



<input checked="" type="checkbox"/>	Master's thesis
<input type="checkbox"/>	Licentiate's thesis
<input type="checkbox"/>	Doctor's thesis

Subject	International business	Date	4.9.2003
Author(s)	Henrik Söderman	Student number	
		Number of pages	98
Title	Influencing political business environment in the trade policy field of the European Union – Finnish paper industry and the Council Regulation 1031/2002 (“Steel case”)		
Supervisor(s)	D.Sc Niina Nummela, M.Sc. Birgitta Sandberg		

Abstract

The purpose of this study is to examine how Finnish paper companies can affect trade policy decisions of the European Union. The sub-problems are to describe how companies can influence political business environment, to describe the EU decision making in the field of trade policy, and to describe how Finnish paper companies influenced a concrete case of EU trade policy decision, the Council regulation 1031/2002.

Political business environment is an important factor for the success of companies. Political environment refers to the actions of public powers that have an impact on business. It is sometimes regarded as a given factor to which firms must adapt, but in fact companies can influence it through political actions, often referred to as lobbying. This study examines the aims of the political actions, basic choices regarding them, their timing and the manner in which company can structurally organise itself for political actions.

Political environment has a large impact on external trade through tariffs, quotas and other trade instruments. In the European Union, trade policy is a competence of the Commission and the Council. Influencing trade policy therefore requires actions on both national and European levels.

The empirical part of this qualitative study consists of interviews of four persons that were involved in a specific case, namely the Council regulation 1031/2002. By its nature, it is a particularly suitable case to examine influence and political actions.

The conclusions of the study highlight the role of industry federations and the importance of information tactics. By contrast, constituency-tactics were little used, except - surprisingly - by the European Commission towards American constituencies.

The difficulty to measure the impact of political actions is examined as a challenge for their management. Despite the difficulties, companies can influence their political environment to some degree, if appropriate management choices are made. The importance of political business environment justifies an investment in political actions.

Key words	Business environment, European Union, lobbying, trade policy, paper industry.
Further information	-