

Road map

- Introduction
- Methods
- The agreement
- Discussion
- Recommendations
- Conclusions







Introduction

- > Economic blocs
- EU
- Mercosur;
- > Agreement
- 2019;
- Producers, consumers, industry and commerce;
- Legal instrument.







Methods

- Qualitative
- Economic blocs
- Sustainable development
- Agreement's statements
- Institutional embeddedness
- Comparative approach



The agreement's results

OVERVIEW

- Agreement's principles;
- Exports and imports;
- Gls in this context.

SPECIFICS

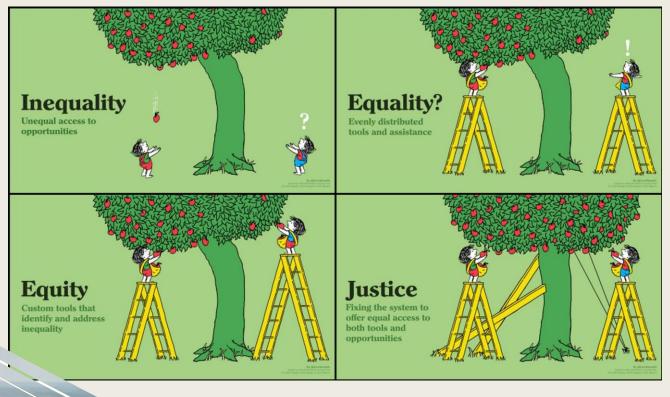
- GI protection;
- Allusive terms;
- Compete, cooperate and exchange;
- Brands.

TRADE AND SUST. DEVELOPMENT

- Integration of sustainable development;
- Sustainable development agreements;
- Climate change, biodiversity and forest management, among others.

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Discussion



- Contradictions;
 - Countries
 - Institutions
- Sust. Development models;
- Gls and non-tariff barriers.

Source: "Addressing Imbalance," by Tony Ruth for the 2019 Design in Tech Report.





Conclusions

The agreement is positive step towards standardization of norms and institutionalization of rules. Also, by referencing sustainable development and stimulating cooperation improves the GI trades between both blocs. However, by setting the same standard without addressing compensations or public policies it can compromise sustainable development and enhance market assymetries and inequalities in the long run.



Thank You

Guilherme Fracarolli

Agr. Engineer @ Ministry of Agriculture, Livestock and Food Supply - Brazil

Researcher @ SOCIUS - Research Centre in Economic and Organizational Sociology

guilherme.fracarolli@phd.iseg.ulisboa.pt

guilherme.fracarolli@agro.gov.br

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