

*Representing Chinese enterprises in Europe, CCCEU is a responsible bridge-builder for business opportunities*

*One-year Anniversary*

# CCCEU MONTHLY

## 欧盟中国商会月讯



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Editor's note

# Our first Anniversary

In this time of complexity, the China Chamber of Commerce to the EU (CCCEU) remains committed to being an active bridge-builder for the Sino-European economic interaction.

Despite the difficult challenges posed by the ongoing COVID-19 pandemic worldwide, the CCCEU upholds its mission to assist its Members in the European context and to be platform to facilitate sustained dialogue and information sharing between the European and Chinese stakeholders in the area of business corporation.

In February, it became clear that the COVID-19 outbreak would transcend physical borders and become a common challenge for both the Chinese and the European partners.

Therefore, we engaged tirelessly in continuous actions and initiatives to support of our partners and to help them navigate the uncertain landscape. The structure of our platform has proved to be very effective for organising and coordinating aid and assistance for both the Chinese people and our European friends and partners. When Europe became the epicentre of the global pandemic, we concentrated our actions to mobilise and provide assistance to local communities. We also joined the efforts at the frontline by sending 20,000 medical-use face masks to Italy and by coordination more donations to other member states. You can read more about these efforts at page 7.

On the other hand, we have continued our work as a platform for China-EU economic interaction. At the beginning of March, our Research Team launched a EU Business Environment Survey which was distributed to a sample of the 1000 companies represented by the CCCEU. At page 8, the Report sums up the answers of the Chinese enterprises interviewed in this spring survey, and it formulates five policy suggestions to further improve the business environment in the European Union (EU).

The Survey also investigated the opinion of our Members about the impact of the EU policies

formulated by the current European Commission on their business. Two thirds of the companies think that impact of the policies put in place by the von der Leyen Commission in its first 100 days of work cannot be determined yet. In this issue of CCCEU Monthly, at page 11, we further look into these 100 days of the von der Leyen Commission in order to sum up and analyse the main policy developments.

***“the one-year anniversary of our inauguration comes upon us to find us stronger and more dynamic than ever”***

In addition, for us the month of March was a key preparation moment for our big anniversary coming up in April. In fact, one year ago on 8 April, Premier Li Keqiang unveiled the CCCEU logo at the inauguration ceremony held in Brussels. Premier Li, who was in the city to attend the China-EU Leaders Meeting, also advised us

to serve well the enterprises investing in the EU; to be a bridge-builder and to reflect their opinions, suggestions and concerns to the related European institutions; and to work together in order to enhance the image of Chinese businesses in the continent.

Throughout our first year of work, we have remained committed to this mission and goals, and we will proceed further accordingly: this is also in the message of Zhou Lihong, CCCEU Chairperson, presented at page 4.

In conclusion, the one-year anniversary of our inauguration comes upon us to find us stronger and more dynamic than ever. One year later, we have expanded our memberships and our Secretariat, and we have raised our activities in the multicultural European context. Looking into the next year, we remain strongly committed to be a platform to facilitate sustained dialogue and information sharing for the benefit of the Sino-European economic interaction.

We wish you a pleasant reading and we welcome your comments and perspective on the topics you find in the next pages.

*On the cover: Premier Li Keqiang unveils the CCCEU logo at the inauguration ceremony of the CCCEU. Source: Xinhua.*

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## *About us*

The CCCEU is a platform between China and the European Union, which serves the best interests of Chinese enterprises investing in the EU. Established in August 2018, the CCCEU speaks on behalf of its 60 members and represents up to one thousand Chinese enterprises in the EU.

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# One year on, we grow together

Committed to being an active bridge-builder for increased China-EU economic interaction

Last year, when Premier Li Keqiang attended the China-EU leaders meeting in Brussels, he inaugurated China Chamber of Commerce to the EU - which I am privileged to head - on 8 April.

Setting up this new China-EU platform sends a crystal-clear message: the humongous potential in two markets with a total of 1.9 billion consumers needs doubling of the efforts to tap its full potential; and Chinese businesses are committed to doing so. Today, the Chamber represents 61 members and includes business associations in most EU member states and covers up to 1,000 Chinese enterprises which have invested in the continent.

With China's direct investment in the EU passing \$100 billion by 2019, over 130 times the figure in 2005, the presence of Chinese businesses has become increasingly prominent despite growing bottlenecks and the sudden disruption brought by the COVID-2019 pandemic.

In marking our first anniversary, I would like to address two important issues.

First, Chinese business sectors have been following the policy evolution of the von der Leyen Commission which started last December. We generally welcome the policy package to restructure the European economy, which mainly targets green and digital transformation.

