Science4you (Portugal)
Making science fun for kids in Brazil and beyond

Key info
-founded: 2008
-headquarters: Lisbon, Portugal
-employees: >300
-annual turnover, 2016: €16 m

Company profile
Science4you started off as an academic project in 2008. The toys it develops and produces stimulate learning in children and young people. In 2011, the company won a first prize in the European Commission’s Enterprise Awards.

Science4you have exported to Brazil since 2010. The current import tariffs in Brazil mean that Science4you’s products become much more expensive on the Brazilian market.

They are now hoping that, thanks to an EU-Mercosur free trade agreement (FTA), they would be able to offer their products at better prices to customers.

How the EU-Mercosur FTA could help

Opening up the Mercosur market

The agreement could end customs duties for Science4you’s products in Brazil and the other Mercosur states.

Easing export barriers

The agreement could also cut the hassle currently involved in exporting to Mercosur countries - by, for example, simplifying customs procedures.

“For us, the Brazilian market has great potential. Our toys have the right balance between quality and price, but they become three times more expensive as soon as they leave Brazilian customs. So we look forward to finding ways to overcome trade barriers. That could also open up the South American market further.”

Miguel Pina Martins
Founder and CEO, Science4You
**Gea (Slovenia)**

Selling a unique pumpkin seed oil in Argentina

Gea makes a traditional pumpkin seed oil typical of the regions of Styria and Prekmurje in Slovenia.

**Key info**
- Founded in: 1904
- Headquarters: Slovenska Bistrica, Slovenia
- Employees: 97
- Turnover, 2016: €25 m

**Company profile**

GEA has a long tradition of producing vegetable oils, including pumpkin seed oil, linseed and walnut oil, rapeseed and seasoned oils. Its products are ISO certified, meaning the company carefully manages its environmental impact.

Gea already exports to 25 countries worldwide, and international interest is growing.

Now, GEA is preparing to start exporting to Argentina, where consumers have already shown an interest in its products.

With an EU-Mercosur trade agreement, simpler customs procedures and lower tariffs would mean Gea could offer its products for less.

**How the EU-Mercosur FTA could help**

- **Opening up markets**

  The agreement would end Mercosur customs duties, enabling Gea to offer Argentinian consumers better value.

- **Easing export barriers**

  The agreement would simplify procedures at Mercosur countries’ customs, making it easier to export goods.

- **Protecting Geographical Indications**

  The deal would designate Slovenian pumpkin seed oil as a Geographical Indication (GI) in the four Mercosur countries. This would protect it from unlawful imitations, as in the EU.

  "Argentine consumers are increasingly aware of the importance of a healthy diet. So we believe they’d be interested in our products. But we must be able to deliver them fast to maximise their shelf life. This would be one big opportunity with an EU-Mercosur FTA – **easier customs procedures** would mean our goods would reach consumers faster."

  Mateja Gorenak
  Area Export Manager, Gea

European Commission, DG Trade
ec.europa.eu/trade  @Trade_EU
EU-Mercosur Champions

Cue Dee (Sweden)

Boosting renewable energy in Argentina

Cue Dee makes masts with instruments to measure wind strength - essential for any wind energy project. It is active in the wind industry and the development of green energy.

Key info
- Founded in: 1978
- Headquarters: Robertsfors, Sweden
- Employees: 30
- Turnover, 2016: €16 m

Company profile
Cue Dee’s name is short for “Quality Design”, which is the hallmark of all its products. So far, it has supplied customers in more than 40 countries worldwide, and over 80% of its annual turnover comes from exports. Argentina is currently developing its energy sector, and aims to increase its production of wind power.

Generating wind energy requires the correct measurement of wind strength. So Cue Dee is looking to export its measurement masts and equipment to help Argentina develop its wind energy industry. To do so, it needs to meet Argentina’s regulations which lay down technical specifications for products.

How the EU-Mercosur FTA could help

Opening up markets
The agreement would remove Mercosur customs duties, enabling Cue Dee to offer Argentinian consumers better value.

Easing export barriers
The agreement would make it easier for Cue Dee to clear its products through Argentinian customs. It would also require the authorities in the EU and Mercosur to work together to:
- align their regulations with international standards
- be transparent and publish regulations
- develop initiatives targeting specific industries
- make it easier for SMEs to show their products meet legal requirements (‘certify conformity’)

"In business, openness and trust are key. Clearer rules and regulations make it easier to create transparency. Also, high customs tariffs hamper our development. An FTA would help open up a new market for us, where it has not been economically viable to export before. It would also enable us to support Argentina in developing its green energy sector".

