



How to export to the European Union?

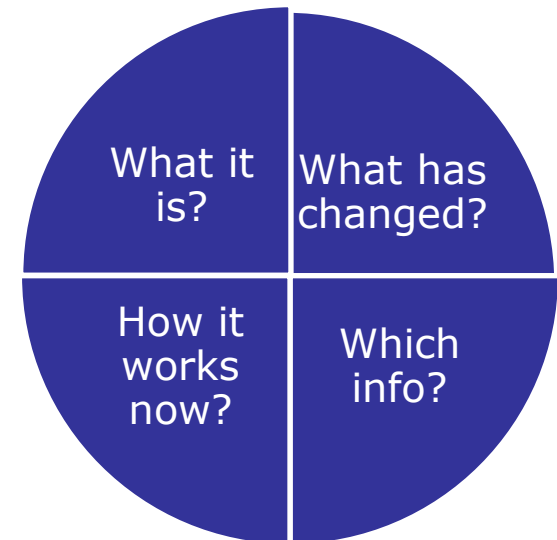
EU Export Helpdesk

Ines Escudero Sanchez
European Commission, DG Trade

What we will talk about?



1. **What is (and is not) the Export Helpdesk?**
2. **What has changed (and why)?**
3. **Which information can you find there?**
4. **How does it work now?**
5. **What can we do for you?**



What it is the Export Helpdesk?



A **website** to inform you on how to export to the EU
www.exporthelp.europa.eu

A source of information for the **private sector** in **developing countries**

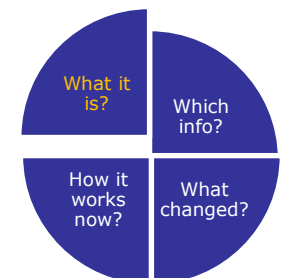
A compilation of EU legislation, rules, agreements and **official** data

A database on trade in **goods**

A **free** access tool

A **multilingual** tool:

in English, French, Spanish, Portuguese, Arabic and Russian



What it is not the Export Helpdesk?

A **paper** publication or **legal** document

A source of information for **developed** countries

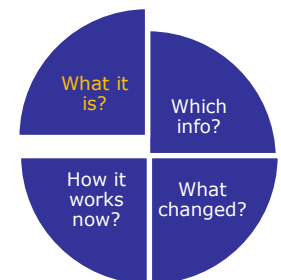
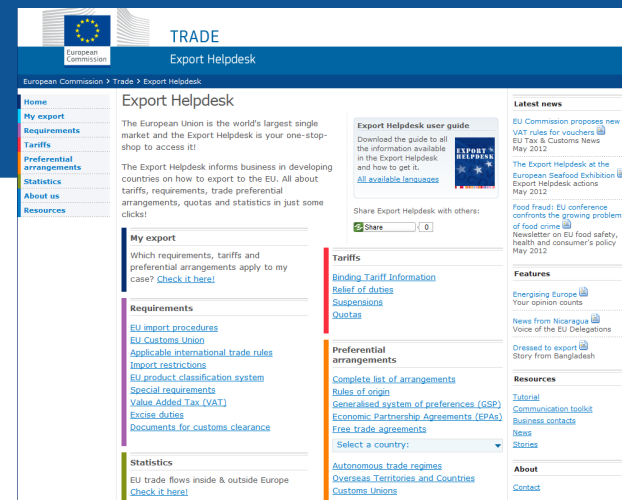
A trade **analysis** tool