At the political level, Chinese President Xi Jinping and European leaders, during their recent telephone diplomacy, agreed on safeguarding the stability of industrial and supply chains between China and EU member states. Apart from joint coordination in the fight against the spread of the virus, the leaders agreed to roll out a long-prepared political agenda, including a scheduled summit between President Xi and European leaders in Germany, after the ongoing battle.

At this challenging time, we believe this political consensus is vital for Chinese businesses to recover and stay strong in the European market. So, in this sense, the general relationship between China and the EU, from our businesses' perspectives,

is improving. We welcome the improvement amid rising protectionism and media in Europe last year.

The second issue I want to mention is that mutual understanding and support of European partners were exemplified when we joined the front-line against the COVID-19 pandemic by assuming an active role in mobilizing resources and coordinating assistance.

In recent weeks, this spirit has been amply showcased. When China was hit by the epidemic outbreak, our members and European partners raced against time, donating masks and other medical supplies worth at least 3 million euros to China.

Now, we are extremely concerned that the situation is worsening in Europe. The Chamber has been actively coordinating efforts with suppliers for much-needed medical equipment and supplies. So far, our members have mobilized medical supplies valued at 6 million euros.

When our donation was distributed to front-line hospitals in Italy, former Italian prime minister Romano Prodi saw it as a sign of friendship and solidarity. "We will never forget," Prodi wrote to the CCCEU. "I do hope that the world understands that we are really in the same boat."

We must renew such a caring spirit while mounting difficulties, unexpected disruptions and rising uncertainties are changing the already challenging business landscape between China and the EU.

As more Western countries turn to lockdowns, a supply shock to the global economy is expected. Global supply chains will suffer from the disruption caused by workers' absence from the workplace, in tandem with lower consumer demand and the negative impact of uncertainty on investment plans.

Our survey findings in March can be used as urgent reference points for European leaders when crafting more business-friendly policies: more than 60 percent of Chinese companies operating in the EU feel affected by the pandemic and more than 50 percent still struggle with their business operations in Europe.

In 2019, six out of 10 reported zero growth in revenues year-on-year. The European market is not an easy one and there are many “glass ceilings and walls”.

Nonetheless, the companies remain positive about the future and strongly committed to Europe as their business destination: more than 60 percent plan to increase their overall investment in 2020.

With EU institutions drafting their timetable and roadmap to recover from the pandemic, the months ahead will require strong and timely action to improve the business environment on the continent.

As Chinese companies are part of the EU business environment, effective communication with Chinese companies should be enhanced so that they can increase their investment in the EU: fighting the COVID19 crisis does not exclude seeking opportunities with long-term partners.

The troubled times we are living will not pass overnight. Only in unity and with responsibility we can win this fight. We certainly hope that the Chamber's next anniversary is celebrated in a more joyful time.

*The author, Zhou Lihong, is the Chairperson of the China Chamber of Commerce to the EU.*

## 携手同行，走过四季

去年4月8日，李克强总理出席在布鲁塞尔举行的中欧领导人会议期间，为欧盟中国商会揭牌，我荣幸地担任商会会长。

我们建立这个新的中欧平台是为了挖掘双方市场的巨大潜力。中欧两大市场合计19亿消费者，巨大的潜力需要加倍努力才能被挖掘。中国在欧企业积极参与其中，致力于借此平台寻求更多发展机遇。如今，已有61个成员单位加入我商会，其中也包括各欧盟成员国主要商协会，涵盖了在该欧投资的多达1000家中国企业。

截至2019年底，中国在欧盟的直接投资超过1000亿美元，是2005年的130倍，尽管投资瓶颈问题日益严峻，COVID-19带来的打击令社会各界措手不及，中国企业也依旧砥砺前行，扩大其影响力，即使在困难时期表现也日益突出。

在纪念我们成立一周年之际，我想要强调两个重要问题。

首先，中国企业一直在注意去年12月开始执政的冯德莱恩任主席的欧委会提出的新政策。我们十分欢迎欧洲经济增长新方案，对冯德莱恩主席提出的绿色和数字化转型内容也充满着期待。

在政治层面，中国国家主席习近平和欧洲领导人在最近的电话外交中，一致同意维护中国与欧盟成员国之间价值链和供应链的稳定性。除了共同协作、控制疫情之外，双方领导人还同意在疫情之后开始推动早先设置的双边政治议程，这也包括，习主席与欧洲领导人将在德国举行的全家福峰会。

在这个充满挑战的时刻，我们认为这种政治共识对于中国企业在欧洲市场上复苏以及保持强劲势头至关重要。因此，从我们企业的角度来看，中欧之间的关系正在改善。尽管贸易保护主义有抬头迹象，欧洲媒体有诸多不和谐声音，我们欢迎政治关系的友好信号。

我想强调的第二点是，在COVID-19爆发期间，我们调动一切资源、积极协调援助，体现了欧洲伙伴的相互理解和支持。这种援助精神在当下危机时刻得到了充分诠释。当中国遭遇疫情爆发的严重打击时，我商会成员和欧洲合作伙伴共同协作，向中国捐赠了价值至少300万欧元的口罩和其他医疗用品。而现在，欧洲疫情正在恶化，牵动着我们在欧中企的心弦。欧盟中国商会一直在积极协调，联络供应商调度急需的医疗设



The donation ceremony with Minister Xia Xiang from the China Mission to the EU and the CCCEU Secretary-Generals. Source: CCCEU.

