator's or addressee's ordinary residence.

Attribution of electronic communication.

15. (1) Save as otherwise agreed between the originator and the addressee of an electronic communication, the originator of an electronic communication is bound by that communication only if the communication was sent by him or under his authority.

(2) Nothing in subarticle (1) shall affect the operation of any law that makes provision for-

a) the conduct engaged by a person within the scope of the person's actual or apparent authority to be attributed to another person; or

(b) a person to be bound by conduct engaged in by another person within the scope of the other person's actual or apparent authority.

(3) An electronic communication between an originator and an addressee shall be deemed to be of the originator if it was sent by an information system programmed to operate automatically by or on behalf of the originator.

(4) An addressee shall have the right to consider each electronic communication received by him as a separate electronic communication and to act on that assumption, except to the extent that such communication is a duplicate of another electronic communication and the addressee knew or should have known, had he exercised reasonable care or used any agreed procedure, that the electronic communication was a duplicate.

PART V PROVISION OF SIGNATURE CERTIFICATION SERVICES

Accreditation of signature certification service providers.

16. (1) The provision of signature certification services or services otherwise related to electronic signatures shall not be subject to prior authorisation.

(2) Without prejudice to the generality of subarticle (1) the Minister may by regulations, introduce and maintain a voluntary accreditation scheme aiming at enhanced levels of signature certification service provision and may designate accreditation authorities and may also make regulations on any other matter relating to such designation as the Minister may deem necessary.

Supervision of signature certification service providers that issue qualified certificates.

17. (1) The Minister shall by Order designate a competent authority for the supervision of signature certification service providers established in Malta which issue qualified certificates to the public.

(2) The Minister may prescribe on any of the following matters

-(a) the powers and functions of the competent authority;

(b) any other matter relating to the competent authority which may appear to the Minister to be necessary or desirable..*ELECTRONIC COMMERCE* [**CAP. 426.** 11

Liability of signature certification service providers.

18. (1) Signature certification service providers who issue a certificate as a qualified certificate to the public or who guarantee such certificate shall be liable for any damage caused to any person who reasonably relies on such certificate.

(2) It shall be the duty of the signature certification service provider who issues a certificate as a qualified certificate to the public or who guarantees such certificate to reasonably assure

(a) the accuracy of all information in the qualified certificate as of the time of issue and that the certificate contains all the details prescribed in relation to a qualified certificate;

(b) that at the time of the issue of the certificate, the signatory identified in the qualified certificate held the signature creation device corresponding to the signature verification device given or identified in the certificate;

(c) that the signature creation device and the signature verification device act together in a complementary manner, in cases where the signature certification service provider generates the two.

(3) A signature certification service provider who has issued a certificate as a qualified certificate to the public or who has guaranteed such certificate is liable for damage caused to any register or publish revocation or suspension of the certificate unless the signature certification service provider proves he has not acted negligently.

(4) A signature certification service provider who issues a certificate as a qualified certificate to the public or who guarantees such certificate may indicate in the qualified certificate limits on the uses of that certificate:

Provided that the limits are clear and readily identifiable as limitations, the signature certification service provider shall not be liable for damages arising from a contrary use of a qualified certificate which includes limits on its user.

(5) A signature certification service provider who issues a certificate as a qualified certificate to the public or who guarantees such certificate may indicate in the qualified certificate a limit on the value of transactions for which the certificate can be used. Any such indication must be clear and readily identifiable as a limitation.

PART VI

INTERMEDIARY SERVICE PROVIDERS

Mere conduit. **19.** (1) Where an information society service is provided, and such service consists in the transmission, in a communication network, of information provided by the recipient of the service, or the provision of access to a communication network, the provider of such a service shall not be liable, otherwise than under a prohibitory injunction, for the information transmitted. Provided.¹² [**CAP. 426.** *ELECTRONIC COMMERCE* that such provider:

(a) does not initiate the transmission;

(b) does not select the receiver of the transmission; and

(c) does not select or modify the information contained in the transmission.

(2) The acts of transmission and of the provision of access referred to in subarticle (1) hereof, include the automatic

intermediate and transient storage of the information transmitted in so far as this takes place for the sole purpose of carrying out the transmission in the communication network, and provided that the information is not stored for any period longer than is reasonably necessary for the transmission.

Caching.

20. Where an information society service is provided, and such service consists in the transmission, in a communication network, of information provided by a recipient of the service, the provider of that service shall not be liable for damages for the automatic, performed for the sole purpose of making more efficient the information's onward transmission to other recipients of the service upon their request.

Provided that:

(a) the provider does not modify the information;

(b) the provider complies with the conditions on access to the information;

(c) the provider complies with any conditions regulating the updating of the information;

(d) the provider does not interfere with the technology used to obtain data on the use of the information; and

(e) the provider acts expeditiously to remove or to bar access to the information upon obtaining actual knowledge of any of the following:

(i) the information at the initial source of the transmission has been removed from the network;

- (ii) access to it has been barred;
- (iii) the Court or other competent authority has ordered such removal or barring.

Hosting.

21. (1) Where an information society service is provided, and such service consists in the storage of information provided by a recipient of the service, the provider of that service shall not be liable for damages for the information stored at the request of a recipient of the service.

Provided that:

- (a) the provider does not have actual knowledge that the activity is illegal and is not aware of facts or circumstances from which illegal activity is apparent; or *ELECTRONIC COMMERCE* [**CAP. 426. 13**
 - (b) the provider, upon obtaining such knowledge or awareness, acts expeditiously to remove or to disable access to the information.
- (2) Subarticle (1) shall not apply when the recipient of the service is acting under the authority or the control of the provider of the service.

Obligations of intermediary service providers.

22. Information society service providers shall promptly inform the public authorities competent in the matter of any alleged illegal activity undertaken or information provided by recipients of their service and shall grant to any such authority upon request information enabling the identification of recipients of their service with whom they have storage agreements:

Provided that nothing in this Part of the Act shall be interpreted as imposing an obligation on information society service providers to monitor the information which they transmit or store or to actively seek facts or circumstances indicating illegal activity in connection with the activities described in articles 19 to 21.

PART VII GENERAL

Prohibition on misuse of electronic signatures, signature creation devices, certificates and fraud.

23. (1) No person shall access, copy or otherwise obtain possession of or recreate the signature creation device of another person without authorisation, for the purpose of creating, or allowing or causing another person to create an unauthorized electronic signature using such signature device.

(2) No person shall alter, disclose or use the signature creation device of another person without authorisation, or in excess of lawful authorisation, for the purpose of creating or allowing or causing another person to create an unauthorised electronic signature using such signature creation device.

(3) No person shall create, publish, alter or otherwise use a certificate or an electronic signature for any fraudulent or other unlawful purpose.

(4) No person shall misrepresent his identity or authorization in requesting or accepting a certificate or in requesting suspension or revocation of a certification.

(5) No person shall access, alter, disclose or use the signature creation device of a signature certification service provider used to issue certificates without the authorisation of the signature certification service provider, or in excess of lawful authorisation, for the purpose of creating, or allowing or causing another person to create, an unauthorised electronic signature using such signature creation device.

(6) No person shall publish a certificate, or otherwise knowingly make it available to anyone likely to rely on the certificate or on an electronic signature that is verifiable with reference to data such as codes, passwords, algorithms, public cryptographic keys or other data which are used for the purposes of.¹⁴ [**CAP. 426. ELECTRONIC COMMERCE** verifying an electronic signature, listed in the certificate, if such person knows that
-(a) the signature certification service provider listed in the (b) the subscriber listed in the certificate has not accepted; or

(c) the certificate has been revoked or suspended, unless such publication is for the purpose of verifying an electronic signature created prior to such revocation or suspension, or giving notice of revocation or suspension.

(7) No person shall use cryptographic or other similar techniques for any illegal purpose.

Offences and penalties.