A database on trade on **services** or **investment**

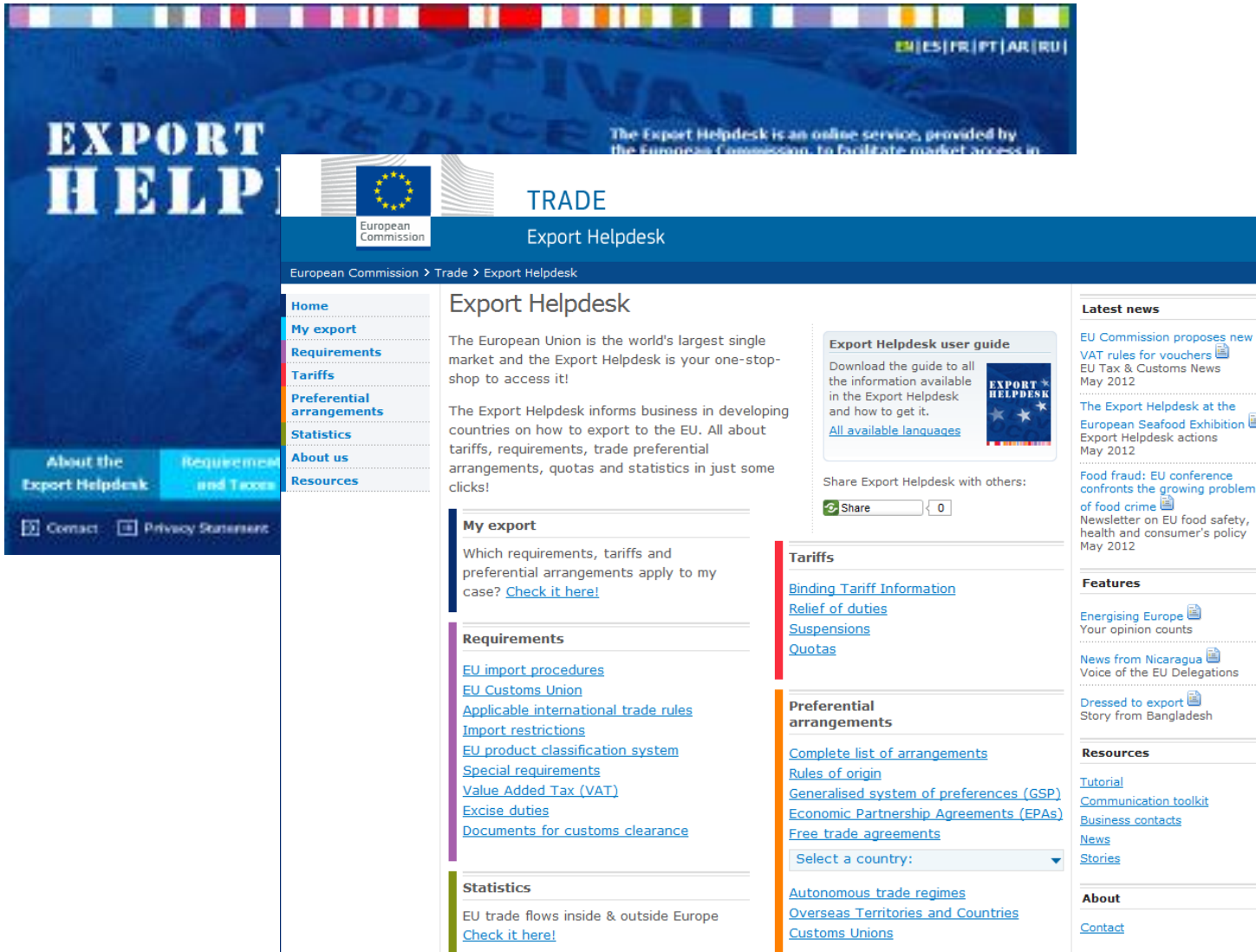
A tool in **all** EU official languages

A **B2B** platform

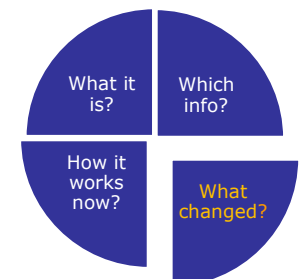
An information tool on **voluntary** standards



What has changed?

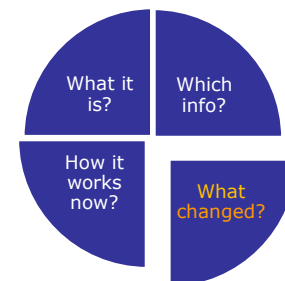


The screenshot displays the Export Helpdesk website interface. At the top, a banner features the text "EXPORT HELP" and "TRADE" alongside the European Commission logo. Below this, a navigation bar includes links for "Home", "My export", "Requirements", "Tariffs", "Preferential arrangements", "Statistics", and "Resources". The main content area is titled "Export Helpdesk" and provides an overview of the service, stating it is an online service provided by the European Commission to facilitate market access in the EU. It also mentions that the EU is the world's largest single market and that the Export Helpdesk is a one-stop-shop for accessing it. The page is divided into several sections: "My export" (which includes a link to "Check it here!"), "Requirements" (with links to "EU import procedures", "EU Customs Union", "Applicable international trade rules", "Import restrictions", "EU product classification system", "Special requirements", "Value Added Tax (VAT)", "Excise duties", and "Documents for customs clearance"), "Tariffs" (with links to "Binding Tariff Information", "Relief of duties", "Suspensions", and "Quotas"), "Preferential arrangements" (with links to "Complete list of arrangements", "Rules of origin", "Generalised system of preferences (GSP)", "Economic Partnership Agreements (EPAs)", "Free trade agreements", and a "Select a country:" dropdown menu), and "Statistics" (with a link to "Check it here!"). On the right side, there are sections for "Latest news" (including "EU Commission proposes new VAT rules for vouchers", "The Export Helpdesk at the European Seafood Exhibition", and "Food fraud: EU conference confronts the growing problem of food crime"), "Features" (including "Energising Europe", "News from Nicaragua", and "Dressed to export"), and "Resources" (including "Tutorial", "Communication toolkit", "Business contacts", "News", "Stories", and "About").



What has changed?

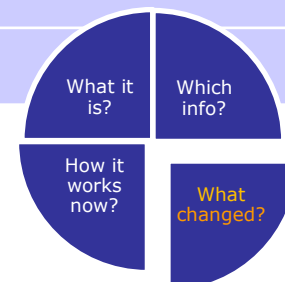
	Study the audience	Who they are? What they look for?
	Identify actions for improvement	How they search for information? What they look for that we don't cover?
	Identify what we want to say	What it is not said in DG TRADE site and we want to stress?
	Detail action plan	What to do?
	Draft orientation and logic	How to do it to reach our audience?
	Draft itemised structure	How should we structure the info?
	Draft content	How to express it?



What has changed? –new structure–



Study the audience		Identify what to say & how		
Who they are	What they look for	How they search for information	Which EH sections are relevant	What they can find
Business in developing countries	practical information (data)	Task-oriented	My export	Target data on my product: <ul style="list-style-type: none"> - how it should be? (requirements) - how much it will cost me? (tariffs) - how much it will not cost me? (preferential arrangements) - how to obtain the "discounted tariff"? (rules of origin)
BSOs in developing countries and in Europe	overview on EU export conditions	Thematic-oriented	Preferential arrangements	<ul style="list-style-type: none"> - Overview of each preferential arrangement: (what they are, countries covered, legal background) - Applied Rules of Origin and conditions (tolerance, cumulation direct transport, duty drawback, derogations, special conditions) - Customs documents
			EU Requirements and Tariffs	Overview of EU rules and legislation on import requirements, tariffs and internal taxes
			Statistics	User-friendly statistics on EU flows with non-EU countries and/or in-between EU countries
			About us and Resources	Promotion of EU as export market



What has changed? -main features-

- **a specific box for business :**
to get all the data straight away
(section "[My export](#)")

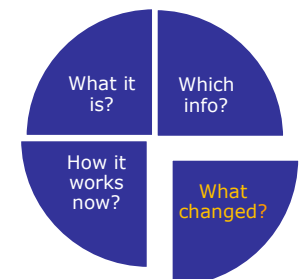
My export
Which tariffs,
requirements and trade
preferential
arrangements apply to
my country & product?
[Check it here!](#)



- **specific pages for BSOs:**
to understand the main pillars of the EU trade system

Requirements
Understanding the EU market
Sanitary and phytosanitary requirements
Environmental requirements
Technical requirements
Marketing standards
Import restrictions
Tips & tricks on EU requirements

Tariffs
Binding Tariff Information
Duty relief and suspensions
Quotas
Antidumping
Tips & tricks on EU tariffs

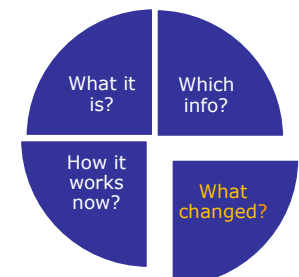


What has changed? – usability-

- specific pages to understand the [EU trade arrangements](#) with developing countries (one page per arrangement) and their rules of origin



- tools to help "pass the message" (section "[Resources](#)")



How can it help your business? *step-by-step*



How can it help your business?