备和用品。截至目前为止，我们的会员单位已动员了至少价值600万欧元的医疗用品。

当我们的捐款捐物分发到意大利的一线医院时，意大利前首相罗曼诺·普罗迪（Romano Prodi）将其视为友谊和团结的标志。“我们将永远不会忘记，”普罗迪向欧盟中国商会表示。“我希望全世界能明白我们在同一条船上。”

困难重重时，我们必须重振这种关怀精神。即使不确定因素将为中国和欧盟带来严重打击，并且正在改变中欧之间已经充满挑战的商业格局，我们也必须团结一致，共同努力。

越来越多的西方国家“封国封城”，预计全球经济将受到重大冲击。全球供应链将因工人缺勤、消费者需求下降以及对投资计划的不确定性等负面影响而遭受破坏。

欧盟中国商会3月份的调查结果可为欧洲领导人制定企业受益政策提供紧急参考。在欧盟开展业务的中国公司中，有60%以上受到疫情的影响，而50%以上的公司仍在艰难地应对欧洲业务运营难题。十分之六的公司报告2019年收入同比增长零。欧洲市场对中资企业仍存在许多“弹簧门和玻璃墙”，顺利发展并非易事。

尽管如此，在欧中资企业公司仍对未来保持乐观，超过60%的公司计划在2020年增加投资，他们坚定地致力于在欧洲开展其业务。

随着欧盟逐渐从疫情打击中恢复，欧盟机构正在起草疫情复苏欧盟时间表和路线图，未来数月欧盟将需要采取及时而有力的行动，以改善欧盟各国的商业环境。

中国公司是欧盟商业环境的一部分，欧盟机构应加强与中国公司的有效沟通，以增加投资。与COVID-19危机作斗争中，我们也期待能寻求长期合作伙伴的机会。

我们面临的历史性困境不会明天就结束。只有团结一致并怀责任心，我们才能赢得这场斗争。我们期待在庆祝欧盟中国商会下一个揭牌纪念日时，将是欢乐的时刻。

（本文是欧盟中国商会会长周立红在李克强总理为商会揭牌一周年之际为媒体撰写的英文评论文章的译文。）

# United, we will win

## European countries struggling against COVID-19, China rushes to the rescue

In the past month, the coronavirus pandemic badly hit Europe. As of 7 April, the confirmed cases of COVID-19 in Europe exceeded 608,000 and many European countries are still struggling to tackle the shortage in medical supplies to combat the pandemic. China, which is now recovering from the COVID-19 blow and slowly getting its manufacturing engine running again, is lending a helping hand to many countries either through donations or assistance in procurement.

China provides assistance in protective equipment and medical instruments and sends several groups of medical experts to share data and experience with other countries to better contain the COVID-19 epidemic. The European Commission's President Ursula von der Leyen said on 19 March that the EU is grateful for China's support. China has not forgotten about the EU's help in January, when the Asian country was at the center of the coronavirus outbreak. Now Europe is the center of the pandemic and in need of protective supplies. "The fight against coronavirus is a global one and we need to support each other in times of need" said von der Leyen.

Chinese enterprises are taking similar actions to fight the coronavirus. The China Construction Bank (Europe) has increased efforts to provide 1,500 protective suits to Luxembourg's government. The Chinese tech giant Huawei has also been busy sending out aid to European countries. The Paris branch of the Industrial and Commercial Bank of China (ICBC) donated 40,000 N95 respirator masks to the Hospital in the French capital. The Piraeus Port Authority, operated by China's COSCO Shipping Ports Limited, donated protective suits, single-use gloves and protective glasses to the Hellenic Coast Guard's officers.

The China Chamber of Commerce to the EU (CCCEU) and Bank of China (Luxembourg) S.A. donated 20,000 medical-use masks to Italy on 17 March. Xia Xiang, Minister-Counsellor for Economic and Commercial Affairs at China Mission to the EU, attended the donation ceremony held in Brussels. With the coordination of the China Mission to EU, the European Commission, the Permanent Representation of Italy to the EU, and the Italian Civil Protection, the medical supplies were transported to Rome and distributed in the Emilia Romagna region.