24. Any person contravening any of the provisions of this Act or of any regulations made thereunder shall be guilty of an offence and shall, on conviction, be liable to a fine (*multa*) not exceeding one hundred thousand liri or to imprisonment not exceeding six months, or to both such fine and imprisonment, and in the case of a continuous offence to a fine not exceeding one thousand liri for each day during which the offence continues.

Power to make regulations,

25. (1) The Minister may make regulations to provide for any matter related to electronic commerce in order to give fuller effect to the provisions of this Act, and in particular, but without prejudice to the generality of the aforesaid, such regulations may provide for

-(a) any derogation from or restriction in relation to any cross-border transaction where this is necessary for one of the following reasons

-(i) public policy, in particular the protection of minors, or the fight against any incitement to hatred on grounds of race, sex, religion, political opinion or nationality;

(ii) the protection of public health;

(iii) public security;

(iv) consumer protection;

(b) identifying:

(i) transactions;

(ii) requirements or permissions to give information in writing;

(iii) requirements or permissions to produce documents;

(iv) requirements to retain information, documents and communications;

(v) signatures;

that may be exempt from any provision of this Act;

(c) additional requirements for the use of signatures in electronic communications in the public sector; *ELECTRONIC COMMERCE* [**CAP. 426.** 15

(d) the recognition of signature certification service providers who had they been operating in Malta would have satisfied the requirements set out for such providers;

(e) any matter relating to commercial communications, including, but not limited to matters relating to:

(i) information to be provided in commercial communications;

(ii) unsolicited commercial communications;

(iii) commercial communications by regulated professions;

(f) the authorisation to the competent authority to impose administrative fines or sanctions on any person acting in contravention of any provision of this Act or of any regulation made thereunder:

Provided that

-(i) any administrative fine provided for by regulations made under this article shall not exceed the amount of ten thousand liri for each offence and one thousand liri for each day during which failure to observe the provisions of this Act or of any regulation made thereunder persists;

(ii) administrative fines stipulated in paragraph (i) of this proviso may be increased by regulation up to a maximum of fifty thousand liri and five thousand liri for each day during which any contravention persists, respectively;

Cap. 12.

(iii) regulations made under this paragraph may prescribe that any such administrative penalty or sanction shall be due to the competent authority as a civil debt constituting an executive title for the purposes of Title VII of Part I of Book Second of the Code of Organization and Civil Procedure as if the payment of the amount of the fine had been ordered by a judgement of a court of civil jurisdiction;

(iv) such regulations may also prescribe any right of appeal from decisions of the competent authority to impose an administrative sanction;

(g) procedures to be established for out of court schemes, for the settlement of disputes arising in relation to information society services including appropriate electronic measures.

(2) The Minister may also by regulations amend the Schedules to this Act and prescribe anything that may or is required to be prescribed under this Act.

English text to prevail.

26. In the case of conflict between the Maltese and English texts of this Act, the English text shall prevail..16 [**CAP. 426.** *ELECTRONIC COMMERCE*

FIRST SCHEDULE

(Article 11)

Information Requirements Relating to Electronic Contracts

(a) the name and address where the originator is established;

(b) the electronic-mail address where the originator can be contracted in a direct manner;

(c) the registration number of the originator in any trade register or of any professional body if applicable;

- (d) where the activity of the originator is subject to an authorisation, the activities covered by the authorisation granted to the originator and the particulars of the authority providing such authorisation;
- (e) the Value Added Tax (VAT) registration number of the originator where the originator undertakes an activity that is subject to VAT;
- (f) the different steps to follow to conclude the contract;
- (g) a statement of whether the concluded contract will be filed by the originator and whether it will be accessible.

SECOND SCHEDULE

(Article 2)

Requirements for Qualified Certificates

Qualified certificates must contain:

- (a) an indication that the certificate is issued as a qualified certificate;
- (b) the identification of the signature certification service provider and the State in which it is established;
- (c) the name of the signatory or a pseudonym, which shall be identified as such;
- (d) provision for a specific attribute of the signatory to be included if relevant, depending on the purpose for which the certificate is intended;
- (e) signature-verification data which correspond to signature-creation data under the control of the signatory;
- (f) an indication of the beginning and end of the period of validity of the certificate;
- (g) the identity code of the certificate;
- (h) the advanced electronic signature of the signature certification service provider issuing it;
- (i) limitations on the scope of the use of the certificate, if applicable; and
- (j) limits on the value of transactions for which the certificate can be used, if applicable..*ELECTRONIC COMMERCE* [CAP. 426. 17

THIRD SCHEDULE

(Article 2)

Requirements for Signature Certification Service Providers Issuing Qualified Certificates

Signature Certification service providers must:

- (a) demonstrate the reliability necessary for providing signature certification services;
- (b) ensure the operation of a prompt and secure directory and a secure and immediate revocation service;
- (c) ensure that the date and time when a certificate is issued or revoked can be determined precisely;
- (d) verify, by appropriate means in accordance with national law, the identity and, if applicable, any specific attributes of the person to whom a qualified certificate is issued;
- (e) employ personnel who possess the expert knowledge, experience, and qualifications necessary for the services provided, in particular competence at managerial level, expertise in electronic signature technology and familiarity with proper security procedures; they must also apply administrative and management procedures which are adequate and correspond to recognized standards;
- (f) use trustworthy systems and products which are protected against modification by them;
- (g) take measures against forgery of certificates, and, in cases where the signature certification service provider generates signature-creation data, guarantee confidentiality during the process of generating such data;
- (h) maintain sufficient financial resources to operate in conformity with the requirements laid down in the Act, in particular to bear the risk of liability for damages, for example, by obtaining appropriate insurance;
- (i) record all relevant information concerning a qualified certificate for an appropriate period of time, in particular for the purpose of providing evidence of certification for the purposes of legal proceedings. Such recording may be done electronically;
- (j) not store copy signature-creation data of the person to whom the signature certification service provider provided key management services;
- (k) before entering into a contractual relationship with a person seeking a certificate to support his electronic signature, inform that person by a durable means of communication of the precise terms and conditions regarding the use of the certificate, including any limitations on its use, the existence of a voluntary accreditation scheme and procedures for complains and dispute

settlement. Such information, which may be transmitted electronically, must be in writing and in readily understandable language. Relevant parts of this information must also be made available on request to third-parties relying on the certificate;

(l) use trustworthy systems to store certificates in a verifiable form so that:

- only authorised persons can make entries and changes; 18 [**CAP. 426. ELECTRONIC COMMERCE**
- information can be checked for authenticity;
- certificates are publicly available for retrieval in only those cases for which the certificate-holder's consent has been obtained; and
- any technical changes compromising these security requirements are apparent to the operator.

FOURTH SCHEDULE

(Article 2)

Requirements for Secure Signature-Creation Devices

01. Secure signature creation devices must, by appropriate technical and procedural means, ensure at the least at:

- (a) the signature creation data used for signature generation can practically occur only once, and that their secrecy is reasonably assured;
- (b) the signature creation data used for signature generation cannot, with reasonable assurance, be derived and the signature is protected against forgery using currently available technology;
- (c) the signature-creation-data used for signature generation can be reliably protected by the legitimate signatory against the use of others.

02. Secure signature creation devices must not alter the data to be signed or prevent such data from being presented to the signatory prior to the signature process.

Tunisia: Law n°: 2000-83 of August 9th, 2000, relative to the Electronic Exchanges and Electronic Commerce Bill

(Translated from the official Arabic text for information purposes only, not to be quoted)

Chapter I General Regulations

Article (1)

This law has been provided for the general organizing electronic exchanges and electronic commerce. Electronic exchanges and electronic commerce are subject to legislation and regulations in use as long as they are not in contradiction with this law.

Electronic contracts are governed by written contracts procedures concerning the expression of will its legal power, its validity, its execution liability as long as they are not in contradiction with this law.

Article (2)

Under this law, the following terms mean:

Electronic exchanges: exchanges that are accomplished using electronic documents and files.

Electronic commerce: commercial transactions that are accomplished using electronic exchanges.

Electronic certificate: the electronic document secured by the electronic signature of the issuing individual through which he certifies, after inspection, the validity of data included within.