Which criteria to meet to access the EU?

It provides you with the **full list of requirements** your product needs to fulfill to enter the EU



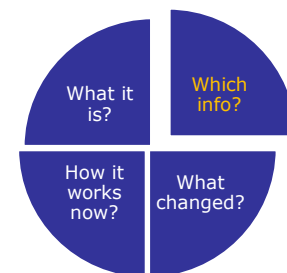
How much will it cost me?

It calculates the **import tariff** applying to your product and informs you if your case benefits from a preferential tariff



How to obtain a preferential tariff?

It explains the **preferential trade agreements** applying to your product and country, along with informing you how to implement them -including how to prove the **origin** of your product-



How can it help your business? *step-by-step*



1. Go to the Export Helpdesk at www.exporthelp.europa.eu
2. Click on "**My export**"
3. Tell us what you want to export by filling in the input form



My export

Enter a product code (10 digits) [Browse or Search](#)

Select a country of origin

Select a destination country

Select a simulation date

[Search](#)

In the input form, we ask you to:

Enter your product code

10-digits code that describe your product. If you do not know it, click on "Search" by keyword

Select a country of origin

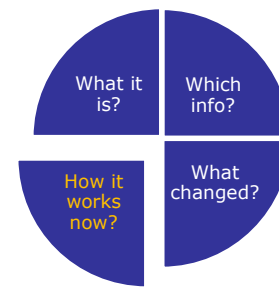
Your country

Select a destination country

The EU country where you want to sell your product

Select a simulation date

The date when you expect your product to arrive in the EU



How can it help your business? *step-by-step*



4. Click on "Search". A screen similar to the one below will appear:

My Export

Requirements Tariffs Generalised System of Preferences Plus

Code	Product Description
09	COFFEE, TEA, MATÉ AND SPICES
0901	Coffee, whether or not roasted or decaffeinated; coffee husks and skins; coffee substitutes containing coffee in any proportion
0901 21	-Coffee, roasted

Specific requirements for 09012100

- [Control of contaminants in foodstuffs](#)
- [Control of pesticide residues in plant and animal products intended for human consumption](#)
- [Health control of foodstuffs of non-animal origin](#)
- [Labelling for foodstuffs](#)
- [Voluntary - Products from organic production](#)

Internal Taxes

- 7% VAT [more information](#)
- EUR 2.19 / kg Excise [more information](#)

Disclaimer

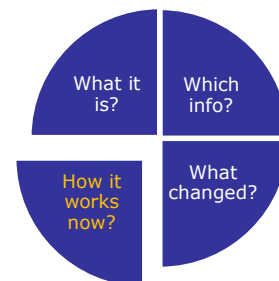
[Try a different search](#)

[COPYRIGHT](#)

5. **Requirements tab**: shows all the compulsory EU import requirements for your product

6. Click on each specific requirement to see an explanation, legislation, documents needed, the contact address of the competent authority in the EU, examples, guidelines,...

7. 'Internal taxes' shows the VAT rate and excise duties applied to your product in the EU country you selected.



How can it help your business? *step-by-step*



My Export

Requirements **Tariffs** Generalised System of Preferences Plus

Code	Product Description
09	COFFEE, TEA, MATÉ AND SPICES
0901	Coffee, whether or not roasted or decaffeinated; coffee husks and skins; coffee substitutes containing coffee in any proportion
0901 21	-Coffee, roasted

Origin	Measure Type	Tariff	Condition	EU Law
ERGA OMNES	Third country duty	7.5 %		R2204/99
GSP + (incentive arrangement for sustainable development and good governance)	Tariff preference	0 %		R0732/08

Source [DG Taxation and Customs Union](#) [Taric](#) : 12/07/2012

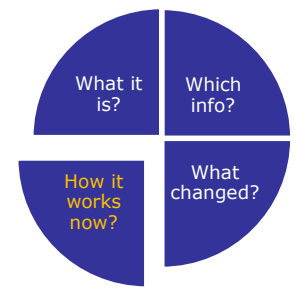
[Try a different search](#)

8. **Tariffs tab**: displays the import tariff for your product/country.

First row (Erga Omnes): general tariff payable by exporters outside the EU.

Second row: discounted tariff payable by exporters covered by a preferential trade arrangement

9. **Quotas or antidumping** measures applied would appear on a third row. Click on them to see the balance of the quota



How can it help your business?

step-by-step

European
Commission

My export

Requirements Tariffs **Generalised System of Preferences Plus**

GSP rules as from 1 January 2011 - Chapter09 - Detail

HS heading	Description of product	Working or processing, carried out on non-originating materials, which confers originating status
Chapter 9	Coffee, tea, maté and spices;	Manufacture from materials of any heading

[How to read the rules of origin?](#)

Source [EUR-Lex](#)

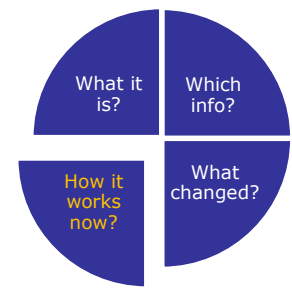
This is the list of working or processing operations which non-originating goods must undergo to acquire originating status. However, they do not apply in all cases. See information on tolerance, cumulation, direct transport, duty drawback, special products, vessels or derogation at [Rules of origin GSP](#). See also:

- introduction to the [Generalised Scheme of Preferences\(GSP\)](#)
- [Rules of origin](#) main concepts
- [Proofs of origin GSP](#)

10. A tab will be displayed per **preferential arrangement** you benefit.

The tab shows the Rule of Origin applying to your product under this arrangement.

