

OUTREACH TO INDUSTRY

- *Romanian experience* -

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Outreach to industry – overview

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

Why are we performing outreach to industry?

- Industry changes over the years
 - More 200 companies relevant for export controls
 - From a few large state-owned manufacturers to majority SMEs
 - New manufacturing companies of parts and components
 - New markets - EU
 - Foreign investments
 - New fields -IT
- Legal framework changes – refining control tools (licensing, reporting, sanctions)

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.

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;

Why are we performing outreach to industry?

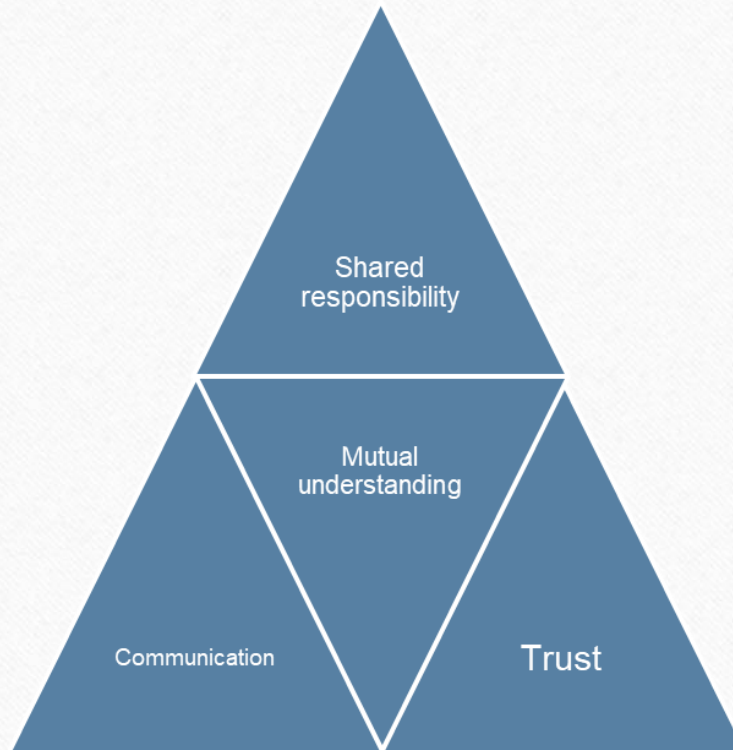
The industry can provide:

- Important feed-back on the appropriateness of present 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 on Export Controls (usually in 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

How? Outreach tools

One-on-one outreach

Pre-registration and registration process – knowing the companies, interview with management, tests for contact persons, ICP, presentation of 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 – prevention of risks, company responsibility

Consultations for new regulations initiatives – feed-back, 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**

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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