

The Hannover Messe and Partner Country Brazil: The EU-Mercosur agreement in context

A geopolitically smart and economically necessary agreement at a glance



€56 billion

Exports of goods



€28 billion

EU services export



>30,000

EU SMEs export to Mercosur



>600,000

Jobs in the EU secured by exports to Mercosur countries



+€80 billion

Growth potential for the EU by 2040



91%

EU goods can be exported tariff free

Promotes growth & trade starting May 1, 2026

- +€4 billion in annual customs savings for EU companies
- Strengthening of the automotive, machinery, and chemical sectors
- Better market access and fair public procurement
- Compensation for losses in the US market
- Creates a market of 700 million consumers

Secures supply chains

- Stable partners in turbulent times
- A safety net for diversifying supply chains
- Ensures access to critical raw materials for steel, solar energy, and semiconductors

Enforces climate and consumer protection

- EU standards for health and food safety apply without restriction
- The Paris Climate Agreement as a mandatory prerequisite
- Strong commitment to workers' rights
- Civil society will monitor the implementation of the agreement

How will Mercosur countries benefit?

- Goods exports could rise by 17%
- Support is provided for the processing of critical raw materials and the development of an economic structure to support this



At the Hannover Messe:

April 19 (3 p.m.) with Valdis Dombrovskis, EU Commissioner for Economy and Productivity: Economic Forum: Resilience and Prosperity in the Age of Geoeconomics

April 20 (6 p.m.) with Stéphane Séjourné, Vice President of the European Commission: Industrial Competitiveness – Is Europe on the Right Track?

April 21 (2:45 p.m.) with the DIHK: Free Trade around the USA

April 22 (10 a.m.): EU-Mercosur: Unlocking Benefits for Partnership and Trade

April 24 (12 p.m.): Walking tour with Thorsten Groeger and Daniela Cavallo