You will also find further information on the cumulation, tolerance, derogations,... under this agreement,

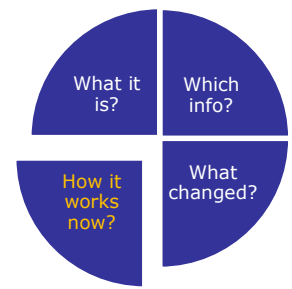


How can it help your business? *step-by-step*

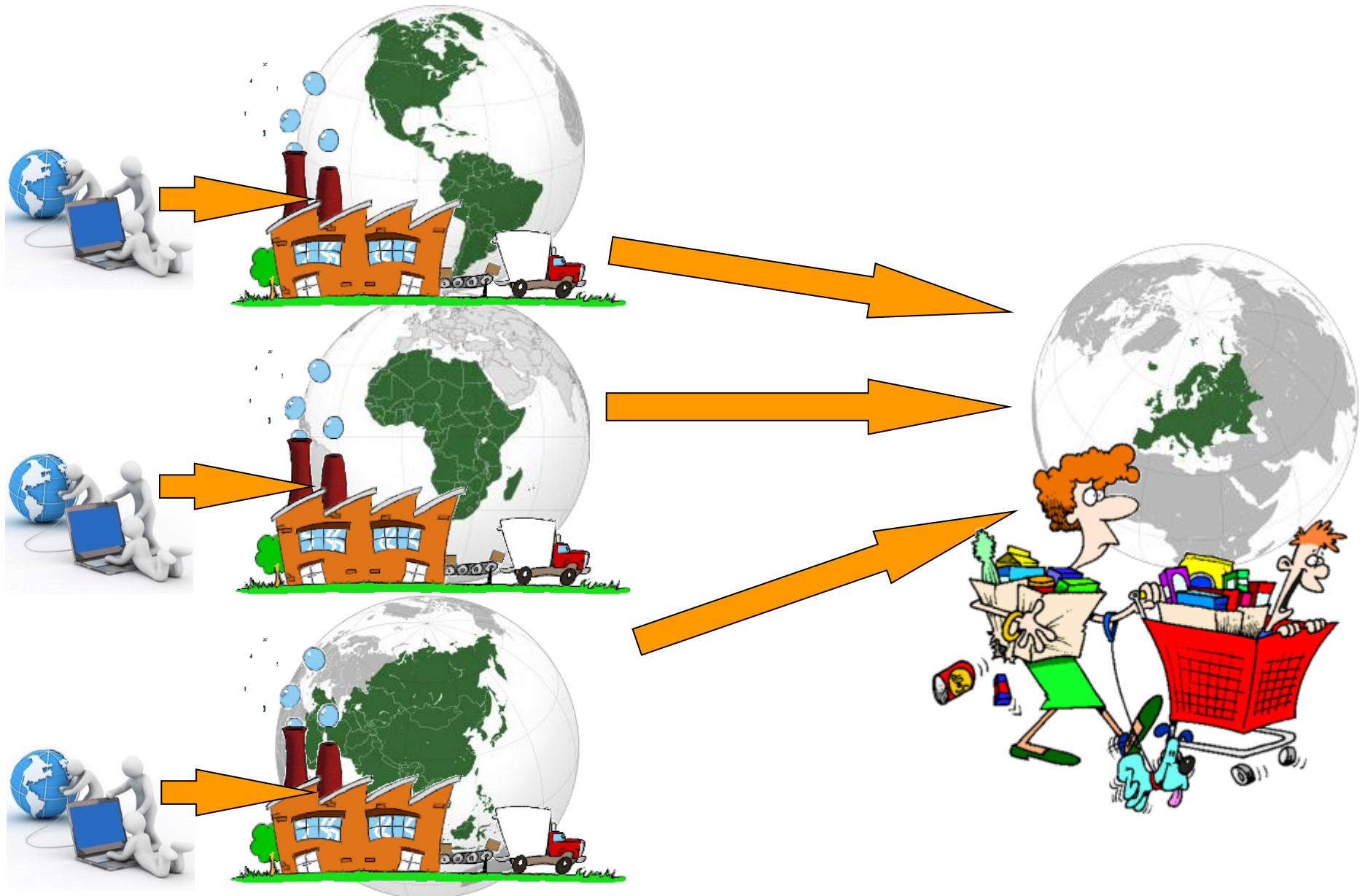


In 10 steps you can find:

- What criteria your product has to meet to enter the EU market
- how much you should pay
- how much you save if your product/country benefits from a preferential arrangement
- how to prove the origin of your product to get the preferential tariff



How can it help your BSO? *step-by-step*



How can it help your BSO? *step-by-step*



How the EU trade system is organised?



What are SPS, environmental, technical or marketing standards?



**How to obtain the Binding Tariff Information?
How the EU manages quotas or antidumping duties?**



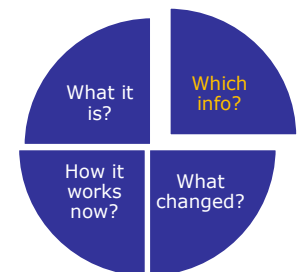
**Which trade agreements has the EU with developing countries?
Which rules & proofs of origin the EU applies?**