In another development, Xiamen Torch Group, the latest member to join the CCCEU in March, also expressed its strong commitment to the fight against COVID-19. Our 60th member, together with CCCEU, provided 80,000 medical-use facemasks to Toulouse (France) and Belgium.

Zhou Lihong, CCCEU chairperson, affirmed that the CCCEU and its Members are aware of the situation and reiterated the CCCEU's commitment to help at its best, while announcing that other vital supplies urgently needed at this critical time will be mobilized soon.

当下，如世卫组织所言，欧洲已成为全球新冠肺炎疫情“震中”。中国抗击疫情的艰难时刻，曾感受到来自世界的暖意。当欧洲等地疫情吃紧时，中国正在贡献自己的温暖与力量。欧盟中国商会会员单位目前已经向欧洲捐赠至少价值600万欧元的医疗物资。在中国驻欧盟使团的协调下，商会同中国银行（卢森堡）捐赠了两万只医用口罩助力意大利抗击疫情；与厦门火炬高新区和厦门火炬集团一起，向法国图卢兹和比利时医学科学研究院分别捐赠5万和3万只高级别医用口罩。



**Xiamen & Toulouse**

厦门 & 图卢兹

C'est dans l'épreuve qu'on reconnaît ses amis.  
患难见真情

**La Chine Xiamen, solidaire de la ville rose !**

来自中国厦门的玫瑰之约：图卢兹，你必胜！



欧盟中国商会携手厦门火炬高新区、厦门火炬集团捐赠物资



**China & Belgium**

来自厦门的祝愿

**Tous unis, nous vaincrons !  
Allemaal verenigd, we zullen winnen!**

团结就是力量，比利时必胜！

All united, we'll win!



欧盟中国商会携手厦门火炬高新区、厦门火炬集团捐赠物资

# Combating the COVID-19

Europe is dealing with its darkest hour since World War II, and over 60% of Chinese

For the members of the China Chamber of Commerce to the EU (CCCEU), the business environment in the European Union (EU) is evolving dramatically. Two major factors can be seen at play. First, the COVID-19. As the pandemic spreads worldwide, Europe has become the new epicenter. There are more and more cases being reported every day than in China at the height of the epidemic in that country. According to the *OECD Economic Outlook Interim Report March 2020*, global and euro-area economic prospects remain subdued and very uncertain due to the coronavirus outbreak. Second, changes in the EU business policies and environment. In 2019, EU member states have adopted and implemented the EU Foreign Investment Screening Regulation, the European Green Deal and digital economic transformation policies.

The juxtaposition of the above factors raises many questions. How do Chinese companies respond to the changing EU business environment? Do they see room for cooperation or rather cause for concern? To what extent will these factors affect their confidence in the EU market? How do they perceive the European Green Deal? To assess the latest developments in Chinese companies' business performance across Europe and their perception of the changing business environment in the EU, the Brussels-based CCCEU launched a two-week Business Environment Survey in Spring 2020. Among about 1,000 members, the CCCEU invited 100 to participate in an online survey. In total, the CCCEU received 61 valid questionnaires. All information is processed under the EU General Data Protection Regulation (GDPR).

## Key findings

- **Over 60% of Chinese companies deem that the COVID-19 pandemic has a negative impact on their business activities.**

The COVID-19 pandemic has undermined global economic growth. The results of the survey show that 63.98% of Chinese companies deem that the COVID-19 epidemic will have a negative impact on

their business activities. Because of the ongoing spread of the pandemic, the EU and its member countries will further tighten controls, leading to the percentage of Chinese companies affected by the pandemic increasing as well. In addition, the responses show that 18.03% of companies remain optimistic, and 18.03% are uncertain about possible outcomes.

- **The positive effects of EU geopolitics, politics and policies need to be enhanced.**

During the last decade, the EU has encountered many challenges such as the sovereign debt crisis, terrorist attacks and the refugee crisis. At the end of last year, the political scenario was also evolving with Brexit, new EU leadership, new policies and regulations. Economic growth has weakened, and downside risks have increased. Trade tensions and policy uncertainty have taken a toll on confidence, trade, investment and growth. In this context, half (49.18%) of our members deem that their business activities are negatively affected by these factors. Besides, 66.57% of our members are uncertain about the possible impact of the EU Foreign Investment Screening Regulation.

