

trade will continue to evolve. It will become more innovation-

- ◁ **assertiveness and rules-based cooperation** vq" ujqyecug" vjg" GWøu" rtghgtgpeg" hqt" international cooperation and dialogue, but also its readiness to combat unfair practices and use autonomous tools to pursue its interests where needed.

2.2. Openness and engagement as a strategic choice

new market access and open trade flows to the benefit of both our industry, workers and
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chain, from farmers and manufacturers to service providers, from global multinationals to

pandemic has tested the resilience of economies worldwide. The first lesson to be drawn from

Policy makers

US administration provides an opportunity to work together to reform the WTO, including by reinforcing its capacity to tackle competitive distortions and to contribute to sustainable

3.2.1. Reform the WTO

The WTO has been of enormous benefit to its members since its establishment in 1995. It has

- give priority to enhancing **transatlantic cooperation** on WTO reform.
2. Work to **restore a fully-**

global environment or to respond to ethical concerns. Whenever the EU considers applying such measures to imported products, this will be done in full respect of WTO rules, notably the principle of non-discrimination and proportionality, aiming at avoiding unnecessary disruption of trade.

The Commission will pioneer work on developing standards for sustainable growth and shape international standards in line with the European Green Deal, while engaging with its partners to develop and implement rules that are similarly ambitious.

3.2.4.

3.2.5.

Trade Policy Review³⁶. The latest Eurobarometer surveys published in 2019 showed that people welcome the efforts made over the past years. Six in ten say that they trust the EU to