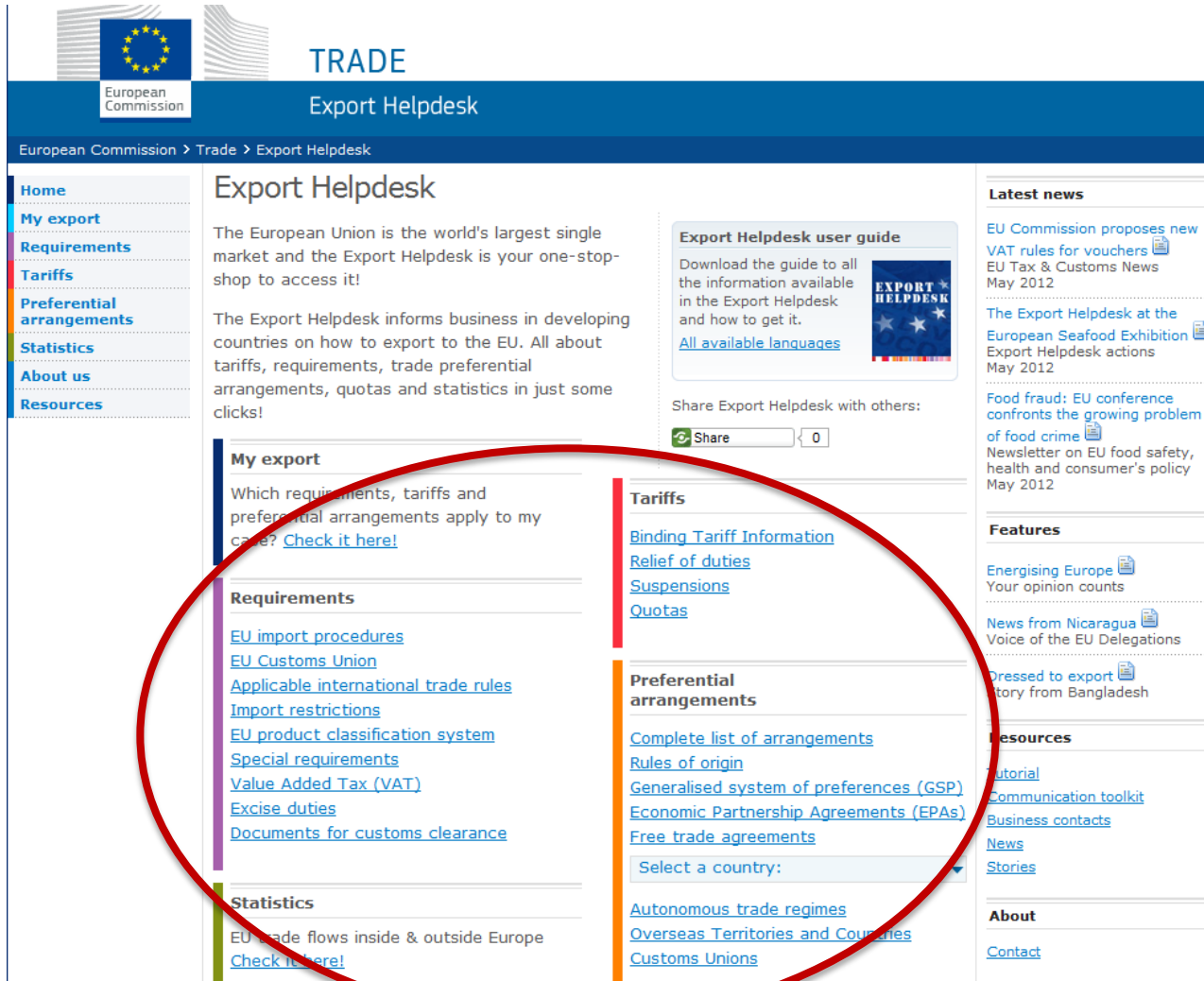
Where to find my EU counterpart?



Who is importing/exporting?



What has changed?



TRADE
Export Helpdesk

European Commission > Trade > Export Helpdesk

Export Helpdesk

The European Union is the world's largest single market and the Export Helpdesk is your one-stop-shop to access it!

The Export Helpdesk informs business in developing countries on how to export to the EU. All about tariffs, requirements, trade preferential arrangements, quotas and statistics in just some clicks!

My export

Which requirements, tariffs and preferential arrangements apply to my case? [Check it here!](#)

Requirements

- [EU import procedures](#)
- [EU Customs Union](#)
- [Applicable international trade rules](#)
- [Import restrictions](#)
- [EU product classification system](#)
- [Special requirements](#)
- [Value Added Tax \(VAT\)](#)
- [Excise duties](#)
- [Documents for customs clearance](#)

Statistics

EU trade flows inside & outside Europe
[Check it here!](#)

Tariffs

- [Binding Tariff Information](#)
- [Relief of duties](#)
- [Suspensions](#)
- [Quotas](#)

Preferential arrangements

- [Complete list of arrangements](#)
- [Rules of origin](#)
- [Generalised system of preferences \(GSP\)](#)
- [Economic Partnership Agreements \(EPAs\)](#)
- [Free trade agreements](#)
- Select a country:
- [Autonomous trade regimes](#)
- [Overseas Territories and Countries](#)
- [Customs Unions](#)

Export Helpdesk user guide

Download the guide to all the information available in the Export Helpdesk and how to get it.
[All available languages](#)

Share Export Helpdesk with others:
[Share](#) { 0 }

Latest news

- [EU Commission proposes new VAT rules for vouchers](#)
EU Tax & Customs News
May 2012
- [The Export Helpdesk at the European Seafood Exhibition](#)
Export Helpdesk actions
May 2012
- [Food fraud: EU conference confronts the growing problem of food crime](#)
Newsletter on EU food safety, health and consumer's policy
May 2012

Features

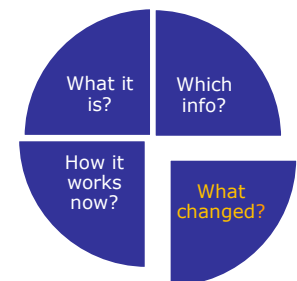
- [Energising Europe](#)
Your opinion counts
- [News from Nicaragua](#)
Voice of the EU Delegations
- [Dressed to export](#)
Story from Bangladesh

Resources

- [Tutorial](#)
- [Communication toolkit](#)
- [Business contacts](#)
- [News](#)
- [Stories](#)

About

- [Contact](#)



EU requirements



To understand **how the EU trade system is organised**, the procedures to follow and the documents to fill in.

