

Kellen Europe

Impact of enlargement on national associations
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Agenda

- EU Enlargement – historic perspective
- Impact on the European Union
- Impact on national associations
- Impact on European federations
- Impact on lobbying – key areas



I. EU Enlargement – historic perspective

- 1 May 2004: 10 countries: from Central and Eastern Europe and Malta, Cyprus
- 1995 Austria, Finland, Sweden
- 1986 Spain, Portugal
- 1981 Greece
- 1973 UK, Denmark, Ireland



I. EU Enlargement – historic perspective

- Next enlargements in the pipeline:
 - Bulgaria and Romania: expected accession in 2007
 - Turkey: candidate status
 - Croatia: granted candidate status
 - Other Balkan and former Yugoslavian republics: in advanced contacts with the European Commission and the Member States to assert their potential to gain applicant status.



II. Impact on the European Union

- The May 1, 2004 enlargement was by far the deepest and widest
- All enlargements have influenced the functioning of the EU institutions, in terms of
 - Policy issues (Nordic/environment, islands vs. mountains, ...)
 - Number/background of civil servants
 - Decision making processes (EU Constitution)
 - Styles of governance



III. Impact on National Associations

- National associations (NA) from new member countries can now become full members of the European sector federations
- Opens wide perspective for
 - Pan-European knowledge exchange
 - Pan-European interest representation
 - Access to European funding programs
 - European standardization and simplification
 - Regionalisation / topic
- But also, initial complication for business
 - Due to increase in decision makers and complex regulatory environments.



III. Impact on National Associations

- NA from new member countries have to first focus on taking up the challenge of educating their members in
 - How Brussels works
 - Laws and regulations
 - Legislative initiatives
 - EU-subsidies and business support programs
 - Pan-European industry networks
 - Business partnerships (R&D)
 - ...



III. Impact on National Associations

- NA from previous 15 EU member states have to find new balance between opportunities and challenges of enlargement for its members.
- Enlargement might influence:
 - Impact/influence in European umbrella associations
 - Building of new coalitions on European issues
 - Services to be provided to members
 - Financing structure
 - Governance....



IV. Impact on European Federation

- The European umbrella federations welcome up to 10 new members
- Impact on:
 - Issues to deal with
 - Consensus building process (lowest common denominator?)
 - Financing
 - Voting structure
 - Membership (NA, direct company membership, both)
 - Value perception of services provided by umbrella



IV. Impact on European Federations

- Enlargement as historic point for rethinking the set-up of the European federation.
- Case-study: A chemical industry federation
 - Need for a focused pan-European industry interest representation approach
 - Through clustering from national associations in regional centres
 - Increased influence from member companies versus national associations



V. Impact on lobbying – key areas

- Know your speaking partners (new EP, new Commission, new civil servants, new PermRep)
- Know your issues – build your case around the new European reality (background papers)
- Know the decision-making processes – at local, regional, national, European level
- Know your industry – the market reality evolves through enlargement (competition, M&A, opportunities, obstacles, growth areas and markets)