Certificate service provider : any individual or organization that establishes, delivers, and administers certificates and provides other services related to electronic signature.

Encryption: either the use of symbols or signs that are made unavailable, which make information to be transmitted or sent not comprehensible to others or the use of symbols or signs without which information cannot be attained.

Signature establishment solution: a single set of personal encryption elements or a set of applications specifically designed to establish an electronic signature.

Signature verification solution: a set of public encryption elements or a set of applications that make it possible to verify the digital signature.

Electronic payment method: a method that allows its owner to make remote direct payment operations via public telecommunications networks.

Product: any service or product be natural, agricultural, craftwork or industrial and tangible or intangible.

Article (3)

The use of encryption in electronic exchanges and electronic commerce via public telecommunications networks is regulated by the Telecommunications Value Added Services regulations.

Chapter II The Electronic Document and the Electronic Signature

Article (4)

Storage of an electronic document is considered as valid as the storage of a written document. The sender vows to keep an electronic document in the same condition as it was sent and the recipient vows to keep this document in the same condition as it was received. The electronic document stored on an electronic support that allows:

To check its content all along its validity

To store its final version in a way to guarantee the integrity of its content

To store information related to its origin and destination as well as the date place of its transmission and delivery.

Article (5)

Any person who wants to sign electronic document may do so by establishing his digital signature using a certified solution whose technical specifications are laid down by a decree from the minister in charge of telecommunications.

Article(6)

Any person who uses an electronic signature solution should :

Take the minimum precautions that are laid down in the decree provided for in Article 5 of this act in order to avoid any unauthorized use of the encryption elements or the personal device associated with his signature,
Inform the certification service provider of any unauthorized use of this signature, Strive for the authenticity of all information that he provides to the certification service provider and to all parties he asked to put trust in his signature.

Article 7 :

In case of infringement to the rules provided for in Article 6 of this act, the owner of the signature is accountable for the damages caused to third parties.

Chapter III On the National Certification Authority

Article 8

An administrative financially independent public agency called "the National Agency for Electronic Certification" is created. It is subject to commercial law in its relations with others. Its headquarter is in Tunis, TUNISIA.

Article 9

The agency carries specifically the following duties :

- 1- Licensing the activities of certification services provider allover the territories of the Republic of Tunisia.
- 2- Ensuring the certification services provider carries its duties in full respect of this law and its applicable texts.
- 3- Defining the specifications of signature establishment and verification solutions.

4- Issuing, delivering and storing of electronic certificates of public agents licensed to carry out electronic exchanges. Such duties may be achieved either directly or via public electronic certification services providers.

5- Participating in the activities of research, training and studies related to electronic exchanges and commerce. In general, the agency may carry any other duties requested by the institution under which its administrative supervision falls and that it is related to its domain of activity. The agency is under the aegis of the ministry in charge of this domain of activity.

Article 10

The National Certification Agency may be supported by transferring under its control, through privatization, fixed or mobile State-owned estates that are necessary to carry its duties. In case of dissolution of the enterprise, its assets shall be returned to the State which would be responsible of its obligations according to regulations in force.

Chapter IV On Electronic Certification Services

Article 11

Any person or corporate body wishing to engage in the activity of providing certification services shall be licensed in prior by the National Certification Agency.

Any person or the legal representative of a corporate body interested in being licensed to provide electronic certification services must meet the following criteria :

To have been a Tunisian citizen for at least five years ;

To be a resident of Tunisia ;

Should be enjoying all civil and political rights and has no legal precedent ,

Should have at least a Bachelor's Degree or its equivalent ;

To have no other employment activity.

Article 12

Every certification services provider assumes the duties of issuing, delivering and storing of certificates according to a Schedules or Rules approved by a decree and according to this act in case of suspension or revoke of certificates.

The Schedules of Rules contains especially :

Information on the operating cost of examination and followup of files of applications for certification ,

Deadlines for completion of examination of files ;

Physical, financial and human resources that must be provided to engage in the activity ;

Conditions for securing the interoperability of certification solutions and of interrelation of certificate records ;

Rules related to information concerning the provider's services and certificates issued that the certification provider must upkeep.

Article 13

Certification services provider must use certified methods for issuing, delivering, and storing of certificates and to take necessary measures to protect them against imitation and counterfeit according to the Schedule or Rules mentioned in Article 12 of this act.

Article 14

Every certification services provider must make available an electronic record of certificates electronically accessible to users at all time to check the information included within.

The record of certificates includes, if necessary, information on the date of withdrawal or withdrawal or suspension of certificates.

The record and the certificate must be protected against unauthorized change.

Article 15

It is imposed on certification services providers and their agents to uphold the confidentiality of the information entrusted to them in the context of carrying their duties except those that the owner of the certificate authorized, in writing or electronically, their publication or their notification or in accordance with provisions stated in the law in force.

Article 16

when processing an application for a certificate, the certification services provider gathers personal information directly from the involved person and may get the information from a third party after the written or electronic approval of that person.

The certification services provider is forbidden from gathering information not required for the delivery of the certificate.

The certification services provider is forbidden the use of information gathered for the purpose of issuing the certificate outside the context of certification activities without the written or electronic approval of the involved person.

Article 17

The certification services provider issues certificates that meet the requirements of security and reliability. Technical specifications related to be certificate and its reliability are defined by a decree from the ministry in charge of telecommunications.

The certificate includes notably :

The identity of the certificate owner ;

The identity and the electronic signature of the certificate issuer ;

Elements of verification of the signature of the certificate owner ,

The certificate period of validity ;

The areas where the certificate ought to be used.

Article 18

The certification services provider guarantees:

The accuracy of information included in the certificate on the date of its delivery ;

The relation between the owner of the certificate and his signature verification solution ;

Exclusive ownership by the certificate owner of a signature establishment, solution in compliance with the regulations of the decree mentioned in Article 5 of this act and in concordance with the signature verification solution referred to in the certificate at the date of delivery.

And when delivering the certificate to a corporate body, the certification services provider is required to verify in prior the identity of the person to receive the certificate and the title of his representation of the corporate body.

Article 19

The certification services provider assumes the responsibility to Immediately suspend the certificate by request of its owner or when it has determined :

The certificate was delivered based on false or counterfeit information ;

That the signature establishment solution was infringed ;

That the certificate was used for forgery purposes ;

That the information included in the certificate has changed.

The certification services provider assumes the responsibility to immediately inform the certificate owner when the certificate is suspended and the reasons behind such measure.

The suspension is immediately lifted when the information included in the certificate has been determined to be accurate and that its use is legitimate.

The owner of the certificate or a third party objects to the suspension decision of the certification services provider on the date of its publication in the electronic record mentioned in Article 14 this act.

Article 20

The certification services provider revokes the certificate immediately when the following conditions occur:
Upon request of the certificate owner ;
Upon being informed of the death of the person or the dissolution of the corporate body owner of the certificate ;
Upon conclusion after thorough testing after its withdrawal, that the information is false or counterfeit or that it does not correspond to reality or that the signature establishment solution has been breached or that the certificate has been used in a forged manner..The owner of the certificate or a third party objects to the revoke decision of the certification service provider on the date of its publication in the electronic record mentioned in Article 14 of this act.

Article 21

The owner of the certificate is the sole responsible on the confidentiality and the security of the signature establishment solution he is using, and any use of this solution is considered emanating from him.
The owner of the certificate shall inform the certification services provider on any change of information included in the certificate.
The owner of the suspended or revoked certificate ;ay not use the personal signature encryption elements of that certificate to seek certification of the same elements anew at another certification services provider.

Article 22

The certification services provider shall be responsible on each one of the damages ensuing to every person who trusted in good will in the guarantees mentioned in Article 18 of this act.
The certification services provider shall also be responsible on the damage ensuing to every person caused by failure to suspending or revoking of a certificate according to Articles 19 and 20 of this act.
The certification services provider shall not be responsible on the damage ensuing from the non6compliance by the owner of the certificate with its usage rules or with the rules of his signature establishment solution.