It covers:

Understanding the EU market:

- EU product classification system
- EU import procedures
- Documents for customs clearance
- EU Customs Union
- Value Added Tax (VAT)
- Excise duties

Sanitary & phytosanitary requirements

Environmental requirements

Technical requirements

Marketing standards

Import restrictions

Requirements

Understanding the EU market

Sanitary and phytosanitary requirements

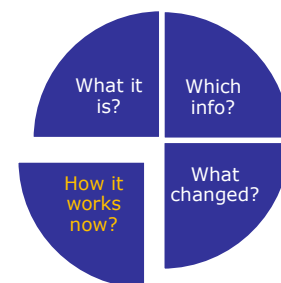
Environmental requirements

Technical requirements

Marketing standards

Import restrictions

Tips & tricks on EU requirements



One significant aspect of international trade policy is the levying or lifting of tariffs. A trade tariff is a duty placed on goods crossing political borders (or customs unions).

Import tariffs are the most common, and involve a tax being assessed on products coming in from another country.

Tariffs

Binding Tariff
Information

Duty relief and
suspensions

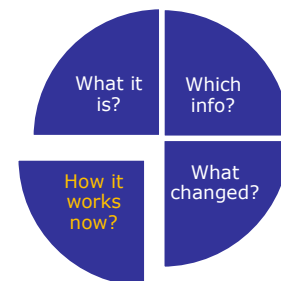
Quotas

Antidumping

Tips & tricks on EU
tariffs

This section explains the basic concepts of:

- Binding Tariff Information,
- duty relief and suspensions,
- quotas or antidumping duties.



EU preferential arrangements



The EU has preferential trade agreements that may affect your exports to the EU. These agreements ***eliminate or reduce tariffs*** and ***facilitate procedures***, giving your exports easier access to the EU market.

Preferential arrangements

Rules of origin

Generalised Scheme of Preferences (GSP)

Economic Partnership Agreements (EPAs)

Free trade agreements

Autonomous trade regimes

Overseas countries and territories (OCTs)

Customs Unions

This section explains the EU **preferential trade arrangements with developing countries**

Preferential arrangements

Rules of origin

Basic rules

Minimal operations

Cumulation

Tolerance or de minimis

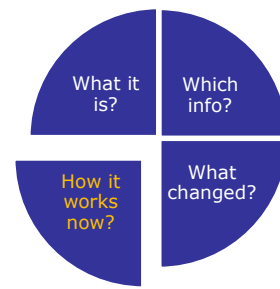
Direct transport or non-manipulation rule

Duty drawback

Proofs of origin

To benefit from this, you have to prove your product "originates" in your country.

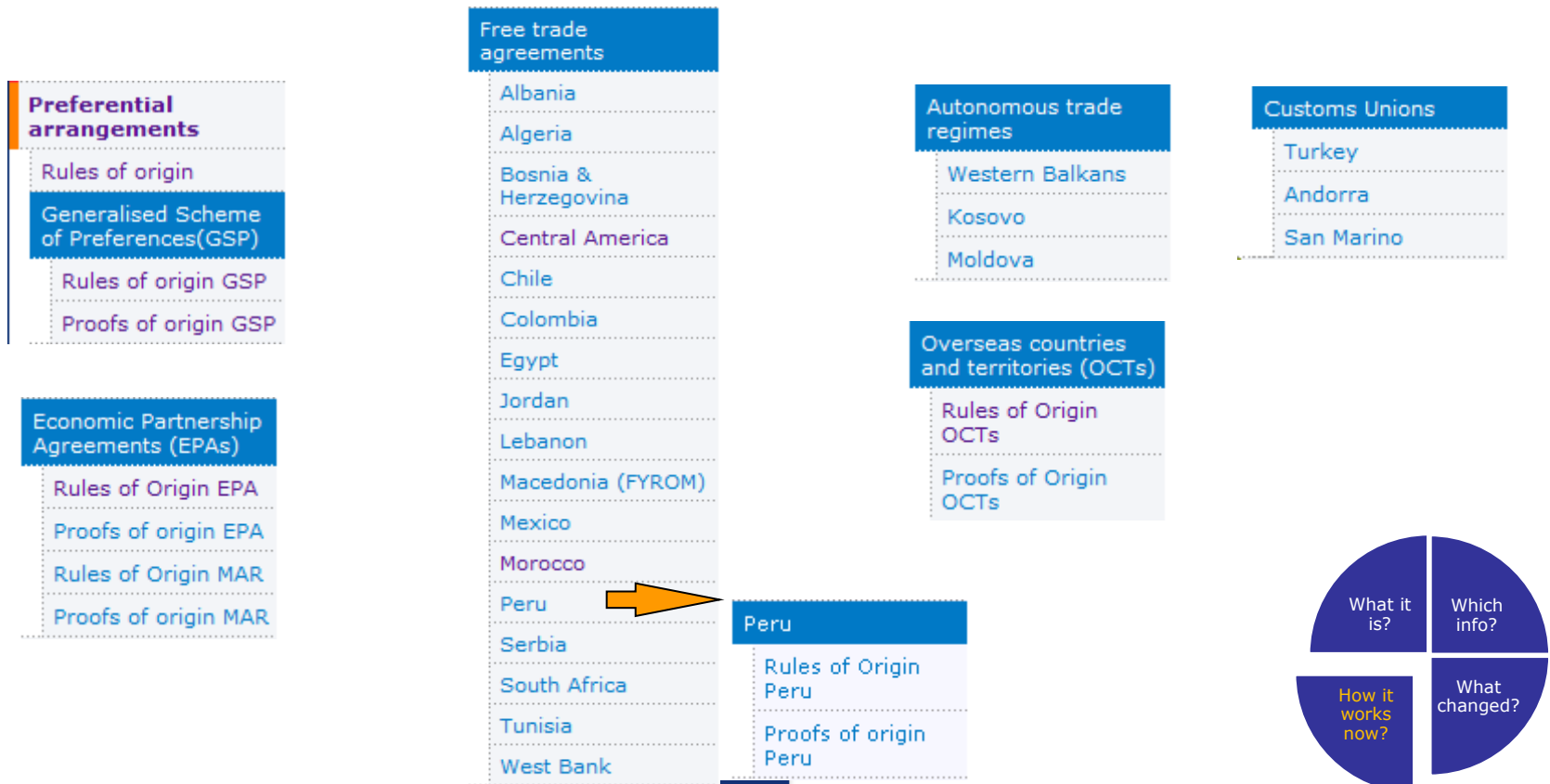
This section also covers the basic concepts on EU **rules of origin**



