

For decades EU has been involved in :

- *post-war liberal order safeguarding- political convergence with the established liberal Western order*
- *enforcement of economic rules, regulations and standards*
- *national ambitions have been subordinated to shared goals within multilateral bodies*
- **NOW:** *EU deals with the United States and China increasingly mixing economics and with nationalist foreign-policy agendas*

What this all show?

External to the EU project factors

- **Globalisation**
- **Digitalisation**
- **Mediatisation**



Bruegel, 2018

“Imperialism, Lenin wrote a century ago, is defined by

five key features:

- the concentration of production
- the merging of financial and industrial capital
- exports of capital
- transnational cartels
- and the territorial division of the world among capitalist powers

Until recently, only dyed-in-the-wool Bolsheviks still found that definition relevant

- . Not anymore: Lenin's characterisation seems increasingly accurate.



Globalisation



- A few years ago, globalisation was assumed to dilute market power and stimulate competition.
- It was hoped that greater economic interdependence would prevent international conflict.
- .Yet we have entered a world of economic monopolies and geopolitical rivalry

The “new raison d’etre” of the EU

The exact composition of *the newly emerging global economic powers* is **not yet clear**, but it is now fully acknowledged that the political and economic relevance of **the West** is being re-scaled
(Bruegel, 2014)

EU’s external policy is a sub-product of internal consolidation
(A.Sapir, 2011:vii).

EC and later EU was as a *regional integrational entity with a relatively* small number of countries
Now:
economic and political integration

Now where are we ?

- Systemic crisis: political, economic, social issues and tensions: for example, it is now obvious that is not possible to leave the EU (Brexit)
- Integration is going on in a different environment and economic concentration and geopolitical rivalry are inseparable
- Europe's challenge now is to position itself in a new landscape where power matters more than rules and consumer welfare. The

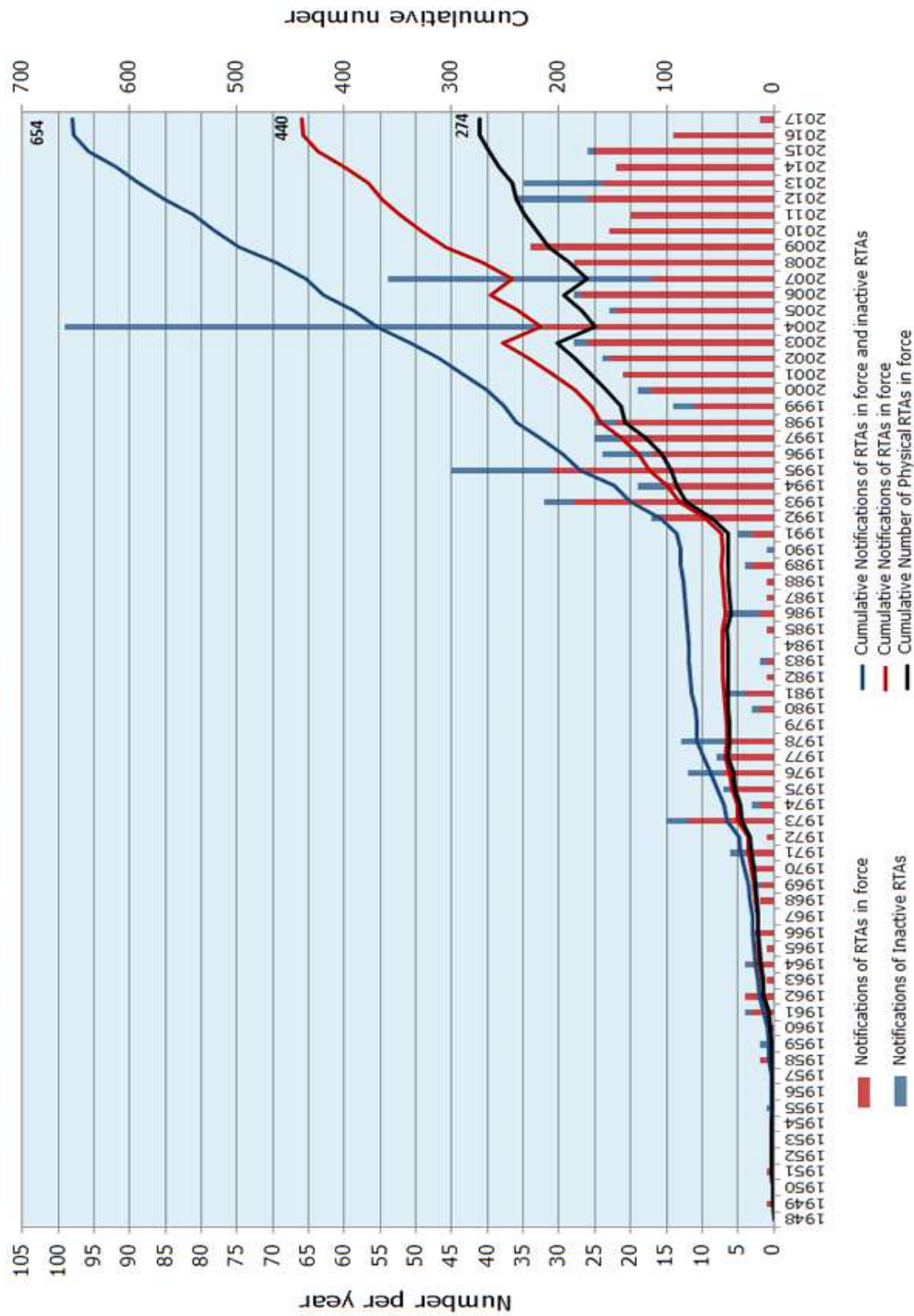
EU project is not holistic anymore and a new model is required