Article 23

Certifications delivered by a certification services provider residing in a foreign country shall be considered the same as certificates delivered by a certification services provider residing in Tunisia if the foreign provider is recognized within the context of a mutual recognition agreement signed by The National Certification Agency.

Article 24

The certification services provider that intends to cease its activities shall inform The National Certification Agency at least three months prior to the date of cessation of activities.
The certification services provider may transfer a portion or all of its activities over to another provider , such transfer shall occur according to the following rules:
Informing the owners of active certificates of his intention to transfer thecertificates to another provider one month at least prior to the expected transfer ;Informing the owners of the certificates of the possibility of refusing the expected transfer as well as of the deadlines and methods for the refusal.
Certificates, whose owners expressed by this deadline their refusal in writing or electronically, shall be revoked.
In the case of death or bankruptcy or dissolution or liquidation of the certification services provider, his inheritors or his agents or the liquidators are subject to the provisions of paragraph two of this Article during a three-month deadline period.
In all cases of cessation of activity, personal information that remained under the control of the provider shall be destroyed in the presence of a representative of The National Certification Agency.

Chapter V On the Electronic Commerce Transactions

Article 25

In electronic commerce transactions, the merchant must provide the consumer, in a clear and comprehensible manner and before the execution of the contract, with the following information :

Identity, address and phone number of the merchant or the service provider ;
A complete description of all transaction steps ;
Nature, specifications and pricing of the product ;
Product delivery and insurance costs as well as due taxes ;
Period for which the products is displayed with the indicated prices ;
Commercial guarantees and after6sale service conditions ;
Payment methods and procedures and, when necessary, conditions for available loans ;
Methods and time of delivery and of execution of contract and results of non-fulfillment of engagements.
Possibility of purchase cancellation and its deadline ;
Method for order confirmation ;
Method for product return or exchange and cost refund ;
Costs for using telecommunications technologies when they are priced differently from regular ;
Conditions for canceling a contract with unlimited period of time or a period exceeding one year ;
The minimum period for contracts relating to providing the consumer with a product or service for a long period of time or periodically.
This information must be provided electronically and must be made available to the consumer to refer to at all transaction steps.

Article 26

It's forbidden for the merchant to deliver products with the condition of payment on delivery when the consumer has issued no order.
In case the product is delivered to the consumer without any order issued for it, the consumer cannot be asked for paying the price and delivery costs of the product.

Article 27

Before executing the contract, the merchant must allow the consumer to do a final review of all his choices and enable him to voluntarily confirm (execute) the order or to change it as well as to view the electronic certificate related to his signature.

Article 28

The electronic contract is produced with the name of the merchant and on the date of his approval of the order through an electronically signed document addressed to the consumer unless the two parties agree on a different process.

Article 29

The merchant must provide the consumer, on the request of the latter and in the ten (10) days following the execution of the contract, a written of electronic document that includes all the information related to the sales transaction.

Article 30

With consideration to the Article 25 of this act, the consumer may cancel the purchase in a period of 10 working days, counted from:
The day of delivery to the consumer, in the case of a product ;
The day of contract conclusion, in the case of a service.
The cancellation is announced through all the mans mentioned in the contract.
In this case the merchant must refund the paid price to the consumer in a period of ten working days starting from, the date of the return of the product or the cancellation of the service.
The consumer shall bear all the costs resulting from the product return.

Article 31

Notwithstanding the compensation of damages in favor of the consumer, the latter may return a product in its condition if it doesn't correspond to the order or if the merchant doesn't respect the delivery deadline, and this during ten working days starting from the date of delivery.

In this case, the merchant shall return the paid price and related costs to the consumer during ten working days starting from the date of the product return..

Article 32

With consideration to regulations in Article 30 of this act and with exception to case of apparent or hidden defects, the consumer cannot cancel a purchase in the following cases :

When the consumer asks to be provided with the service before the expiration of the cancellation deadline and the merchant provides the service

If the consumer has been provided with the products according to personalized specifications or products that cannot be reshipped or that could be damaged or spoiled due to the expiration of their validity period ;

When the consumer removes the seal off audio or video recordings or computer software and data delivered r file-transferred ;

Article 33

If the purchase is the total or partial result of a loan provided to the consumer by the merchant or a third party on the basis of contract between the merchant and the third party, then the cancellation of the purchase by the consumer cancels the loan contract without refund.

Article 34

With the exception of cases of misuse, in trial-based sales, the merchant shall bear the risks that the product might encounter until the end of the trial period. Any condition for exoneration in contradiction with the regulations of this article shall be considered void.

Article 35

In case of unavailability of the product or the service, the merchant must inform the consumer in a time period not exceeding 24 hours before the delivery date mentioned in the contract and must refund the total cost to the consumer.

Except the cases of unforeseen reason, the contract is cancelled if the merchant did not fulfill his engagements and the consumer is refunded for the amount paid regardless of the compensation of damages occurring to him.

Article 36

The merchant prove the existence of prior notification, the information confirmation, the respect of deadlines and the approval of the consumer and any other conflicting agreement shall be considered void.

Article 37

All payment operations related to electronic exchanges and electronic commerce are subjected to the act and regulation in force.

The owner of the electronic payment method must notify its issuer of its loss or theft or the loss or theft of devices enabling its use as well as any fraudulent use of it.

The issuer of an electronic payment method must specify the appropriate ways for such notification in the contract concluded with the owner.

Assumes, until the date of notifying the issuer, the consequences of loss or theft of the payment method or its fraudulent use by a third party ;

Bears no responsibility of the use of the payment method after notifying the issuer.

Chapter VI On protecting Private Information

Article 38

The certification services provider cannot process personal data without the approval of the involved owner of the electronic certificate.

The electronic notification of approval can be used if the certification services provider guarantees ;

The notification of the certificate owner of his right to cancel his approval at any time ;
The possibility of identifying the parties using the personal data ;
The conservation of the proof of approval in a way that cannot be changed.

Article 39

Except in the case of the certificate owner's approval, the certification services provider or one of his agents cannot gather information related to be certificate owner except the information needed to build the contract, to specify its content and to execute it and to prepare and to issue the invoice.

The certification services provider or a third party cannot use the data gathered according to the first paragraph of this Article for other than the above mentioned reason unless the certificate owner has been informed of that and he has not objected to it.

Article 40

It is forbidden for users of personal data gathered according to Article 39 of this act to send electronic documents to the certificate owner who clearly refuses to accept them.

The certificate owner must notify The National Certification Agency of his objection via a registered letter with notification of delivery.

This notification is considered as a legal presumption that all certificate service providers or third parties are aware of this objection.

Article 41

Before any processing of personal data, the certificate services provider must inform the certificate owner, via a special notification, of the procedures he follows for protecting personal data. Those procedures must allow the certificate owner to review the content to the date in an automatic and simplified manner.

Those procedures must specify the identity of the processing manager, the nature of data, the purposes for the processing, the categories and the sites of the processing and eventually, all information needed to ensure a secured data processing.

Article 42

The certificate owner may, et any time, upon a hand or electronically signed request, have access to his personal information and update it. The access and update right covers entering all personal data areas related to the certificate owner.

The certification services provider shall install all necessary technical means to allow the owner of the certificate to send his signed request for updating or deleting information in an electronic manner.

Chapter VI On Infractions and Penalties

Article 43

Infractions to this act are subject to investigation by the judicial police and sworn agents of the ministry in charge of communication Technologies and of the National Certification Agency and the agents of Economic Inspection according to the rules mentioned in Act n : 64 of the year 1991 dated 29 july 1991 related to competition and pricing and the texts amending and supplementing it.

Article 44

The license is withdrawn from the certification services provider and his activity is stopped, if he breaches his obligations stipulated in this act or in its enforcements texts. The National Certification Agency shall carry the withdrawal duty after hearing the involved provider.

Article 45

In addition to the sanctions stated in Article 44 of this act, each certification services provider who did not comply with the requisites of the Schedule of Rules states in Article 12 of this act shall be reprimanded to pay a fine ranging from 1,000 to 10,000 dinars.