EU rules of origin



- List of EU **preferential arrangements** applying to developing countries. Including:
- a brief description of each agreement
 - its specific rules of origin
 - its specific proofs of origin (and templates)



EU trade statistics



Filling in the input form you will find the **trade flows** between any country and the EU since 2002

You can export the data to an Excel file

Enter a product code
(2,4,6,8 digits) or "00" (All products)

Select a reporting country

Select a partner country

Select year(s)

Select indicator(s)

[Find my product code](#)

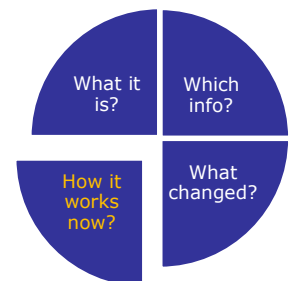
EUR27

All partners

2011
2010
2009

Imports Value
Imports Quantity
Imports Sup. Qty
Exports Value

[View](#)



About us & contact form

In the section "**About us**" you will learn who we are and why we are doing this.

You will also find a **contact form** for asking your questions on how to export to the EU.

CONTACT FORM

Please submit your enquiry by completing the form below.

[All your personal information will be treated confidentially.](#)

(*) = mandatory data

Title * ☐ Mr ☐ Ms

First Name *

Family Name *

E-mail address *

Country of residence *

Nationality *

Organisation Type *

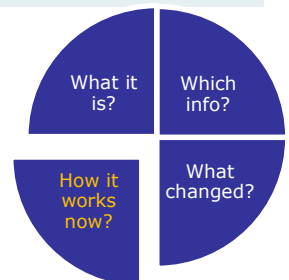
In which language would you like to receive an answer? *

Please describe your enquiry clearly in the box below:

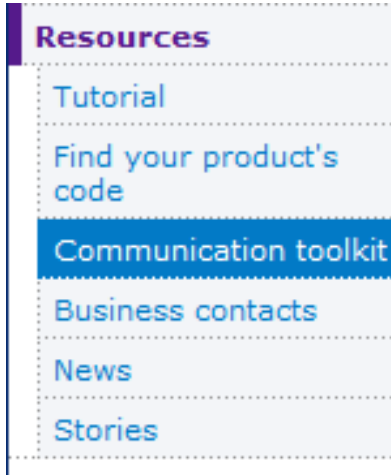
Subject *

Enquiry *

2000 characters left



About us & contact form



We provide multilingual **communication tools** to help you understand and promote exports to the EU.

Regularly updated, they include general presentations as well as country and sector-specific information.

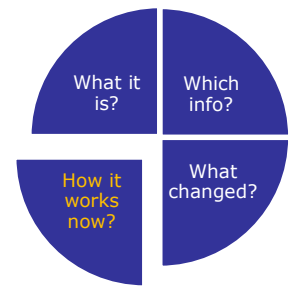
Just choose a country from the menu.

Select a country

[View](#)

Our '**Features**' section includes examples of other users who found the Export Helpdesk helpful –and why. You will also find success stories and interviews with exporters worldwide.

Do you want to be next?



What can we do for you?



Product-specific capacity building trainings:

- detailed explanation of **each EU requirement**
- **calculation of tariffs** with/without preferential arrangement
- detailed explanation of applicable **rules of origin** and proofs of origin
- **trade flows** statistics since 2002

Agreement-specific capacity building trainings:

- **calculation of tariffs** and **comparison** of preferential arrangements
- detailed explanation of **rules of origin** and proofs of origin
- **trade flows** statistics since 2002 and use of preferential trade

Market access trainings:

- Practical example on how to use the **Export Helpdesk**
- Practical example on how to use the **Market Access Database**
- Identification of **trade barriers**

Tailored trainings

What can we do for you? – training concepts-



EU requirements

[Food](#)
[Textiles](#)
[Footwear](#)
[Wood](#)
[Energy](#)
[Electronics](#)

EU rules of origin

[Wholly obtained](#)
[Sufficiently transformed rules](#)
[Minimal operations](#)
[Cumulation](#)
[Tolerance](#)
[Duty drawback](#)
[Direct transport](#)
[Proofs of origin](#)

EU trade arrangements

[Generalised System of Preferences](#) (GSP)

[Economic Partnership Agreements](#) (EPA) and Market Access Regulation (MAR)

[Free Trade Agreements](#) (FTAs)

Albania, Algeria, Bosnia, Central America, Chile, Colombia, Egypt, Jordan, Lebanon, FYROM, Mexico, Morocco, Peru, Serbia, South Africa, Tunisia, West Bank & Gaza

[Autonomous Trade Preferences](#)

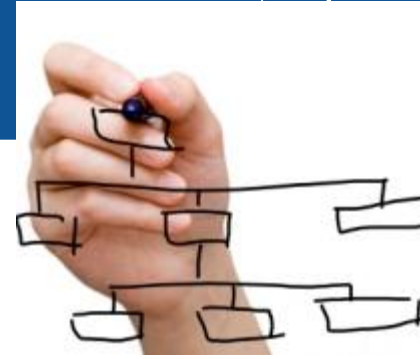
Western Balkans, Kosovo, Moldova

[Overseas Countries & Territories](#) (OCTs)

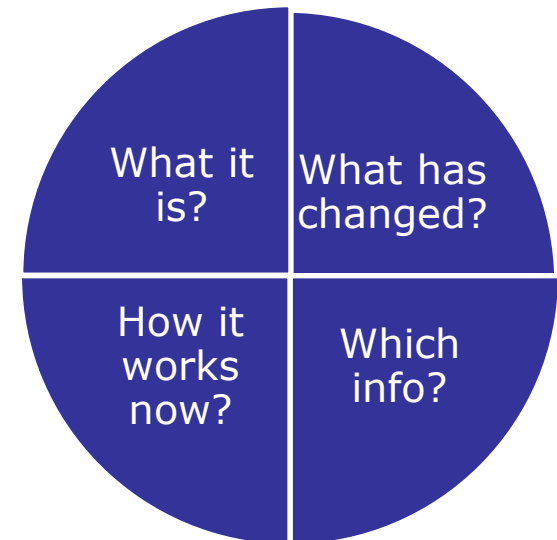
[Customs Unions](#)



What we talked about?