The extent to which the EU Foreign Investment Screening Regulation will have an impact on Chinese companies is also a focus of our survey: 27.87% of companies consider that the new regulation has already had a negative impact on their business activities; 44.26% estimate that there has been no significant impact so far; and 26.23% deem the impact to be still uncertain and difficult to evaluate. More than half of the companies are still struggling with their business operations in Europe

- **More than half (52.46%) of the companies are still struggling to make a profit in Europe.**

The four main reasons: difficulty in obtaining construction permits (50.82%); limited access to credit/financing (50.82%); heavy taxes (40.98%); and constraints in cross-border trade (40.98%). 60.66% of the companies indicate their pre-tax income and total investment in Europe in 2019 was



# COVID-19 Pandemic

## European companies are negatively affected

more or less equal to figures in the previous year; and 21.31% indicate an increase of 5-20%.

• **The European business environment has improved, yet further reinforcement is needed.**

Compared with the early years of entry into the European market, over a half (52.46%) of the companies suggest that the business environment has improved. The main reasons: better communication with local governments (22.95%); improved equal treatment compared with local enterprises (21.31%); and relaxation of market access (14.75%). But it is noteworthy that 9.84% of the companies state that the business environment is less friendly. Three major reasons for this: increasing barriers to market access (40.98%); other reasons (19.67%, including rising labour costs, high taxes, social security requirements, and hurdles in high-tech immigration qualifications); and unfair treatment compared with local enterprises (13.11%).

• **Despite the challenges, over 60% of the companies plan to increase their investment in the EU.**

Despite all the challenges and difficulties listed above, a majority of companies (over 60%) plan to continuously increase investment in Europe; 49.18% plan to increase investment by 5-20%; and 11.48% aim to increase investment by more than 20%.

### **Policy recommendations**

According to our survey, our members generally deem the business environment in Europe to have improved slightly, and their outlook for the future business activities is cautiously optimistic. Yet, this will depend on the extent to which their current operational difficulties are resolved and whether the business environment improves. The feedback is one of the key barometers of the current state of the business environment in the EU, especially as a key indicator of the openness of the EU market. To this end, we strongly urge both the Chinese and

European sides, especially the EU and its member states, to attach great importance to the results of the survey. We hope this feedback serves both as a strong call and a feasible list of priorities for the EU and its member states to further address these issues and to improve the overall business environment.

• **Actively combating the COVID-19 and reducing the administrative burden on businesses; providing systematic support for enterprises soon as possible, and ensuring Chinese-funded enterprises are offered the same treatment as locals.**

The COVID-19 issue has and will continue to cause direct economic losses and have unpredictable negative impact on numerous companies. We notice that the EU and its member states have evaluated the possible economic and social impact of the pandemic, and adapted and tailored policies to cope with the situation, for instance, with lower administrative burden, tax reduction and subsidy support. Chinese companies should benefit from these measures as well.

• **Working continuously to optimize the business environment, eliminating unfair treatment, and further supporting the health and growth of Chinese companies during these challenging times.**

Optimizing the business environment will lead to the sound development of Chinese companies and, in turn, will boost Europe's economic growth and the employment rate. We reiterate the fundamental importance of a rules-based, transparent, non-discriminatory, open, free and inclusive international trade. We call on the EU to cooperate closely with China within the World Trade Organisation (WTO) framework, adhere to the WTO provisions, further remove market access barriers, better implement a non-discriminatory policy, and steadily grant equal treatment to foreign (Chinese) companies. More specifically, the EU should work further on enhancing the efficiency of processing construction permits, on providing diverse access to credit or financing process for foreign-funded enterprises, and on relaxing cross-border trade policies.

• **Mitigating the fluctuations in EU geopolitical, political, and policy environment to generate a positive impact on business.**

Taking effective measures to minimize the negative effects of the fluctuations in the geopolitical environment is key. We call on the new EU leadership to pay dual attention to the continuity and changing of policies and regulations. For companies to better understand updated policies and regulations, we call on the EU to provide sufficient support measures. Meanwhile, more effective communication strategies for different enterprises are urgently needed.

• **Enhancing effective communication with the Chinese companies to increase their investment in Europe, especially in priority areas.**

Based on the joint statement of the 21st EU-China Summit on 9 April 2019, we call on the EU to reach the conclusion of the EU-China Comprehensive Investment Agreement in 2020. At the same time, we stress the importance of the EU's new leadership to further strengthen dialogue with foreign (Chinese) companies. To stimulate investment and operations in the prioritized areas, we look forward to the EU adopting a flexible and effective multi-pronged approach towards Chinese companies.

• **Seeking opportunities during the COVID-19 crisis.**

Indeed, the pandemic will have a profound negative impact on the global economy. At the same time, however, it may also bring opportunities such as international mergers and acquisitions for Chinese companies. We notice that the three years after the 2008-2009 global financial crisis were a key period for Chinese companies going for international mergers and acquisitions. Currently, some Chinese companies have both the will and capability to "go global" and invest in Europe. The CCCEU will assist Chinese companies in the EU to do market research, seize market opportunities, and achieve further growth in both China and Europe.

