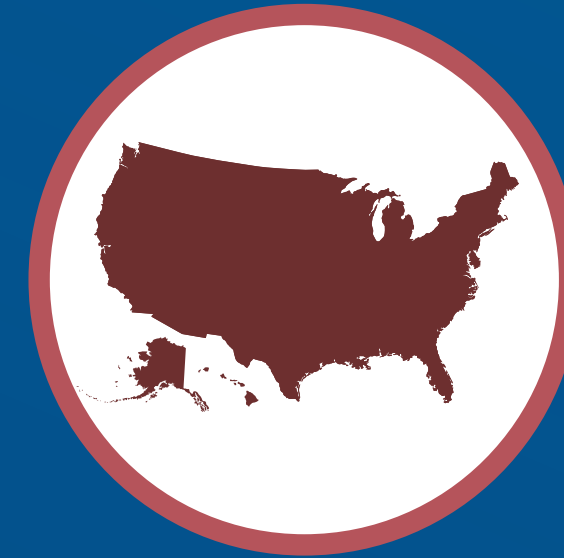




# U.S. - EU TRADE DEAL 2025

## IMPACT FOR EU EXPORTERS

The European Union and United States have reached a historic trade deal that lifts billions of dollars in retaliatory tariffs and unlocks a new phase of transatlantic commerce. This agreement suspends years of trade tensions and opens new opportunities for EU exporters to grow in the U.S. market.



### Expanded U.S. Market Access

EU goods like wine, cheese, machinery, auto parts, and semiconductors now face lower or zero tariffs, making your products more competitive.



### Reduced Costs

Lower tariffs = lower landed costs  
Boost your profit margins or reinvest in market expansion.



### Trade Routes Reopened

Expect stronger volumes through U.S. East Coast ports as transatlantic shipments resume at scale.

- Tariffs lifted on hundreds of EU products
- 15% maximum cap on most industrial goods
- Zero tariffs on strategic sectors like aircraft parts, chemicals, and generics
- Digital and regulatory alignment underway
- Deal effective August 1, 2025

## LOGISTICS & WAREHOUSING DEMAND

U.S. warehousing, distribution, and customs brokerage services will see higher demand, especially for regulated industries like pharma and automotive.



### Digital Trade Protected

- No customs duties on electronic transmissions
- No EU network usage fees
- Benefit from improved data flow and cybersecurity cooperation

**REMEMBER: ONLY EU-ORIGIN GOODS QUALIFY FOR THE NEW TARIFF BENEFITS.**

## NEXT STEPS FOR EXPORTERS

- Reevaluate your tariff strategy & pricing models
- Reconnect with U.S. distributors or explore new partnerships
- Confirm rules of origin compliance
- Prepare for increased demand and faster customs processing

Talk to us about logistics solutions that support your expansion in the U.S.

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