

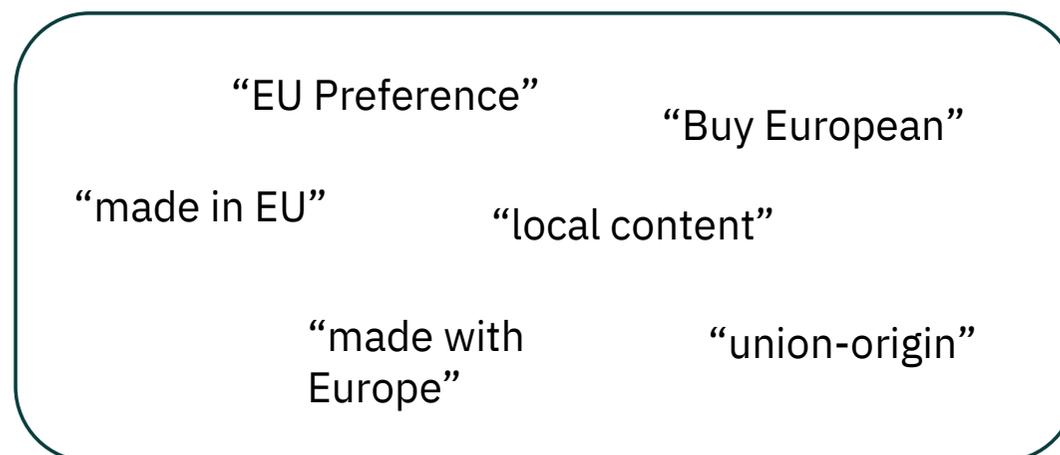
# Strategic Use of European Preference Criteria

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# What are EU Preference Criteria (EUPC)?



Policy tools that prioritise EU-based production in public intervention (public procurement, subsidies, etc.)