The CCCEU and its members are ready to support the EU and its member states in addressing these issues and seeking solutions. We actively provide all-round support to our members to achieve success.

## 2020年春季营商环境调查报告

### 主要调查结果：

- 超过六成中资企业认为新冠疫情(COVID-19)在欧洲蔓延对经营活动产生消极影响
- 欧盟地缘、政治、政策环境对企业的积极影响亟待提升
- 过半中资企业认为在欧洲经营比较困难，2019年与2018年相比营收零增长
- 欧洲营商环境友好性有所提升，仍待继续加强
- 尽管挑战重重，近六成企业欲在欧盟加大或大幅增加投资

### 五项政策建议：

- 积极抗疫减负，尽快提供务实支持，确保中资企业可以无差别地享受欧盟和成员国的支持性措施。
- 继续优化营商环境，消除不公平待遇，支持中企成为迎难而上的中坚力量。提升有利的营商环境，有助于中资企业的健康发展并促进欧洲的经济增长与就业。
- 提升欧盟地缘、政治、政策环境对企业的积极影响。采取有效措施，尽量降低地缘政治环境波动、难民问题、罢工等因素对企业经营的消极影响。
- 增强有效沟通，促进中资企业增加在欧投资，尤其是在绿色和数字化等优先领域的投资。
- 在危机中寻找突破，抓住危机可能带来的机遇。

欧盟中国商会及其会员已做好准备，积极参与到欧盟及其成员国政府解决这些问题的进程中，并在新冠疫情全球蔓延的特殊时期，积极为在欧中资企业及其合作伙伴提供多方支持，实现互利共赢的共同愿景。

# The first 100 days

## Looking back at the work of the European Commission

The 9 March marked the 100th day in office of the von der Leyen Commission. Over the preceding months, the Commission had announced an ambitious policy package to address the agenda which Ursula von der Leyen, then President-elect of the EU Commission, had presented to the European Parliament in July 2019. Her priorities were six: a European Green Deal, in accordance with the goal to become the first climate-neutral continent; an economy that works for people, centered on social fairness and prosperity; a Europe fit for the digital age, especially in relation to a new generation of technologies; promoting the European way of life, by building a Union of equality in which we all have the same access to opportunities; a stronger Europe in the world, with responsible global leadership; and a new push for European democracy.

Among the numerous initiatives and policy proposals presented by the Commission to the European citizens and the other EU institutions, many converge towards the objective of restructuring the European economy. In this regard, the Commission has been targeting the green dimension of the EU economy, the upcoming digital transformation, and the EU industrial policy. The CCCEU and its members pay particular attention to these policies, as they will influence the activities of private businesses in the upcoming future.

### **The champion: the European Green Deal**

The Commission presented the European Green Deal on Day 11, setting out a roadmap to make Europe the first climate-neutral continent by 2050. The heart of the Green Deal is the European Climate Law, adopted on Day 96: the law transforms political promises into legal obligations, as it codifies the 2050 climate neutrality target into EU law.

On Day 45, the Commission presented two financial instrument needed to implement the political measures announced in the Green Deal timeline: the European Green Deal Investment Plan and the Just Transition Mechanism. Both will mobilize additional financial measures with the purpose to support, respectively, investment for a

green and modern EU economy, and the workers and communities that still rely heavily on carbon intensive industries during the green transition.

In the eyes of the Commission, the EU Green Deal, presented as the first policy step soon after taking office, is clearly the champion among the many policy proposals. Indeed, these measures together constitute the first comprehensive plan to achieve sustainable development in any major world region.

In the Commission's intention, it will be a global benchmark for the transformation to a prosperous economy which is, at the same time, environmentally sustainable and socially inclusive. Clear goals and realistic deadlines are also part of the formula, and they have been conceived in accordance with the rhythms of the European bureaucratic machinery. To make it work, the EU institutions and national administrations will need to pursue a mixed strategy, combining public goals, public and private investments, and public support. Among the many stakeholders, the private sector is very attentive to the impact of the future regulations which will be approved to implement the Green Deal.

Nonetheless, a first test for the EU's climate efforts is now posed by the COVID-19 crisis: there is a real danger that said efforts and commitment could be derailed by the EU's attempt to contain the effects that the pandemic will have on its economy. In order to avoid this, EU leaders need to show a great deal of statesmanship and the courage to tackle the climate, health and socioeconomic crises at once.

### **The oil of the future: digital and data**

In parallel, the EU Commission was also working on a strategy for Shaping Europe's Digital Future. This ambitious and all-encompassing agenda covers everything in the domain of new digital technologies, from cybersecurity to digital education, from platforms to supercomputing.

