



European
Conservatives
and Reformists
Group



Projekt

HANSA

Projekt Hansa, is the first European Parliament Policy Group of its kind. Project Hansa has been established in order to inform trade, promote business and share cultural links across Northern Europe.

The new initiative builds on the legacy of the medieval Hanseatic League which established trade links from Iceland to the Baltic, forming a powerful trade alliance working towards a shared aim of mutual protection and economic growth.

In the future trade relationships in our region will be changing. Businesses who trade across borders want to contribute to the building of a cooperative and free trading environment and for the ECR, hearing those voices from across Europe, is an essential part of how we intend to advocate that future relationship. Projekt Hansa seeks to give a platform to stakeholders in all industries to share their views.

Providing a strong link between the politicians of Europe and the businesses of Europe, so that together they can create a backdrop where prosperity thrives. Projekt Hansa intends to ease the strain of trading in a new and uncertain marketplace. By facilitating the networks between businesses, connecting new and old partners with the support of trade experts to look to the future together.

For Projekt Hansa providing an opportunity to network and highlighting opportunities is only a short term solution. To forge a long term plan for prosperity we must also create a culture of understanding and friendship that facilitates trust.

Trust, built from our shared history and channelled through cultural appreciation. Projekt Hansa will seek to promote tourism between our countries so that we may learn each other's cultural traditions. Increased



familiarity with customs and similarities in our values with our partners that will only encourage networks to grow across northern Europe.

Giving fresh insights into exporting to northern Europe, and reinvigorating traditional trading relationships is essential in our changing landscape. The way we trade, cooperate, and do business is something which should also be evolving and modernising together.

Rupert Matthews MEP
Chairman of the ECR Policy Group
Projekt Hansa



“The hanseatic league Is an important part of German history. I am pleased to support an initiative That reinvents it for the 21st century to provide tangible economic and cultural benefits for all our countries”

Ulrike Trebesius MEP

A REINVIGORATED HANSA FOR A MODERN EUROPE

1 STOCK TAKE

With Brexit getting ever nearer by the day, it is more important than ever, that like-minded nations continue to build upon the bonds of cooperation. Brexit should be treated as an opportunity for all countries to review the current treaties & legislation that govern the way they trade. More legislation certainly doesn't automatically equal better legislation. What is needed is good legislation which works for all parties, which is followed and which is not more onerous than it absolutely has to be.

Brussels and the European Commission should look towards a stock taking exercise for customs and exports. Engaging with and understanding business requirements to promote free trade and less bureaucracy. To help businesses to form stable partnerships for the next 10-20 years, both inside and outside the single market.

2 REGIONAL NOT NATIONAL

All too often when talking trade in imports and exports the picture is framed by the nations achievements which are always vast and often non comparable across the regions. To support regions to capitalise on their opportunities and tackle their challenges they must be given a platform on which to communicate their trading circumstances, to each other and a wider audience.

The role for governments when it comes to regional commerce should be to facilitate trade links and minimise administration & regulation that can be crippling to smaller businesses.



“Projekt Hansa is a very practical way of promoting links across Northern Europe. Introducing Danish companies to businesses in, for instance, the UK or Germany can only be positive”

Anders Vistisen MEP



3 BEST PRACTICE OVER UNECESSARY REGULATION

All too often legislators overlook exchange of best practice and fall back on more regulation. Solutions can be found by creating a platform for businesses and stakeholders to come together from different countries.

A forum to consult on how these groups can overcome the barriers and obstacles their respective industries through best practice and sharing of experiences and expertise. This should then be fed into the legislators to remove the need for additional regulation.

4 CULTURAL EXCHANGE

Tourism and cultural exchange builds a foundation of trust and relationships that facilitate business and trade. It is important to promoting tourism across northern Europe to build familiarity with not only the landmarks but with its people and their customs.

Communicating and sharing business cultures of Europe breaks down the barriers to trading internationally. One recommendation is that business relevant cultural information and briefings on regional variations should be freely available. Giving all businesses access to markets and frictionless trade across Europe.

5 A NETWORK OF A FRESH PERSPECTIVES

By building a network of businesses, stakeholders and economists across northern Europe you create the opportunity for growth and prosperity without interference of regulation.

Businesses across the region can make the connections they need to grow.

A collection of interested parties that the EU can engage with in order to consult with those individuals that know the most about trading, yes businesses.

Connect those who do not have the resources to search for partnerships and export opportunities, innovate the ways in which business is done in an ever changing landscape.

Strengthening our trading ties within the Hansiatic League has never been so important. Brexit, global trading patterns, and emerging technology, are all reasons why we need to look at how we can reinvigorate traditional trading partnerships in order to respond to modern challenges.

Rupert Matthews MEP



Projekt **HANSA**

INITIATIVES

1 REGIONAL BUSINESS BRIEFS

For smaller businesses, the research involved in scoping out a new regional market can be very costly. Projekt Hansa will provide a series of free resources that focus on the information that strategists need to know before deciding to trade or invest in a particular area. Everything from transport links to regional business culture. All to help provide the map for business to create the new links for future prosperity.

2 EXPERT POLICY BRIEFINGS

Projekt Hansa will invite universities and research groups to present their research to the Parliament. The topics will focus on free trade and relinquishing unnecessary regulation to help businesses to develop in new and innovative ways. Where further analysis is required we will be inviting stakeholders to join the debate, enabling Projekt Hansa to formulate business and industry led policy lines that will help specific industries or support SMEs to continue to prosper in a everchanging competitive market.

3 BUSINESS HUBS

In collaboration with our supporters, Projekt Hansa hosts business hubs across Europe. Each Hub aims to bring together industries across the region so they may share best practice in overcoming common challenges and build networks that present opportunities to trade in the future.

4 COMMISSION RECCOMENDATIONS

As a policy group, Projekt Hansa is a vehicle to influence the debate on Northern European trade with the aim to support the smaller businesses across the region. Utilising the information from the other initiatives and engaging with supporters Projekt Hansa is able to lobby the Commission to listen to the needs of business and to create legislation that will allow our industries to grow and develop.

5 FUTURE OF EUROPEAN BUSINESS SURVEY

Projekt Hansa takes its name from a major trading network of the past, however it is firmly looking to the future. By engaging with colleges and universities across Northern Europe to share surveys so that we can better understand the next generation of entrepreneurs and business leaders.