EU Agendas



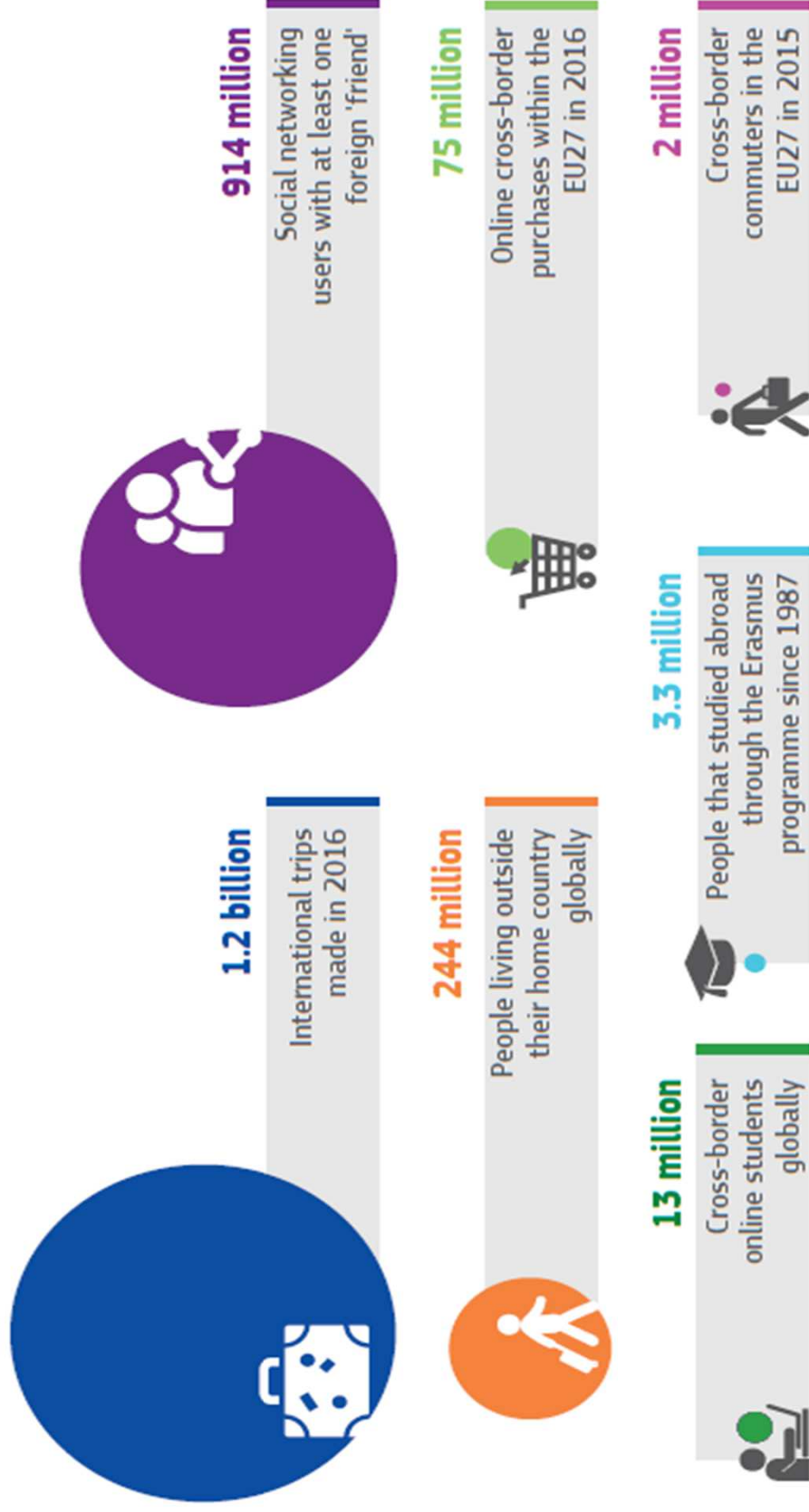
- A global agenda
- A transatlantic agenda
- A regional agenda

Evolution of Regional Trade Agreements in the world, 1948-2017



Note: Notifications of RTAs; goods, services & accessions to an RTA are counted separately. Physical RTAs; goods, services & accessions to an RTA are counted together. The cumulative lines show the number of notifications/physical RTAs that were in force for a given year.
Source: RTA Section, WTO Secretariat, 5 May 2017.