Urban Wikman
Business Manager, Cue Dee
EU-Mercosur Champions

Mallaskoski Brewery
Giving Argentinians a taste of traditional Finnish brewing

MALLASKOSKI BREWERY

Mallaskoski Brewery is an award-winning beer producer from Seinäjoki in Western Finland. It is already known for its dark craft beer in its home country of Finland, and also in Sweden, in the Baltics and in Asia. The goal is now to continue to make its mark on the international market.

Key info

Founded in: 1921
Headquarters: Seinäjoki, Finland
Employees: 18
Annual turnover: €1m

Company profile

Mallaskoski Brewery produces 500,000 litres of beer per year using traditional brewing methods without additives. The different beers, mainly dark ones, are made with traditional Finnish staple grains such as rye. Mallaskoski does not shy away from the darkness of Northern Europe, but has rather embraced it.

The company sees growing demand for its types of beer in South America, and especially in Argentina, and would like to launch exports there. A trade agreement between the EU and Mercosur would open up a whole new market, where similar tastes in beer are found on both sides of the Atlantic.

How the EU-Mercosur Free Trade Agreement could help:

Opening up Argentina’s market
EU companies currently pay a 20% tariff when exporting beer to Argentina. The agreement would remove customs duties for Mallaskoski’s products in the Mercosur states.

Easing export barriers
The agreement could also cut the hassle currently involved in exporting to Mercosur countries - by, for example, simplifying customs procedures.

Tommi Ruuska
Business Unit Director
Mallaskoski Craft Brewery (Part of Momentin Group Ltd)

“It is not only the tango that Argentina and Finland have in common, but also the appreciation for metal music. This music goes hand in hand with our dark craft beer, which is why we believe the Argentinian market would be positive for us. With improved chances to networks and local contacts, it would become a lot easier to export to Argentina.”
Carioca (Italy)
Ready to paint the Mercosur market red

This Italian producer of drawing materials was founded in one of Italy’s biggest cultural centres, Turin. Carioca has made it possible to put creative ideas to paper for over 50 years. The company provides tools for colouring and drawing, both in Italy and in over 60 other countries.

Key info
Founded in: 1965
Headquarters: Turin, Italy
Employees: 110
Annual turnover, 2017: €25 m

Company profile
Carioca is specialized in the production of colouring tools, with products such as felt tip pens, pastels and coloured pencils. It believes that creative learning is just as important for children’s education as maths, literature and science.

It has recently entered the Mercosur market. But import tariffs to Mercosur on pens and colouring materials can be high – as much as 35%, for instance, on felt-tipped pens in Argentina.

With a trade agreement between Mercosur and the EU under negotiation, Carioca is hoping for lower import tariffs to the region. This would allow it to offer its products at lower prices and compete more effectively.

Clearer rules and regulations would also make it easier to certify products and clear them for the Mercosur market, saving time at customs.

How the agreement would help:

Opening up Mercosur’s market
The agreement will lower Mercosur’s import tariffs – not only in Uruguay where Carioca is active, but in all of Mercosur, enabling Carioca to export more and compete more effectively.

Easing export barriers
With the agreement the procedures to exporting to the Mercosur region would be simplified – making it easier for Carioca to export their products.

"The Uruguayan market has proven to be very fruitful for us. It offers a well-organised market where you end up being close to your customers. Without tariffs, we could provide our products at a better price. Clearer rules for the entire Mercosur region would also help us expand in other countries there.”

Emilio Minni
Sales Export Manager, Carioca
EU-Mercosur Champions

Levantina Natural Stone Company (Spain)
South American trade deal a stepping stone for Spanish producer

How the agreement would help:
An EU-Mercosur trade deal would scrap customs tariffs on exports of stone products to Mercosur. Currently, EU firms exporting stone to Brazil face a tariff of 6-8% (and up to 35% in the case of granite exported to Argentina). Getting rid of this would make it easier for Levantina to compete.

Opening up Brazil’s market

Easing export barriers

Key info
Founded in: 1959
Headquarters: Novelda, Alicante region, Spain
Employees: 1150 in Spain
Annual turnover, 2016: €197 m

Company profile
Levantina Natural Stone Company exports its products – such as marble, granite, sand and limestone – to 160 countries.

One of Levantina Natural Stone’s best-selling products is a cream coloured type of marble, which is cut and produced locally in Alicante, Spain. It is one of the company’s many products that have already found their way into the Brazilian market.

With a trade agreement between the EU and Mercosur on the horizon, the company is now looking forward to increasing its business not just in Brazil, but also in the three other Mercosur countries.

Carlos Hernández Barrueco
Director, Planning and Logistics, Levantina Natural Stone

“’If tariffs on European stone products are scrapped for exports to Mercosur countries, then we could provide our high quality products for a better price. Also, the Brazilian market isn’t always easy to navigate, so clearer, harmonised rules would make exporting there much easier.”