Article 46

Anyone who engages in the activity of certification services provider without prior procuring a license in conformity with Article 11 of this act, shall be penalized with a jail term ranging two months and three years and to pay a fine ranging from 1,000 to 10,000 dinars.

Article 47

Anyone who gives with premeditation false information to a certification services provider and to all parties he has requested to have confidence in his signature, shall be penalized with a jail term ranging from six months and two years and with a fine ranging from 1,000 and 10,000 dinars or with one of the two penalties.

Article 48

Anyone who illegally uses personal encryption elements related to someone else's signature shall be penalized with a jail term ranging from six months and two years and a fine ranging from 1,000 to 10,000 dinars or with one of the two penalties.

Article 49

Anyone who breaches the rules stated in Articles 25, 27 and 29, and in the second paragraph of Article 31 and in Article 34 and in the first paragraph of Article 35 of this act, shall be penalized with a fine ranging from 500 and 5,000 dinars.

Article 50

Anyone who exploits the weakness or ignorance of a person in the context of electronic sales operations by pushing him to agree presently or in the future in any manner shall be penalized with a fine ranging from 1,000 and 20,000 dinars, and this if it has been proved within the facts of circumstances that this person is unable to distinguish the dimensions of his contractual commitments or uncovering tricks and ploys used in agreements or if it has been proved that he was coerced, penalization takes into account the regulations of the Penal Code.

Article 51

Any one who breaches the rules of Articles 38 and 39 shall be penalized with a fine ranging from 1,000 and 10,000 dinars.

Article 52

The certification services provider and his agents who divulge, encourage or participate in the divulgence of information entrusted to them in the context of carrying their activities, except the information that the owner of the certificate has approved in writing or electronically their publication or reporting or following situations stated in regulations in force, shall be penalized according to Article 254 of the Penal Code.

Article 53

While ensuring the protection of civil rights of the victims, the minister in charge of commerce may carry out conciliation in the infractions stated in Article 49 of this act, which are investigated according to the provisions of this act.

While ensuring the protection of civil rights of the victims, the minister in supervision of The National Certification Agency may carry out conciliation in the infractions stated in Article 45 of this act, which are investigated according to the provisions of this act.

Conciliation methods and procedures shall occur by virtue of the letter of act in force governing economic inspection especially the Act n 64 of the year 1991 dated 29 July 1991 related to competition and pricing and the texts amending and supplementing it without affecting the rights of others.

The legal proceeding shall be lifted when the amount specified in the conciliation agreement has been paid.

Annex 3: MED Country Trade Relations

Algeria

Bilateral trade between the EU and Algeria is good. The Union takes 62.7% of Algeria's exports and supplies 58% of its imports. The trade balance is in Algeria's favour (11,250 million euros in 2000).

The Algerian economy is largely dependent on hydrocarbons (oil and gas), which make up 97% of its exports, contribute 30% of its GDP, and fund 65% of the State budget. Agriculture is marginal, while the non-hydrocarbons industrial sector contributes just 7% to its GDP in spite of a massive restructuring and privatisation programmes.

Thanks to two foreign debt reschedulings in 1994-1995, and with the help of IMF, the World Bank and the EU, Algeria has started an important economic reform programme and a withdrawal of the State from the economy.

The main social and economic challenges facing the Country are the privatisation programme, strengthening the non-hydrocarbon industrial sector and the regulatory framework, restructuring the financial services sector, job creation (with the official unemployment rate standing at 29.8%), and building and repairing housing (Algeria has one of the highest occupancy rates per housing unit).

Financial co-operation is being reoriented in the light of the Association Agreement. Priorities for the future aim to contribute to the transition towards a market economy, to develop the private sector, and to strengthen the socio-economic balance in the Country.

The Barcelona Declaration and the MEDA regulation base financial co-operation on the 1979 Co-operation Agreement between the EC and Algeria, which was followed up by four Financial Protocols.

Negotiations on an Association Agreement ended in December 2001, and the two parties initialled the Agreement on 19th December.

The main elements of this Agreement are:

- Political dialogue and regular economic dialogue;
- Gradual establishment of free trade area, in line with WTO rules;
- Clauses on freedom of establishment, liberalisation of services, free movement of capital and the application of the Community rules on competition;
- Clauses in the area of justice and home affairs;
- Strengthening economic co-operation;
- Setting up social and cultural co-operation;
- Financial co-operation;
- Setting up an Association Council and Association Committee with decision-taking powers.

Cyprus

The EU constitutes Cyprus' main trading partner absorbing more than 55% of its domestic exports and supplying around 50% of its total imports. Furthermore, around 70% of tourists visiting the island originate from the rest of the EU member States.

Cyprus maintains close political, cultural and economic ties with the European Union. Formal relations with the EU date back to 1972 with the signing of the Association Agreement, which was basically a trade agreement. In 1987, a Customs Union Agreement was signed between Cyprus and the EU. The relations between Cyprus and the EU entered into a new dimension with the Cypriot application for full membership to the Union in July 1990. Accession negotiations began in 1998 and were successfully concluded at the end of 2002. On 16th April 2003, Cyprus signed, along with the other nine acceding Countries, the Treaty of Accession to the European Union, paving the way towards full EU membership. On 1st May 2004 it became a full EU member State.

In addition, Cyprus maintains close political and trading ties with the countries of the Middle East region, both the Arab world and Israel, as well as with the former socialist Countries of Central and Eastern Europe. In that sense, as a EU member State, Cyprus became a bridge connecting the united Europe and the Middle East.

Egypt

Egypt's main exports to the EU in 2001 were oil and oil products (38%), textiles and clothing (17%), agricultural products (9%), and chemicals. Major imports from the EU were power generating machinery (22%), chemicals (18%), food and agricultural products (10%), and transport equipment (9%). Egypt has a serious but improving trade deficit that has put considerable pressure on the Egyptian Pound (officially valued at \$4.65 but unofficially \$5.30).

The EU is Egypt's major trading partner and currently accounts for 31% of Egyptian exports and 30% of its imports. Italy, Germany, France, and the UK are Egypt's main EU trading partners accounting for over 70 % of EU/Egyptian trade. Trade relations with the EU are good although there are several outstanding trade and phyto-sanitary issues.

The long negotiations for a new EU-Egypt Association Agreement were effectively concluded in June 1999, when both parties closed all outstanding positions. The Agreement was signed on 25th June 2001 in Luxembourg and it has come into force in June 2004. This Association Agreement heralds a new phase in relations with Egypt and it marks an important milestone in the creation of the Euro-Mediterranean Partnership and the EuroMed Free Trade Area. Thanks to its important trade position, Egypt has been a major beneficiary of EU financial co-operation.

Egypt has signed several bilateral and multilateral agreements to promote and develop competitiveness of the Egyptian exports, to enhance trade, and to improve its balance of trade. For example:

- 1- Free and Preferential Trade agreements between Egypt and the Arab countries:
 - Tariff and Trade Agreement between Egypt and Libya (signed on 3rd December 1990).
 - Trade Agreement between Egypt and Syria (signed on 19th July 1991).
 - Free Trade Agreement between Egypt and Tunisian Government (signed on 5th March 1998).

- 2- The Common Market For Eastern and Southern Africa (Comesa) Free and Preferential Trade Area agreement was signed on 21st December 1981 and entered into force on 30th

September 1982. This agreement aims at establishing a Free Trade Area between member States. Egypt joined the agreement in July 1998.

Israel

Trade between the EU and Israel has flourished in the last decade. EU imports from Israel in 1990 (3,626 million €) have approximately tripled in 2001 (9,568 million €) as well as the EU exports to Israel from 1990 (5,456 million €) to 2001 (14,449 million €). Total trade has reached 24 billion €(including diamonds) in 2001.

The EU is Israel's major trading partner. It occupies rank number one in Israel's imports and rank number two in its exports. Israel is the EU's 18th largest export market, and occupies rank number 25 in the EU's imports.