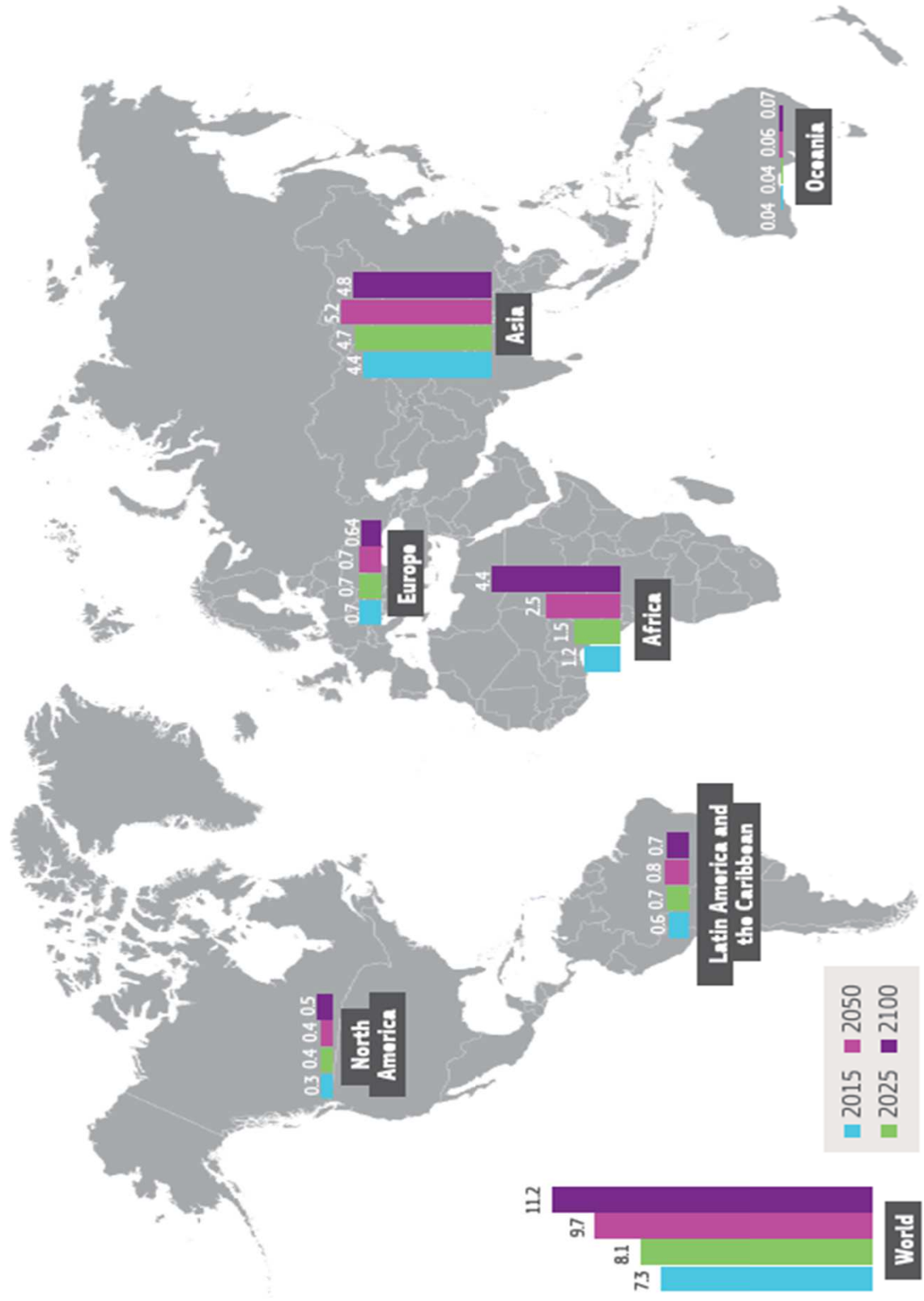
Figure 2: Global is today's reality



Note: data for 2016 or latest available (2015)

Source: McKinsey Global Institute, United Nations, World Tourism Organisation, OECD, European Commission

Figure 7: Most population growth takes place outside Europe



Source: United Nations (2015)

EU as a global player: rethinking its role



The EU remains a weaker player:

- internal divisions
- dependence on the security guarantee that the US provides
- dependence on energy imports

Maddening through or European Economic Diplomacy?

- 2030-205 Agendas/Junker's EC plans and agendas
- Balanced rules-based and progressive trade and investment agenda
- International economic and financial rules
- Labour standards (with ILO)
- Paris Agreement on climate Change
- International cooperation: UN, IMF, WB, WTO

Restoring a level playing field



- 1. Better enforcement of existing agreements and EU rules**
- 2. Protection investments (EC proposal: Multilateral investment Court)**
- 3. Trade defense instruments and public procurement (EC proposal: International procurement Instrument)**
- 4. Openness to foreign investments**
- 5. Tax justice and transparency**

Cooperation and a common platform to keep the EU project



- The need to increase the knowledge and understanding of the European Union among the population and YOUTH in the EU Member States
- This should be a high priority for the European Institutions and Member States