On Day 81, von der Leyen Commission set out the agenda for Europe's digital future by presenting the strategies on data and Artificial Intelligence (AI), which aim at opening new opportunities for

businesses, while assuring the trustworthiness of new technology for citizens.

More specifically, the AI Strategy and the Data Strategy stress the importance of data for the future of the EU economy, in the conviction that the EU needs to tap fully into the potential of data for the benefit of people and businesses, while granting that data is treated according to EU law, especially the 2016 General Data Protection Regulation (GDPR). Data will be the fuel for innovative products and services, which will benefit the life of private citizens, the work of public administration, innovation and R&D, and companies working on improving product performance.

The private sector is well aware of the importance of the GDPR norms and it is keen on working further in order to unleash the potential of digital technologies. The CCCEU and its Members are certainly part of this group leading the forefront of innovation in the digital space.

### **A new stimulus: the industrial policy**

Lastly, on Day 101 the Commission presented a new industrial strategy. The much-awaited EU Industrial Strategy is expected to translate the EU's climate and digital ambitions into concrete actions for the competitiveness of its industry, with an attention to small and medium-size (SME) enterprises. As a matter of fact, SMEs constitute the most common reality in the EU's economic landscape and the Commission decided to adopt a plan to further

support them in their development. European SMEs remain the main actors in the EU Single Market.

Voices from the private sector and think tanks highlighted that the new EU Industrial Strategy is a solid attempt to harmonize the existing variety of EU policies and instruments. The ambitious goal of the Commission to position the EU among the leading technological players goes along the intention to simultaneously step up its efforts to becoming climate neutral by 2050. Yet, the Strategy lacks concrete measures and it does not solve the potential trade-off posed by potentially unequal impacts of the transition to a green and digital economy.

As a representative of foreign enterprises operating in the EU, the CCCEU would like to highlight the importance of non-discrimination and fair treatment with respect to non-EU private actors. In its EU Business Environment Survey, released in March, the CCCEU calls for a better treatment of Chinese companies investing in the EU, linked to the recognition of their proactive and supportive role for the EU's economy.

The CCCEU members are committed to be responsible corporate players in the EU's economic ecosystem, and many of them are at forefront in their sectors of competence and are keen on exploring cooperation with the European partners. Cross-border and cross-sector cooperation in the private sector shall be further encouraged by the EU, and not limited on the basis of unmotivated biases which may arise against Chinese businesses.



The Berlaymont, the HQ of the European Commission, with the new motto of the von der Leyen Commission. Source: CCCEU.

In conclusion, the CCCEU has been following the Commission's work and it is impressed that the EU new policy cycle started with a bold beginning. The transformative policy-making approaches, aiming at shaping the European economy while maintaining attention to digital and green frontiers, are revolutionary and promising. As the next step, the Commission should enrich its policy package by making it more business-friendly and open to foreign investors, who can contribute towards these

shared objectives. These 100 days are just the first pages of a successful European story of inclusive economic growth. More business-friendly and easy-to-implement measures are now expected to be formulated by the EU to turn these policies into economic activities. The CCCEU reiterates its view that, at this challenging time, the EU industrial policy and the aforementioned measures shall be conducive to the strengthening of bilateral economic and trade relations between China and the EU.

冯德莱恩自去年12月1日担任主席一职以来，领导新一届欧盟委员会走过了100天。在此期间，欧盟委员会为了履行百日任职承诺，多方面推进优先政策事项；欧委会网站发布了旨在重点推动绿色和数字转型的百日施政纲领回顾。欧盟中国商会摘编如下：

