


OUTREACH TO INDUSTRY

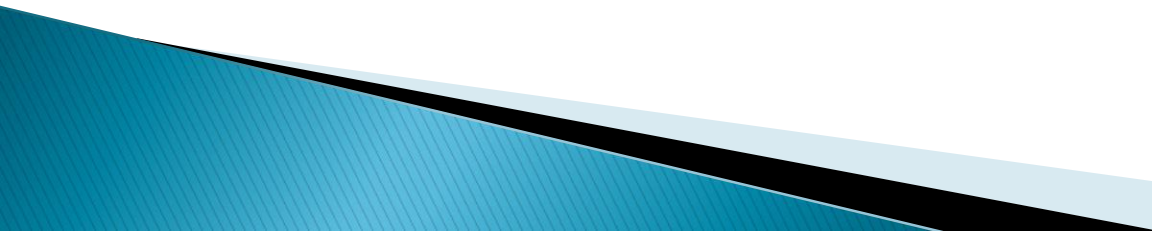
- *Romanian experience* -

21 August 2023


Outreach to industry – overview

- ▶ Why are we performing outreach to industry?
 - ▶ How are we performing outreach to industry?
 - ▶ What are the main challenges?
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Why are we performing outreach to industry?

- ▶ **Industry changes over the years**
 - From a few large state-owned manufacturers to majority SMEs
 - More 200 companies relevant for export controls
 - New manufacturing companies
 - New markets
 - Foreign investments
 - New fields
 - **Legal framework changes** – refining control tools (licensing, reporting, sanctions)
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Outreach to industry – Goal

- make sure that **the arms trade is carried out in a legitimate way**, in accordance with national regulations and international commitments
- and
- assist the industry to do that.
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General approach

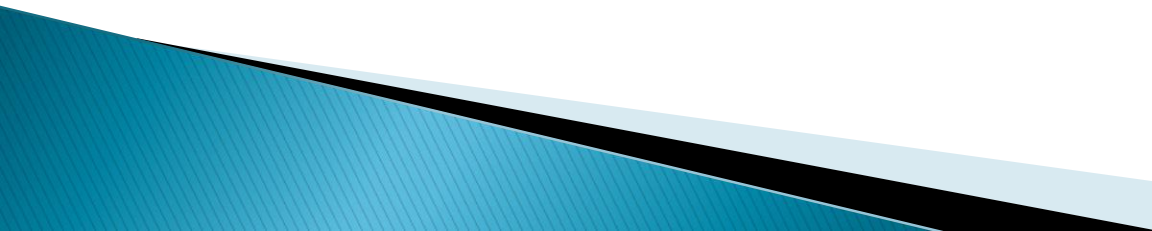
Export control violations are a threat to global peace and security

- ▶ significant liability not only for the companies, but also for the state – breach of international obligations, bad reputation and loss of markets for the industry

“Prevention is better than cure”

It is not Government vs Industry

Why are we performing outreach to industry?

- ▶ An effective export control system relies on the industry awareness and compliance
 - ▶ National authorities cannot control all the details of every single transaction
 - ▶ Companies are *the first line of defence* against proliferation of conventional arms, sensitive goods and technologies
 - ▶ Implementation through sanctions has limited effect on compliance and can hamper industry development
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Why are we performing outreach to industry?

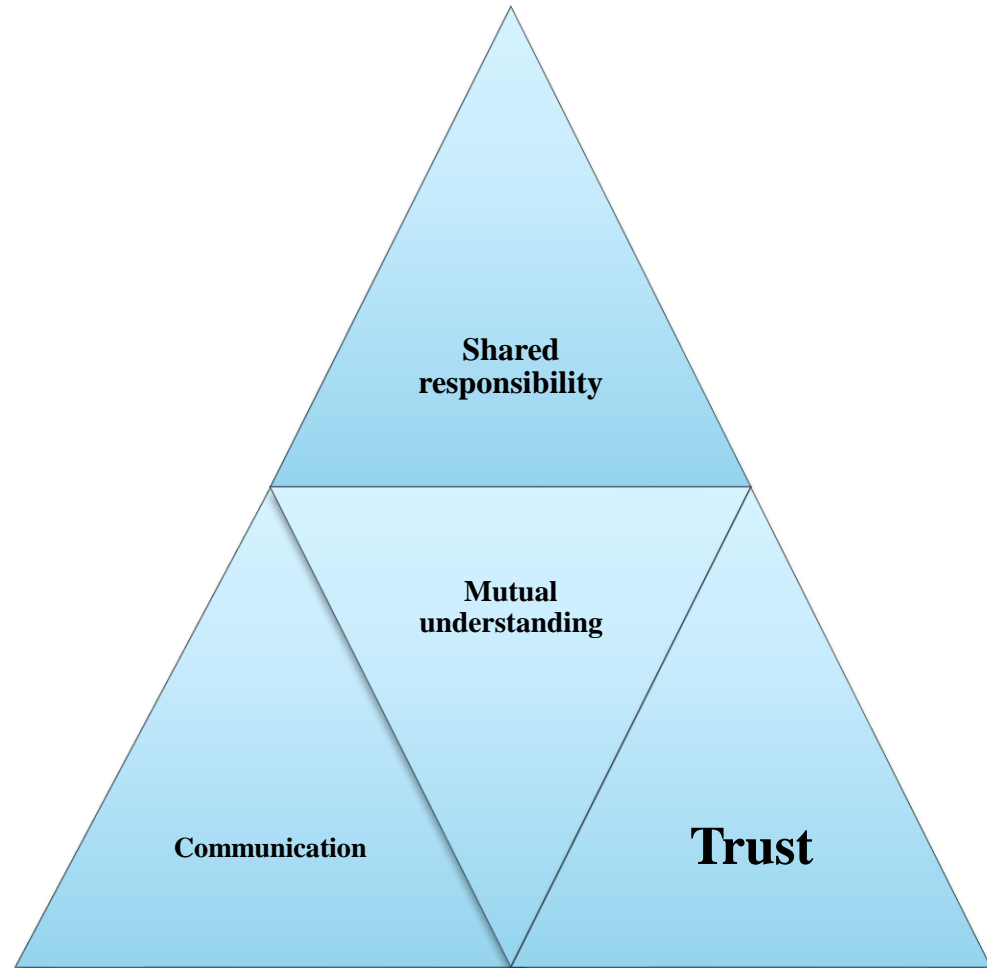
The industry can provide:

- Important feedback on the appropriateness of actual regulations;
- New situations that would require regulating;
- Updates on technological developments;
- Information on potential or actual export control violations.



Build a partnership with industry!

Elements - to build a partnership with industry



How? Outreach tools to raise awareness

General outreach

Website – regulations, guides for exporters, presentations from outreach events, contact points, newsletters, licensing and e-consultancy platform

Annual Conference (September) and seminars– general or targeted on type of companies and issues

International trade events – partnerships with organizers of industry fairs & exhibitions

Promotional materials - flyers, brochures, videos

Inter-agency cooperation - responsibility of each authority, mechanisms for cooperation

How? Outreach tools

one-on-one outreach

Pre-registration phase and registration process – knowing the companies, interview with management, tests for contact persons, ICP, present the law and regulations, steps to license applications

Consultancy – classification, licensing, political opportunity


One-on-one consultations – tailored assistance

Compliance visits and audits – identification of violations and risks/assistance for mitigating violation risks

Internal Compliance Programme – company responsibility to ensure adherence to the export controls law

Consultations for new regulations initiatives – feedback, working groups

Outreach to industry - Challenges

- ▶ **Balanced approach - outreach vs. enforcement**
 - ▶ **Finding resources – time, human resources, expertise, funds, logistics**
 - ▶ **Fine tuning communication - channels and tools**
 - ▶ **Keeping track with industry developments**
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Protector-National Awareness Program

- ▶ Joint effort of Ministry of Foreign Affairs, Ministry of Interior, Ministry of Economy, Ministry of Finance, Customs Authority, Romanian Intelligence Service and National Commission for Nuclear Activities Control
- ▶ 1st edition 2017-2018 - raise awareness on the risks arising from non-compliance with the national export control regime and the international sanctions
- ▶ 8 regional seminars in the country
- ▶ More 1000 participants
- ▶ **2nd edition 2023-2024**

Outreach to industry - Key points

- ▶ **Partnership mindset**

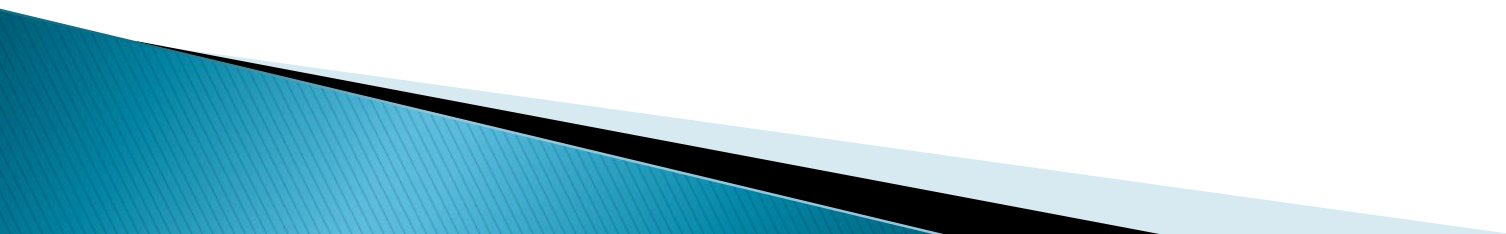
We work towards building a **compliance culture**

- ▶ **Know our industry**

Adapt the regulations, refine export control tools

- ▶ **Smart** outreach solutions – targeted groups/issues of concern

- ▶ **Predictability and consistency** for export controls



Thank you!

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