In 2001, there was however negative growth in bilateral trade. This is in sharp contrast to earlier years. It is due in a large part to a restructuring in diamond trade, which represents around 20-25% of EU-Israel trade and due to a dramatic reduction in trade in high tech products, to the global economic slowdown, to a weaker Shekel and to a decline of demand.

Agricultural products account for a significant proportion (8.6%) of the Community's total imports from Israel, and 2.6% of its total exports there. In 2001, the Community imported agricultural products from Israel for a value of over 770 million €and exported 342 million € worth of agricultural goods. Under the Euro-Mediterranean Agreement, the two sides granted each other significant trade concessions for certain agricultural products, consisting of tariff reductions or elimination. Article 14 of the Agreement provides for ongoing discussions with a view to the further reciprocal liberalisation of agricultural trade.

The EU-Israel Association Agreement was signed in Brussels, on 20th November 1995. It replaces the earlier Cooperation Agreement of 1975.

Emphasis is placed on peace, security and regional co-operation and on the need to contribute to the stability and prosperity of the Mediterranean region, to promote understanding and tolerance. Furthermore the Agreement includes provisions on freedom of establishment and liberalisation of services, free movement of capital and competition rules, the strengthening of economic cooperation on the widest possible basis and the cooperation on social matters, supplemented by cultural cooperation.

The preamble to the Agreement includes a declaration that the European Union, the member states and Israel are interested in promoting the integration of Israel's economy into the European economy. The Agreement underwent a ratification process between 1996-2000, and entered into force on 1st June 2000.

The commercial section of the Agreement regulates the flow of trade in manufactured and agricultural products (in 1999, the mutual volume of trade totalled \$ 22 billion). The Agreement maintains the free trade area established in 1975, and improves the terms of trade in manufactured and agricultural products. This section deals also with an easing of the terms of trade with terms of trade in manufactured and agricultural products and with regard to procedures and tariffs. Arrangements for importing Israeli products are more flexible in the new Agreement than there were under the 1975 Cooperation Agreement. There is to be progressive and reciprocal liberalisation of trade for agricultural products.

A new element in the Agreement is the section dealing with liberalization of the services and capital market and the right of establishment of firms. This section anticipates the future

formulation of bilateral trade rules, based upon international developments within the WTO framework regard to procedures and tariffs.

Senior officials from Israel and the EU meet at regular intervals to discuss political and economic issues as well as bilateral or regional cooperation. Discussions on further mutual concessions began in 2000.

The third Association Council (21st October 2002) was held shortly after the last meeting of the Association Committee in Jerusalem. It provided an opportunity to review the two partners' relationship and to take note of progress on points in their common interest in educational and cultural matters, transport and telecommunication or scientific and technological cooperation. An action plan has been adopted on trade and investment facilitation, with the improvement of customs procedure as a first priority. Concerns remained on the EU side about the situation in the Palestinian Territories, and the implementation by Israel of the rules of origin provisions of the Association Agreement with respect of import of goods originating in the territories annexed by Israel after the 1967 war and from Israeli settlements.

The EU Declaration of the last Association Council has again addressed the problem. The EU Commission issued a notice to importers in November 2001, in order to preserve the EU's legal and financial responsibility.

Jordan

Jordan suffers from a structural trade deficit with imports almost twice as high as exports. The trade deficit is partially covered by a surplus in services, mainly remittances and tourism. In 2001, trade with EU represented 3% of its total exports.

The EU is Jordan's main source of imports (about $\frac{1}{3}$), which consisted mainly of machinery, transport material, chemical and agricultural products.

The EU is Jordan's fourth export market. Jordanian exports concentrate on a few products, most of which have poor international market prospects and thus reduce Jordan's export competitiveness.

Bilateral Agreement

During the past several years, Jordan has reformed its legislative and regulatory framework with the aim of achieving greater integration into the global economy. The process has resulted in its accession to the WTO in 2000, a bilateral free trade agreement with the USA in 2001, and the ratification of an Association Agreement with the EU in 2002.

The Euro-Mediterranean Association Agreement (AA) with Jordan was signed on 24th November 1997. It entered into force on 1st May 2002, and replaces the Co-operation Agreement of 1977. The AA aims to reinforce co-operation between the EC and Jordan by creating relations based on reciprocity and partnership according to Barcelona process.

For trade relations the AA established to create progressively a free trade area between the EU and Jordan over 12 years in conformity with WTO rules.

Industrial products originating in Jordan are imported into the EU free of customs duties and charges. Reciprocally, Jordan abolished customs duties and charges on a number of products

originating in the Community and it is liberalising at different speed customs regime on other products according to their sensibility in Jordan markets.

Agricultural and agro-food products are subject to specific provisions where customs duties have been reduced or abolished for certain products. Furthermore, the AA specifies that a greater liberalisation should be implemented in these sectors; therefore the Community and Jordan will assess the situation of their trade with a view to determining the liberalisation measures to be applied.

The AA sets out provisions for liberalising services and right of establishment, capital movements, public procurement, and competition rules. The AA also commits the Parties to provide an effective intellectual, industrial and commercial property rights protection.

Jordan, along with ten other Arab countries, signed a Free Trade Agreement to create the Greater Arab Trade Area (GAFTA) and its implementation commenced on 9th March 1998. According to the agreement, all Arab goods moving between Arab Member States will be afforded the status of national goods in accordance with the principle of gradual liberalisation, which took effect 1st January 1998.

By way of annual reductions of 10% of customs duties, fees and taxes, goods are scheduled to be moving duty-free between the member States through the establishment of the Arab Free Trade Zone by 2008. As a result, Jordan is expected to attract new Arab-based investments, and to enjoy unhindered access to the markets of the Arab world.

It has signed bilateral free trade agreements with EFTA (2001) and with most of the Countries of the region. Jordan has signed agreements guaranteeing 100% free trade with Bahrain, Kuwait and Libya. Most recently, Jordan, together with Morocco, Tunisia and Egypt, concluded and initialled the Agadir Agreement in Amman in January 2003 and the Agreement was signed on 25 February 2004 in Rabat.

Morocco

Trade between the EU and Morocco has flourished in the last decade. EU imports from Morocco almost doubled between 1993 and 2002 (growing from 3394 million € to 6265 million €). EU exports to Morocco rose from 4237 million € in 1993 to 7624 million € in 2002. Total trade reached 14 billion € in 2002. The EU is Morocco's biggest trading partner and the balance of trade is still in the EU's favour.

Morocco's main exports to the EU are foods (fishery products, fruit, early produce, particularly tomatoes and citrus fruit), flowers and finished consumer products (mainly textiles). The sectoral breakdown of principle EU imports from Morocco is the following: textiles and clothing (43.7%), agricultural products (22.6%), machinery (11.8%), chemical products (4.9%). Despite steady GDP growth in recent years, Morocco's economy is still relatively dependent on trade in textiles and agricultural products, which together accounted for two-thirds of EU imports in 2002 from Morocco.

Main imports are fabrics, various types of machinery and equipment (26.3%), textiles and clothing (22.5%), chemicals and plastics (10%), transport materials (9.8%). Industrial products already enter the EU duty-free.

Agricultural products account for a fifth of the EU's total imports from Morocco, and 6% of its total exports. In 2002, the EU imported agricultural products from Morocco for a value of over 1318 million € and exported 428 million € worth. Under the Association Agreement, the

two sides granted each other trade concessions for certain agricultural products: article 18 of the Agreement provides for ongoing discussions with a view to the further reciprocal liberalisation of agricultural trade.

The EU-Morocco Association Agreement, which replaces the 1976 Co-operation Agreement, was signed in Brussels, on 26th February 1996. Emphasis is placed on peace, security and regional co-operation and on the need to contribute to the stability, prosperity of the Mediterranean region, to promote understanding and tolerance. Furthermore, the agreement includes provisions on freedom of establishment and the liberalisation of services, free movement of capital and competition rules, the strengthening of economic co-operation on the widest possible basis and the co-operation on social matters, supplemented by cultural co-operation.

