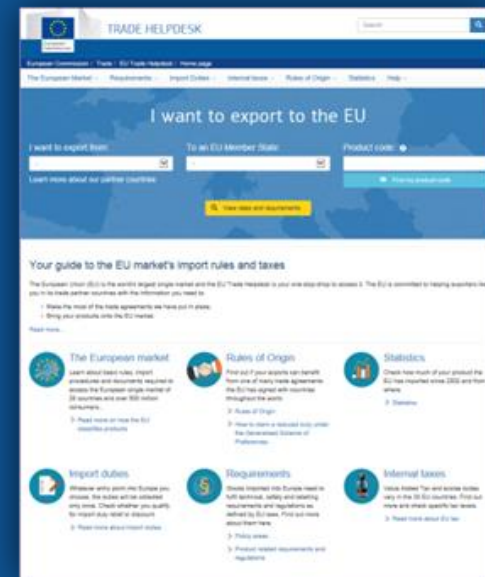


# EU Trade Helpdesk

Your online guide to access the EU market

See what's new!

*European Commission,  
Directorate General for Trade*



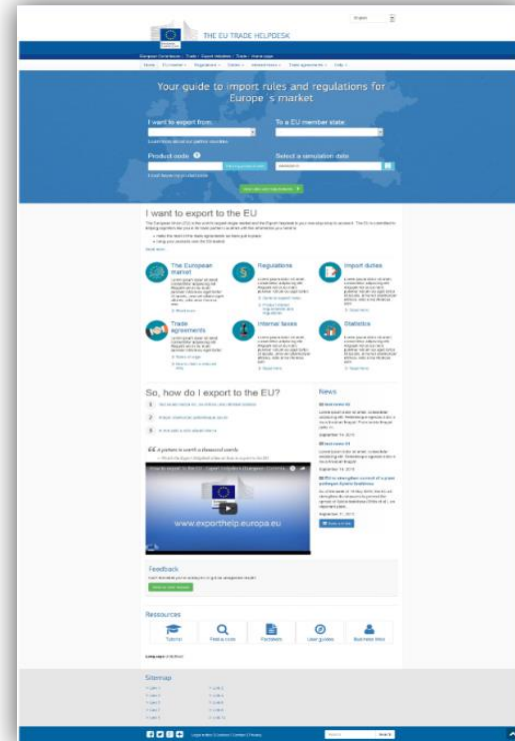
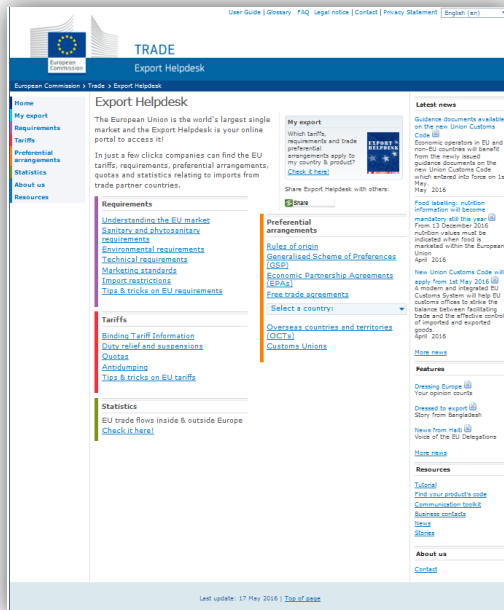
# A new name: EU Trade Helpdesk

- "Export Helpdesk" → "EU Trade Helpdesk"
- The new name is more intuitive to companies from EU countries, a user group growing in number



# Layout: a new approach

- Homepage re-designed
- Web Content Management aligned with EU web content management (Drupal)
- Offers new design options and better daily technical handling



# A new search form better placed

My export

Enter a product code (10 digits)  [Find my product code](#)

Select a country of origin

Select a destination country

Select a simulation date (DD/MM/YYYY)

[Search](#)



I want to export to the EU

I want to export from:  To an EU Member State:  Product code:

[Learn more about our partner countries](#)

[View rates and requirements](#)

[Find my product code](#)

- "My Export" becomes "I want to export to the EU"
- Lifted from the 2<sup>nd</sup> level to the top of the homepage
- easily visible as entry point to the searchable database

# The full list of product requirements

European Commission / Trade / EU Trade Helpdesk / Home page

The European Market ▾ **Requirements ▾** Import Duties ▾ Internal taxes ▾ Rules of Origin ▾ Statistics Help ▾

### EU legislation for all products

- Policy areas of product legislation
- Import restrictions
- Technical requirements
- Marketing standards
- Environmental requirements
- Sanitary and phytosanitary requirements
- Tips on EU requirements

