

## Press Release – For immediate release

18 June 2013

### EU-US Transatlantic Trade and Investment Partnership: DIGITALEUROPE applauds the EU and US leaders for launching TTIP negotiations

Brussels, Tuesday, 18 June 2013. Following the launch of the EU-US negotiations yesterday by the EU and US leaders, the European digital technology industry expresses its full support for a deal which could substantially improve conditions for conducting business on both sides of the Atlantic.

“I see this is a significant step on Europe’s journey towards economic recovery. I believe that the EU-US economic partnership will benefit from a comprehensive trade agreement. A more integrated transatlantic market would have a positive effect on market growth by increasing the competitiveness of our industries and reducing their costs’ – John Higgins, Director General, DIGITALEUROPE commented. ‘I see many possible gains for our industry, especially if the negotiators focus on a more coherent regulatory environment. I think this is a great opportunity for both the EU and the US to create conditions which would help them remain leaders in the digital economy. Additionally, this agreement has a potential to impact the global trade framework if the EU and the US jointly promote trade liberalisation and address problems created elsewhere. We stand ready to work with the Commission throughout the negotiations to achieve a meaningful agreement in a reasonable timeframe.”

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