The Agreement confirms the existence of free trade in manufactured goods and it reinforces the arrangements for free trade in industrial products, which have been in force since the late 1970s. Arrangements for importing Moroccan products are more flexible in the new agreement than they were under the 1976 Co-operation Agreement. There is to be progressive and reciprocal liberalisation of trade for agricultural products. Discussions on further mutual concessions began in 2002 and are still on going. In fact, the Association Agreement covers just industrial products (agricultural goods are outside the free trade regime of the agreement) and the free trade aspects of the agreement are being phased in slowly between now and 2012.

Most noteworthy, a reduction in customs duties of around 10% on EU goods that compete with domestic goods was implemented in March 2003. This step is in line with the objective to reach free trade in this product category, except non-agricultural goods, by reducing customs duties by 10% per year. In addition, authorities have eliminated the use of reference prices, as recommended by the WTO. The WTO's multifiber regime, for example, is going to make cloth and clothing tradable quota free by 2005. These are significant challenges to the supply side of the Moroccan economy that they need to be working on urgently.

During the third Association Council (24th February 2003), the European Union and Morocco decided to intensify bilateral co-operation in the framework of the Association Agreement by establishing six strategic sub-committees in the following areas: the internal market; industry, trade and services; transport, environment and energy; research and innovation; agriculture and fisheries; and justice and security. This initiative has its origins in the conclusions of the November 2000 Marseilles Conference, which called for the expansion of the objectives and deepening of the relations with the Mediterranean Partners in the framework of the Association Agreements.

Palestinian Authority

In 2003, total EU trade with the Palestinian Territories amounted to €35 million. Since 2000, EU exports have fallen sharply, while imports from Palestinian Territories have remained relatively steady. The trade balance is still largely in the EU's favour. 85% of EU imports of Palestinian goods currently consist of agricultural products, while EU exports consist mainly of transport materials and machinery. Conclusive trade and economic data are difficult to determine however, due to the international and legal situation of the Palestinian Authority.

Bilateral Agreement

The Association Agreement with the Palestinian Authority was signed in February 1997, and its trade provisions came into force on an interim basis in July 1997. These provide for duty-free access to EU markets for Palestinian industrial goods, and a phase-out of tariffs on EU exports to Palestinian Authority over five years. The Agreement also foresees a gradual liberalisation in agricultural and fisheries trade.

The EU is active in helping the reconstruction and reform of the Palestinian Authority through budgetary support, technical assistance and humanitarian aid. To date, total MEDA funds allotted to Palestinian Authority amount to €387.7 million, adding to the other programmes of aid and assistance through which the EU and its Member States channel their support.

The Palestinian Authority is not a member of the WTO.

Syria

Syrian exports increased substantially from 1999 to 2001, mainly due to the rise in oil prices. The current account balance was positive at \$ 201 million and petroleum products accounted for almost two thirds of exports in 2001. The export performance of other sectors is relatively weak (mainly concentrated on textiles and agriculture), but exports of textiles have increased recently. Imports consist mainly of industrial products (notably equipment) and agri-food products.

Apart from Algeria, Syria is the only Mediterranean partner that regularly records a trade surplus with the EU: in 2002, it stood at close to 100%. The EU accounts for 27% of Syrian imports and 60% of its exports. The principal EU exports to Syria are machinery, transport equipment and chemical products. The principal EU imports are energy products, (the EU buys 62% of all Syrian oil products), textiles and clothing, and agricultural products.

Syrian cotton yarn exports to the EU increased tenfold from 1% in 1997 to over 30 000 tonnes (10% of total EU cotton yarn imports in 2000). As a result of this dramatic increase, the EU introduced a surveillance regime in 2001. Exports have since stabilised at this level. The surveillance regime has been prolonged until May 2004.

Trade relations

Syria's trade regime has remained very restrictive, due to protective tariff rates and persuasive non-tariff barriers, as well as the complex exchange rate system. In addition to tariff peaks of up to 200%, about 50% of trade is still conducted through the state-owned Foreign Trade Establishments, responsible for trading those products for which business trading is prohibited. Importers need to obtain a license to carry out non-prohibited imports, while exporters are required to surrender 10% of their export proceeds to the Commercial Bank of Syria (this was reduced from 25% in 2002).

Foreign trade liberalisation measures have been taken in 2002 and in 2003

During the 12th negotiating session in December 2003, the European Union and Syria have reached an agreement at the technical level on remaining issues in the negotiations of a EU-Syria Association Agreement, which had started in 1998. Under the terms of the Agreement, upon entry into force Syria will gradually remove all its tariffs on EU imports of industrial and agricultural goods during a period of 12 years: Syria has completed the revision of its

customs tariffs and proceeded with the tariffication of a number of previously non-tariff barriers. In return it will get additional trade concessions on agricultural exports to the EU. In addition, the Agreement provides for national treatment of European investors established in Syria, and for the opening of almost all sectors to EU investments, with the exception of some currently reserved for Government monopolies.

The Agreement also foresees future liberalisation of cross-border provision of services and it will help to create a more transparent and open investment framework and the basis for further liberalisation.

Syria has also started trade liberalisation discussions with Turkey and Iran, and pursued tariff dismantling within the GAFTA. Additional trade measures include the unification of some customs regulations and procedures, and the abolition of the monopoly of import agents. Traders possessing the required import licences will be allowed to import goods directly from foreign operators, without recourse to a local agent.

An important measure introduced in 2003 is the termination of the requirement to finance imports with currency revenues from exports.

The Government has also implemented some measures to stimulate Syria's export sector. In 2002, in addition to reducing the foreign currency surrender requirement, the Government removed the need for export licenses, as well as the tax on export revenues, and it set up a new foreign exchange credit facility. In 2003, the Government has implemented some reforms of the 1972 law of Free Trade Zones, whereby investments within the FTZ will now be possible in all types of services, and not only in industrial and trading activities. Private FTZ and private Free Trade Points may be established (although in "strategic" sectors). Companies established in FTZ have also been authorised to sell up to 25% of their exports to the domestic market.

Tunisia

Tunisia is the most advanced of the Euro-Med partners as far as the introduction of a free trade area with the European Union (with a twelve-year transitional period) is concerned. Tunisia started dismantling tariffs in 1996, that is to say, before the entry into force of the EU-Tunisia Association Agreement in 1998. It applies the regime satisfactorily overall, but there are occasional problems in certain areas. Tunisia has also concluded free trade agreements with Egypt, Jordan, and Morocco. Tariff dismantling has seen a speeding up of the Country's integration into the European market and 80% of Tunisian exports go to the EU, with the EU providing 71% of its imports.

Mutual concessions have been made for agricultural products. Tunisia is chiefly interested in olive oil and wine, and new concessions have been agreed for trade in agricultural products from January 2001. The EU has increased the preferential quota for Tunisian olive oil and it has obtained a gradual reduction in customs duties on certain Community products like wheat and vegetable oils. The agricultural regime has been brought into the Association Agreement. As regarding the services, in the first instance, the parties will continue to respect obligations under the WTO.

The signature of the Association Agreement in July 1995 brought about a complete change in financial co-operation. From the beginning, Tunisia has engaged in economic reforms. From the time the MEDA programme came into force until 2002, the EU financed co-operation programmes and projects worth 658.25 million €. Tunisia is thus one of the chief beneficiaries of financial co-operation in the Mediterranean area.

The three financial co-operation instruments under MEDA I and II were:

1. Co-operation projects, with an emphasis on technical assistance (33% of commitments);
2. Structural and sectoral adjustment facilities (55% of commitments);
3. Funds placed at the disposal of the European Investment Bank, in the form of interest-rate subsidies and risk capital (12% of commitments).

Co-operation between the EU and Tunisia is based on the aims set out in the 9th Tunisian Development Plans (1997-2001 and 2002-2006) as well as the aims of the Barcelona Declaration.