**[第11天]** 提出了《欧洲绿色协议》(European Green Deal)，阐明了如何在2050年之前使欧洲成为全球首个“碳中和”地区，同时促进经济增长，全面改善人们的健康状况和生活质量。

**[第45天]** 公布了《可持续欧洲投资计划》(European Green Deal Investment Plan)，据该计划表示，未来十年内将为气候投资1万亿欧元，掀起绿色投资浪潮。

**[第45天]** 提出了公正过渡机制，确保没有任何人在绿色转型中掉队。该机制将筹集至少1000亿欧元，以扶持将面临绿色转型困难的地区、行业及工人。

**[第45天]** 启动了对社会合作伙伴（企业和工会）的第一阶段质询，以解决欧盟工人的最低工资问题，为欧洲公正过渡机制的制定打下坚实的社会基础。

**[第62天]** 在与英国合作方面，设定了最高目标，欧盟将与英国开始建立新的伙伴关系并就自由贸易相关协定展开商议。

**[第66天]** 为制定《欧洲抗癌行动计划》(Europe's Beating Cancer Action Plan)，向公众发起了相关咨询。在卫生领域，大力支持并推进各成员国改善癌症的预防和护理。

**[第67天]** 针对于入盟流程，实施了新的谈判方法，使其决议更加可信，可预测并更加全面。该方法的采用确保了欧盟委员会开展扩充欧盟的新战略。

**[第79天]** 在2019年底的毁灭性地震后声援阿尔巴尼亚。在国际捐助者会议(the Donors' Conference)上的认捐的11.5亿欧元总额中，欧盟委员会，其成员国以及欧洲投资银行宣布其中4亿欧元用于阿尔巴尼亚的重建。

**[第81天]** 制定了塑造欧洲数字未来的议程。欧盟委员会提出了数据和人工智能战略，为企业提供了新的机遇，同时致力于为欧盟公民提供可信赖的技术保障。

**[第89天]** 通过欧盟与非洲的战略，增进了与非洲的伙伴关系，使双方能够共同应对气候变化、和平安全、移民等挑战。

**[第93天]** 成立了新型冠状病毒应对小组，集合欧盟各领域的力量与智慧。欧盟委员会现在仍在努力减缓COVID-19的传播。

**[第95天]** 颁布了《欧洲气候法》(European Climate Law)，将政治承诺落实为法律义务。欧盟委员会对在2050年之前实现“碳中和”的目标做出了法律承诺，并建立了一种机制，使每个人都紧跟队伍。

**[第95天]** 开展了《气候公约》(Climate Pact)的实施，使欧洲公民成为绿色转型的核心焦点。各地区、公民社会、工业和学校将共同草拟相关事宜，以改变从个人到集体的行为。

**[第95天]** 通过了一项基于同工同酬原则的新欧洲性别战略。该战略将系统地解决法律对于女性的影响方面的问题。

**[第101天]** 将推出《工业战略》(Industrial Strategy)，该战略被视为面向未来的经济计划，并将整合在单一市场中获益最多的各中小型企业。将绿色可持续发展和数字化转型的概念嵌入欧洲工业的核心。

更多信息详见：[European Commission website](https://ec.europa.eu/commission/)

*The troubled times we are living will not pass overnight. Only in unity and with responsibility we can win. We certainly hope that the Chamber's next anniversary will be celebrated in a more joyful time.*



Bank of China (Luxembourg) S.A. | China Three Gorges (Europe) S.A. | COSCO Shipping (Europe) GmbH | China Railway Group Limited Hungarian Commercial Representative Office | China Mediterranean Holding (CMH) SAS | China Merchants (Luxembourg) S.a.r.l. | CCIC Europe B.V. | China Southern Power Grid International Co., Ltd. | The Export-Import Bank of China, Paris Branch | China Construction Bank (Europe) S.A. | Agricultural Bank of China (Luxembourg) Co., Ltd. | China Everbright Bank (Europe) S.A. | China Unicom (Europe) Operation Limited | Minmentals Germany GMBH | Huawei Belgium N.V. | ZTE Corporation | Geely Auto Group | China General Technology Group Holding Co., Ltd (EURO) | BGI Group | Taier Heavy Industry Co., Ltd. | Iflytek Co., Ltd. | United Investment Europe S.A. | Datong Reciprocity Group | Groupe du Louvre | Energetic Lighting Europe N.V. | COMPO GmbH | Outlet China Co., Ltd. | Westlake Europe BVBA | Lingang Overseas Zeebrugge Modern Industrial Park Development Company | Sunward Europe Heavy Industry N.V. | Association of Chinese Enterprises in Austria | Portuguese Chinese Enterprise Association | Association of Chinese Enterprises in Belgium and Luxembourg | Chinese Chamber of Commerce in Sweden | Chinese Chamber of Commerce in Denmark | Association of Chinese Enterprises in Italy | Association of Chinese Investment Enterprises in the Netherlands | Chinese Chamber of Commerce in Spain | Chinese Enterprises Association in Finland | China Chamber of Commerce in Slovenia | Chinese Chamber of Commerce and Industry in France | Association of Chinese Enterprises in the Czech Republic | Polish-Chinese General Chamber of Commerce | Association of Chinese Enterprises in Ireland | Association of Chinese Enterprises in Croatia | Association of Chinese Enterprises in Hungary | Association of Chinese Enterprises in Greece | China Chamber of Commerce in Germany | Industrial and Commercial Bank of China (Europe) S.A. | YC Europe-China One Belt One Road Products Trade Center (Cyprus) Public Ltd. | China Chamber of Commerce in Lithuania | BYD Europe B.V. | Legend Holdings Corporation | North China Power Engineering Co., Ltd. of China Power Engineering Consulting Group | China Railway Group Limited | Xinhuanet Europe B.V. | Co-progress Education Investment Company | Southern Media Europe SA | Wonderful Technology Development (Tianjin) Group, Ltd. | Xiamen Torch Group, Ltd. | Unisound AI Technology Co., Ltd.