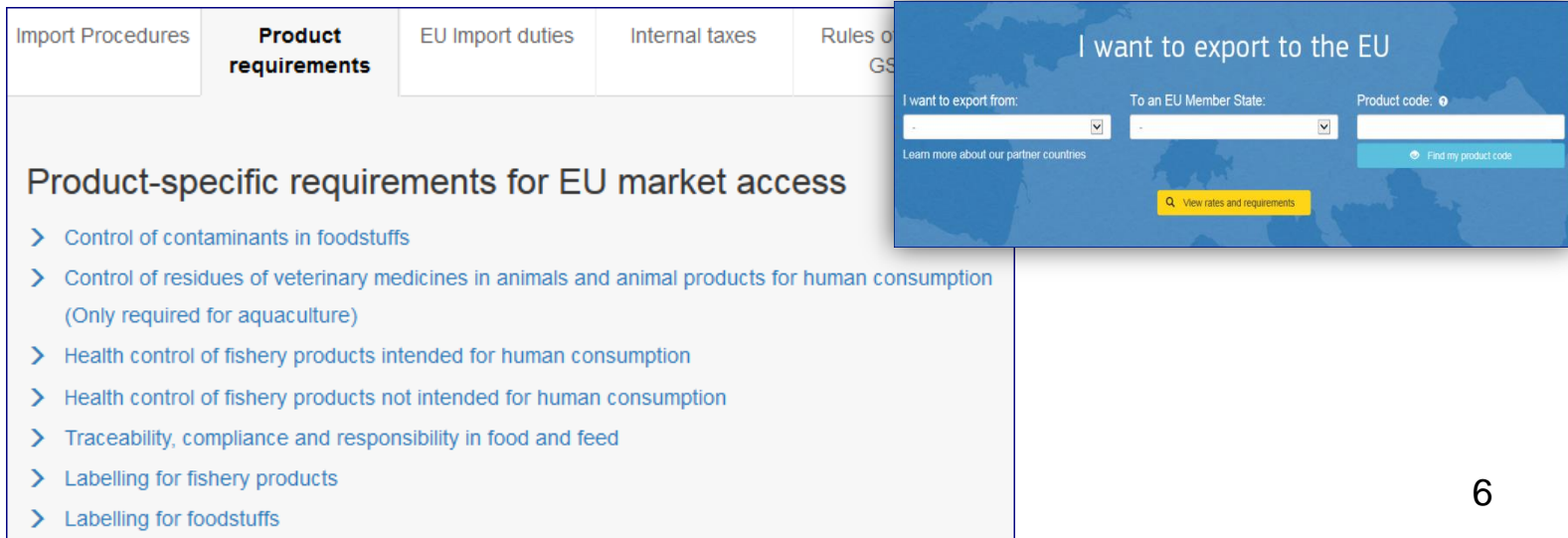
### Product groups

- Trade Regime and General Product Safety
- Health and Consumer Protection for animal and plant products
- Goods produced with conservation rules
- Chemical products
- Pharmaceutical and cosmetic products
- Machinery and technical products
- Labelling and packaging
- Other Certifications

- the EU product requirements 'explained' for all product groups, accessible via the main menu, available in four languages

# More on product requirements

- Product-specific requirements can be accessed in two ways: (1) via the menu at the top of the website, sorted by product groups (see slide 5), or
- (2) via a concrete search; the search will result in a list of requirements tailored to your product



The screenshot displays the 'Product requirements' section of the European Commission website. The navigation menu includes 'Import Procedures', 'Product requirements', 'EU Import duties', 'Internal taxes', and 'Rules of Origin'. The main content area is titled 'Product-specific requirements for EU market access' and lists several categories with expandable arrows:

- > Control of contaminants in foodstuffs
- > Control of residues of veterinary medicines in animals and animal products for human consumption (Only required for aquaculture)
- > Health control of fishery products intended for human consumption
- > Health control of fishery products not intended for human consumption
- > Traceability, compliance and responsibility in food and feed
- > Labelling for fishery products
- > Labelling for foodstuffs

Overlaid on the right is a search interface titled 'I want to export to the EU'. It features three dropdown menus: 'I want to export from:', 'To an EU Member State:', and 'Product code:'. Below these is a 'Find my product code' button and a 'View rates and requirements' button.

# All results on a single screen

- New: "show all"

Import Procedures	Product requirements	EU Import duties	Internal taxes	Rules of Origin GSP	Rules of Origin EPA MAR	Statistics	Show all
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**EU import procedures and country-specific information**

- > [EU import procedures](#)
- > [Documents for customs clearance](#)
- > [Import procedures and competent authorities for : Denmark](#)
- TEST

**Product-specific requirements for EU market access**

- > [Plant health control](#)
- > [Voluntary - Products from organic production](#)

**EU Import duties**

Origin	Measure Type	Tariff	Conditions	Footnote	EU Law
Any Country	Third country duty	12 %			R1821/16
Any Country	<a href="#">Supplementary unit</a>	p/st			R1549/06
GSP (R 12/978) - General arrangements Excluding : Kenya GSP (general arrangement)	Tariff preference	8.50 %			R0978/12
Interim Economic Partnership Agreements	Tariff preference	0 %			R1076/16

Source: DG Taxation and Customs Union, Taric : 23/8/2017

**Internal taxes**

	Standard Rate	See more
VAT	25%	<a href="#">Denmark, EU</a>
Excise	-	<a href="#">Denmark, EU</a>

**Rules of Origin GSP**

HS heading	Description of product	Working or processing, carried out on non-originating materials, which confers originating status
Chapter 6	Live trees and other plants; bulbs, roots and the like; cut flowers and ornamental foliage	Manufacture in which all the materials of Chapter 6 used are wholly obtained

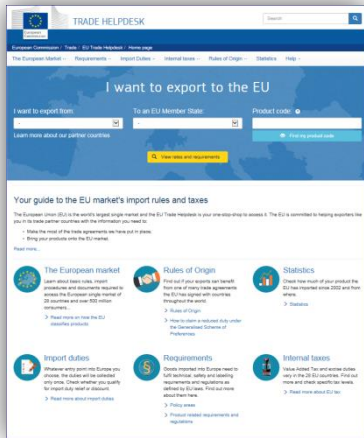
[How to read the rules of origin?](#)

# Technical improvements

- The new website recognises and displays well on the various models of mobile devices
- It is free of images and graphs to keep it light
- Usable in regions with weaker internet







# Check the EU rates and requirements for your product!

[tradehelpdesk.europa.eu](https://tradehelpdesk.europa.eu)  
Your online database for the EU market



For further information on the new Trade Helpdesk Service contact: Andrea Scheidl or Constantina Anastassiadou, DG Trade