Several technical assistance programmes are contributing to improve the economic environment for the private sector. This is the case in particular in the area of privatisation (10 million €), helping improve the competitiveness of the Tunisian economy (including a 10 million € programme to help the financial sector), and helping attract private investment (4 million €). Euro-Tunisian-Entreprise, a small-business advice center (20 million €) has also been set up. Risk capital operations (45 million €) managed by the EIB have also been approved. The European Commission also contributes 45 million € to a professional training programme and 50 million € to industrial modernisation. 20 million € have gone into a programme to modernise the port sector. The same amount is to go into a programme to support the implementation of the Association-Agreement.

The European Investment Bank has granted loans for 1119 million € on own resources since 1996. The EIB operates primarily in three areas: strengthening and developing economic infrastructures; environmental protection; supporting private sector development.

The Euro-Med Association Agreement between the EC and the Tunisian Republic came into force on 1st March 1998. Under the term of the Agreement, the EU and Tunisia commit themselves for creating a free trade area between themselves by the year 2010. The Agreement also includes the following areas: strengthened political dialogue (article 2 states that "respect for democratic principles and human rights...constitutes an essential element of the agreement.") and economic, social, cultural and financial co-operation.

Turkey

The EU ranks number one in both Turkey's imports and exports while Turkey ranks 11th in the EU's top import and 10th in export markets.

Main Turkish exports markets in 2002 were the EU (51.5%), USA (9.2%), Russia (3.3%), Israel (2.4%), Romania (1.6%) and Saudi Arabia (1.5%). Textiles account for some 41.4 % of total imports from Turkey. Other important imports from Turkey are transport material (13.4%), agricultural products (9.5%) and office machinery and telecommunications equipment (6.6%). Imports into Turkey came from the following key markets: the EU (45.5%), Russia (7.6%), USA (6%), Switzerland (4.1%), Japan (2.8), China (2.7%) and Algeria (2.1%).

Main EU exports to Turkey are machinery (29.7%), chemical products (19.1%), and transport material (14.2%).

Bilateral agreements

The Customs Union constitutes the most important step for the modernisation of the Turkish economy and its integration into the world trading system. The Customs Union between

Turkey and the EU is the most important development affecting the Turkish economy as a whole since the liberalisation measures launched in 1980. Simultaneously it constitutes a cornerstone in Turkey's relationship with the European Community, which dates back to the 1960s. The framework of the Customs Union was drawn with the Ankara Agreement of 1963 and the Additional Protocol, which entered into force in 1973, laid down details.

With the decision signed during the Turkey-EC Association Council meeting on 6th March 1995, Turkey completed the transitional phase in its integration with the EC as foreseen in the Ankara Agreement and Additional Protocol, and the final phase in Turkey-EU relations entered into force. After a transitory stage of 22 years, during which essential measures were put into force towards trade liberalisation and greater reliance on market forces, parties decided that conditions had been fulfilled for the establishment of the Customs Union.

The Customs Union covers only industrial and processed agricultural products, while traditional agricultural products are outside the scope of the Customs Union. Concerning processed agricultural products; the parties have agreed on the establishment of a system in which Turkey would differentiate between agricultural and industrial components of the duties applied on these products, similar to the model applied in the Community.

The main characteristic of the Customs Union is that goods move freely between the EU and Turkey without being subject to customs duties or quantitative restrictions. With the entry into force of the Customs Union, Turkey has eliminated all customs duties and charges having equivalent effect, as well as quantitative restrictions applied on imports of industrial products from the Community. For products imported into Turkey from third countries, Turkey started to apply the rates of protection specified in the Community's common customs tariff, except for those products classified as sensitive. Custom duties on sensitive products will be gradually eliminated over a period of five years.

In order to prevent any possibility of trade diversion, Turkey is now taking steps in order to adopt the EC's preferential trade agreements. Within this framework, Turkey has already signed Free Trade Agreements with EFTA member countries, Israel, Poland, Hungary, Romania, Lithuania, Estonia, Latvia, the Czech and Slovak Republics, Slovenia, Bulgaria and Macedonia. Negotiations with Morocco, Tunisia, Egypt, Malta, Faroe Islands and Palestinian Authority are still continuing. These Agreements primarily aim the establishment of long-term economic relations and the improvement of bilateral commercial relations. Economic growth of Turkey primarily depends on increasing exports through the access into new markets, the betterment of present market access conditions and the diversification of export products. In this context, Free Trade Agreements bear invaluable meaning in carrying out these requirements for developing the export performance. Moreover, these Agreements will enable parties to create joint investment possibilities in third countries through the improvement of cooperation opportunities.

With regard to the adaptation of Turkish legislation to the EU Competition Policy, a great degree of progress has been achieved, laws on protection of competition and protection of consumers as well as decree's on patents, copyrights, trademarks and industrial designs entered into force, and a Competition Board has been appointed.

Turkey adopted other arrangements for harmonisation to the Community's Common Commercial Policy including common rules on imports and exports, inward and outward processing, standardisation of foreign trade and administration of quantitative restrictions. In this context, as an indispensable condition to prevent trade diversion towards the Community,

Turkey had the obligation of adopting a similar system in its imports from third countries. Consequently, negotiations started with 52 countries subjected to quantitative restrictions or surveillance measures by the EU. As a result of these negotiations quotas have been introduced in the framework of a bilateral control system with 15 countries on the imports of some textile and ready to wear products, while quotas on the same product group have been introduced on a unilateral basis to other 10 countries. Imports of the same product group from 22 countries are under a uni- or bilateral surveillance system and autonomous regimes are being implemented to 4 countries.

With these arrangements Turkey has taken important steps towards fulfilling its obligations not only for the Customs Union, but also in line with the conclusions of the Uruguay Round, and parallel to its policy of full integration into the world economy.

After almost 40 years from the beginning of bilateral relations, Turkey is granted Candidate Country status to the EU at the Helsinki Summit (December 1999) in Finland. According to the decision, Turkey is a candidate state destined to join the EU, on the basis of the same criteria as applied to the other candidate states. Within the framework of the candidate status, Turkey's adaptation efforts gain a new dimension with an enlarged perspective. As the first step of the new era, the European Commission announced the "Accession Partnership Accord" in cooperation with Turkish authorities, which puts forward short and middle term targets in further harmonisation progress on 8th November 2000.

The Commission's objective of "extending and deepening" the Customs Union was endorsed by EU Member States at the December 2002 Copenhagen Council. In order to advance the customs union, Turkey and the EU are pushing ahead to deepen it into new areas such as services and public procurement. The Council has agreed on a negotiating guideline on the liberalisation of services and public procurement. Several rounds of negotiations have so far taken place. In other areas, such as the requirement to align with the Community's preferential customs regimes, the EU is encouraging Turkey to make further advances.

Since Turkey is a candidate Country for EU membership, it must fulfil all of the Copenhagen Criteria and adopt all of the EU *acquis* in addition to that brought by the Customs Union. Although no time period was expressed for the opening up of the accession negotiations with Turkey, the EU Head of States declared their willingness to initiate the negotiations in December 2004 provided Turkey fulfils the Copenhagen Criteria.

Annex 4: People Interviewed

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- Chauve Philippe, DG Internal Market, Brussels, 11.02.2004
- Chellafa, Nadia, Economic Cooperation Unit, Mediterranean Direction, Directorate General EuropeAid-Co-operation Office, 2.08.2004.
- De Bruijn Remco, Utrecht Chamber of Commerce and Industry, Brussels, 7.05.2004
- Del Monte Sebastiano, ICE Brussels, 27.02.2004
- Di Emidio Raffaella, ICE Roma, 04.06.2004
- Fabregas Fernandez, European Commission, Directorate – General for Trade, Brussels, 17.09.2004.
- Filali, Zineb, Moroccan External Trade Policy Director (DPCE), 19.07.2004.
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- Nuray Haluk Mehmet, Brussels Representative of Economic Development Foundation, Brussels, 7.05.2004
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- Pijiolis, Demetris; Cyprus Chamber of Commerce and Industry 4/08/2004
- Poli, Mauro, ICE Tel-Aviv 15/07/2004
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