Before and After the TTIP:
The Transatlantic Trade and Investment Partnership between
the European Union and the United States

A seminar on the implications for regional integration and business in
the Western Hemisphere and the rest of the world

An Activity of the Atlantic Initiative of the Jean Monnet Chair

Organization: Jean Monnet Chair/European Union Center, University of Miami
and sponsorship: Miami-Florida European Union Center (a partnership with
Florida International University, and the EU Commission).

Date: Friday, February 28, 2014
Place: University of Miami, School of Business Administration
Room: School of Business Administration, Aresty Graduate Business Building, Room 431
Contact: Joaquín Roy, jroy@miami.edu; 305-5056045

Publication in edited volume by the Jean Monnet Chair/EU Center: May 9, 2014
(Europe’s Day). Co-edition to be published by the CARI, to be distributed in
Latin America.

Presentation of volume: Chicago, Illinois, Latin American Studies Association (LASA)
annual conference, May 21-24, 2014. Subsequent events to be held in Buenos Aires (Argentina) and other sites in Europe. For previous models, see EU Center
books
Program

8:30am: Welcome
Leonidas Bachas, Dean, College of Arts and Sciences, University of Miami
Joseph Ganitsky, Director, CIBER, School of Business, University of Miami
Rebecca Friedman, Co-Director, EU Center, Florida International University

University institutional remarks (during the course of program):
Thomas LeBlanc, Provost, University of Miami

Consular remarks:
Kevin McGurgan, British Consul General
Adolfo Barattolo, Consul General of Italy

Opening Address:
Antonio de Lecea, Minister, Principal Advisor, Delegation of the European Union in the United States

9:15 am-11:00am: Session I:
Background and setting
Chair: Joaquín Roy, University of Miami

Michelle Egan, American University, “Is TTIP really that different?”


George Zestos and Christopher Coffman, Christopher Newport University, Virginia, “Transatlantic economic integration”

Joseph A. McKinney, Baylor University, Texas, “Challenges on the Way to a Transatlantic Trade and Investment Partnership”

11:15am-1:00pm. Session II:
Special issues
Chair: Maxime Larivé, EU Center/Jean Monnet Chair Research Associate

Roberto Dominguez, Suffolk University, Boston, “The Automotive Sector in light of the Free Trade Agreements between the EU and North America”

Carolyn M. Dudek, Hofstra University, New York City, “Genetically Modified Foods and Trade Controversy”

Veljko Milutinović, Graduate School of Business Studies, Belgrade, Serbia, “Technical Barriers to Trade, Sub-Federal Regulation and Third Country Access: An Argument in Favour of Mutual Recognition”

María Lorca, University of Miami, “The euro, the dollar and the TTIP: The need for an ‘Euro Index’”
1:00-2:00: Lunch

2:00-3:45: Session III:

**The Western Hemisphere**

Chair: **Ambler Moss**, University of Miami

**Kurt Hübner**, University of British Columbia, Vancouver, “TTIP and CETA. Remaking of the Atlantic Economy?”

**Finn Laursen**, University of Southern Denmark, Odense, "The EU’s Transatlantic Trade Policy: Why the move towards FTAs?"

**Gustavo Vega**, El Colegio de México, México, “The TTIP, NAFTA and Mexico”


**Carlos Malamud**, Universidad Nacional a Distancia/Instituto Elcano (Madrid), “The TTIP and Mercosur”

3:45-5:15. Session IV:

**The wider world**

Chair: **Manuel Cienfuegos**, Universitat Pompeu Fabra, Barcelona

**Federico Steinberg**, Institute Elcano/Universidad Autónoma, Madrid, “Underlying geopolitical motives of the TTIP: leadership of the Transatlantic axis”


**Katja Weber**, Georgia Institute of Technology, “Implications of TTIP for Southeast Asia in the Short and Medium Term”.

**Olufemi Babarinde**, Thunderbird School of Global Management University, Arizona, “Implications of the TTIP for Africa: a conjectural analysis”

**Academic and Logistical Assistance:**

**Dina Moulioukova**, Research/Editorial Assistant, University of Miami

**Diana Soller**, Research Assistant, University of Miami

**Nilda García**, Research Assistant, University of Miami
Program Co-Sponsors and Contributing Institutions:

- European Commission/European External Action Service
- Jean Monnet Program
- Delegation of the European Union in the United States
- European Union Studies Association (EUSA), EU-LA Interest section
- Latin American Studies Association (LASA), Europe-Latin America section

European Union Center of Excellence

Consejo Argentino de las Relaciones Internacionales

Center for International Business Education and Research (CIBER U. Miami)