

Doing Business in the EU Technology Sector

Where are the regulatory and commercial opportunities/obstacles?

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Outline

- Business Relations between the EU and Israel
- Regulatory and commercial opportunities and obstacles
- Conclusions



EU-Israel: “[Special Friends]”

“The European Council considers that Israel, on account of its high level of economic development, should enjoy special status in its relations with the EU on the basis of reciprocity and common interest” (EU-Israel Action Plan)

- Value of Trade
 - €23 billion in reciprocal trade (37% of Israel’s imports are from the EU – 33% of Israel’s exports are to the EU)
- Association Agreement
 - Free Trade Arrangements
- EU-Israel Business Dialogue

Funding opportunities

- European Neighbourhood Policy (ENP)
 - Action Plan (€714 million available to Israel 2007-2013)
- Research and Development Opportunities
 - Agreement on Scientific and Technical Research
 - 7th Framework Programme for Research and Development
- Competitiveness & Innovation Framework Programme (CIP)

How to apply

- 7th Framework Programme for Research and Development (<http://cordis.europa.eu/fp7/>)
 - Calls for proposals
 - <http://cordis.europa.eu/fp7/dc/index.cfm>
 - National Contact Points
- Competitiveness and Innovation Programme
 - http://ec.europa.eu/cip/index_en.htm
 - Variety of forms of funding

Examples

- 6th Research Framework (200 Israeli organisations participated)
 - Wisair: Pervasive UWB low spectral radio
 - Key Partners: Motorola, Thales, STMicroelectronics, Mitsubishi, Telephonica, France Telecom and others.
 - EU Funding: €37.2 million
 - Exent Technologies and Amal: Multimedia applications
 - Key Partners: Philips, VTT Finland, Fraunhofer, DT Austria, Eindhoven University, Portugal Telecom and T-online
 - Funding: €15.8 million

The EU Technology opportunity – Enter the land of online and multimedia!

- Single market opportunity
- Strong history of harmonisation
- Examples:
 - The “E-Commerce Directive” (2000/31/EC)
 - Directive on the Protection of Personal Data (1995/46/EC)
 - Consumer Protection (Distance Selling) Directive (1997/7/EC)

Critical turning point for the industry

- Driven by:
 - Technological evolution
 - Consumer take-up
 - Regulation

Harmonisation
+
**Regulatory
Certainty** = **Positive
and
Consistent
Consumer
Experience** = **GROWTH**

Latest Positive Regulatory Developments

- **Audiovisual Media Services Directive (AVMS)**
(2007/65/EC)
- **Unfair Commercial Practices Directive (UCPD)**
(2005/29/EC)

The Audiovisual Media Services Directive (1)

- Adopted: 11 December 2007
- Implementation deadline: 19 December 2009
- Aim is to update the existing Television Without Frontiers Directive regulating TV broadcasts

The Audiovisual Media Services Directive (2)

- The AVMS Directive will regulate both linear and non-linear content (“television-like services”) will apply to all distribution platforms
- Specific provisions:
 - “Country of Origin” principle
 - Advertising/sponsorship rules

The Unfair Commercial Practices Directive (1)

- Adopted: 11 May 2005
- Implementation deadline: 12 December 2007
- Aim of the Directive:
 - To harmonise unfair trading laws in all EU Member States
 - To introduce a general prohibition on traders treating consumers unfairly

The Unfair Commercial Practices Directive (2)

- The Directive will oblige businesses not to mislead consumers through acts or omissions; or subject them to aggressive sales techniques
- Additionally, there is a blacklist of 31 commercial practices which are automatically unfair.
- The scope of the Directive includes online

Some Obstacles to note

- Waste Electrical and Electronic Equipment Directive (WEEE) (2002/96/EC)
- Restrictions of the use of certain Hazardous Substances in Electrical and Electronic Equipment Directive (RoHS) (2002/95/EC)

Waste Electrical and Electronic Equipment Directive (1)

- Adopted: 13 February 2003
- Implementation deadline: 13 August 2005
- Aim of Directive is to minimise the impact of electrical and electronic goods on the environment, by increasing re-use and recycling and reducing the amount of WEEE going to landfill.

Waste Electrical and Electronic Equipment Directive (2)

- The Directive works by:
 - Making producers responsible for financing the collection, treatment, and recovery of waste electrical equipment; and
 - Obliging distributors to allow consumers to return their waste equipment free of charge.

Restrictions of Hazardous Substances Directive

- Adopted: 13 February 2003
- Implementation deadline: 31 December 2008
- Restricts the use of 6 hazardous substances by banning the placing on the EU market of electrical and electronic equipment containing them

Conclusions

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Thank you

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