1. What is (and is not) the Export Helpdesk?
2. What has changed (and why)?
3. Which information can you find there?
4. How does it work now?
5. What can we do for you?



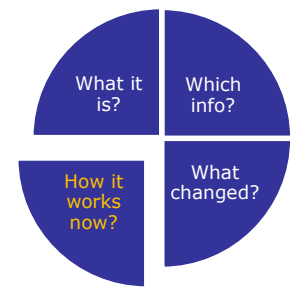
How will all this work?

Check it online!

www.exporthelp.europa.eu



The screenshot shows the 'Export Helpdesk' website. The header features the European Commission logo and the text 'TRADE Export Helpdesk'. A breadcrumb trail reads 'European Commission > Trade > Export Helpdesk'. A left sidebar contains a navigation menu with links: Home, My export, Requirements, Tariffs, Preferential arrangements, Statistics, About us, and Resources. The main content area is titled 'Export Helpdesk' and includes a paragraph about the EU being the world's largest single market, a section for 'Export Helpdesk user guide' with a download link, and a 'Share Export Helpdesk with others' section. Below this are sections for 'Tariffs' (with links for Binding Tariff Information, Relief of duties, Suspensions, and Quotas) and 'Preferential arrangements' (with links for Complete list of arrangements, Rules of origin, Generalised system of preferences (GSP), Economic Partnership Agreements (EPAs), Free trade agreements, and a country selection dropdown). Further down are 'My export' details, 'Requirements' (with links for EU import procedures, EU Customs Union, Applicable international trade rules, Import restrictions, EU product classification system, Special requirements, Value Added Tax (VAT), Excise duties, and Documents for customs clearance), and 'Statistics' (with a link for EU trade flows). A right sidebar contains 'Latest news' (with links for VAT rules, Seafood Exhibition, Food fraud conference, and Newsletter), 'Features' (with links for Energising Europe, News from Nicaragua, and Dressed to export), and 'Resources' (with links for Tutorial, Communication toolkit, Business contacts, News, and Stories). At the bottom of the right sidebar are links for 'About' and 'Contact'.

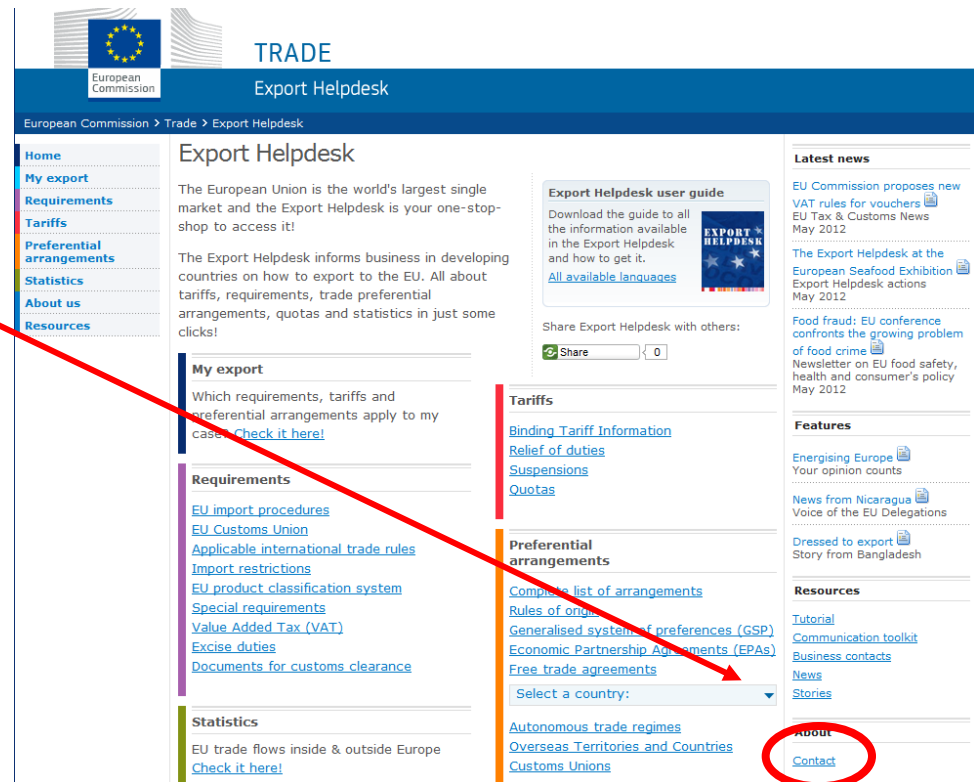


How to get further information?

By contacting the EU Delegation
in your country www.eeas.europa.eu/delegations

By directly contacting the
Export Helpdesk team

By contacting me
Export Helpdesk coordinator
EUROPEAN COMMISSION · DG TRADE
CHAR 07/93, 170 Rue de la Loi, Brussels
Tel. +32 2 2999824
ines.escudero-sanchez@ec.europa.eu
www.exporthelp.europa.eu



The screenshot shows the 'TRADE Export Helpdesk' website. A red arrow points from the text 'By directly contacting the Export Helpdesk team' to the 'Contact' link in the footer. The website layout includes a sidebar with navigation links (Home, My export, Requirements, Tariffs, Preferential arrangements, Statistics, About us, Resources), a main content area with sections like 'Export Helpdesk user guide', 'Tariffs', 'Requirements', 'Preferential arrangements', and 'Statistics', and a right sidebar with 'Latest news' and 'Features'. The footer contains links for 'About' and 'Contact', with the 'Contact' link circled in red.