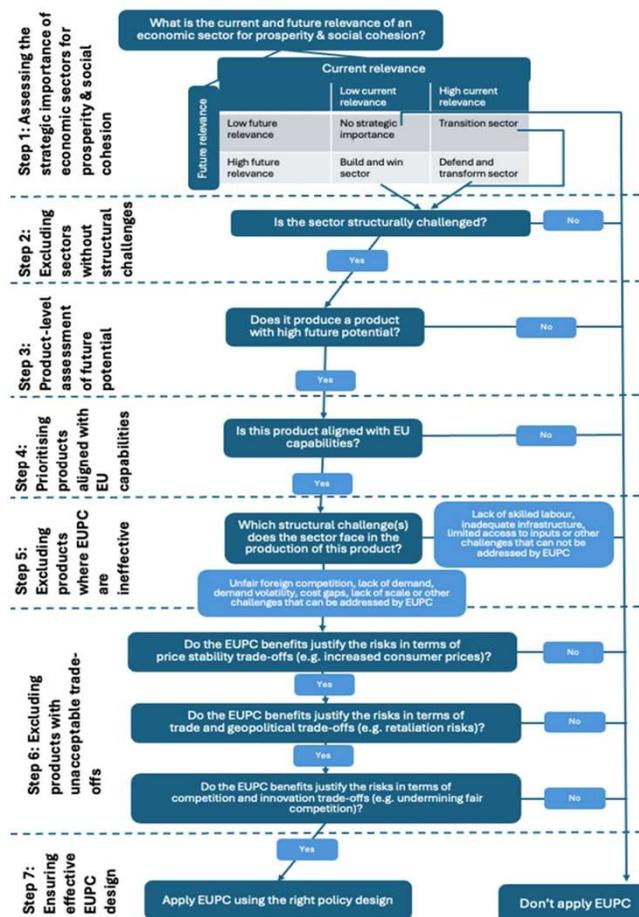
# Motivations behind using EUPC

- (economic/supply chain) security, resilience
- employment, value added

## Designed poorly, EUPC can...

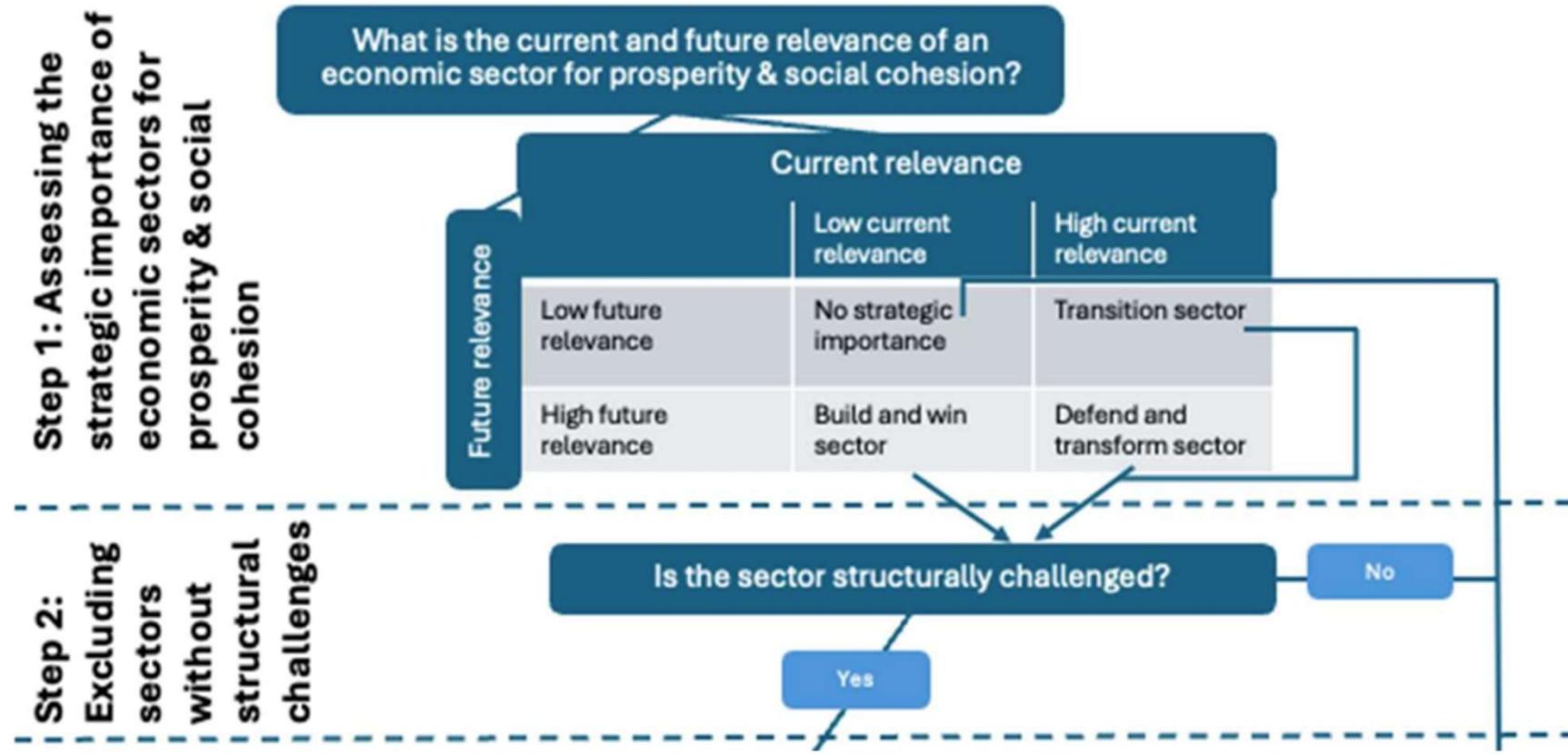
- increase prices (both for end consumers and for producers)
- stifle innovation & competition
- strain relations with global partners and provoke retaliatory measures

# How to identify priority sectors and products for EUPC?

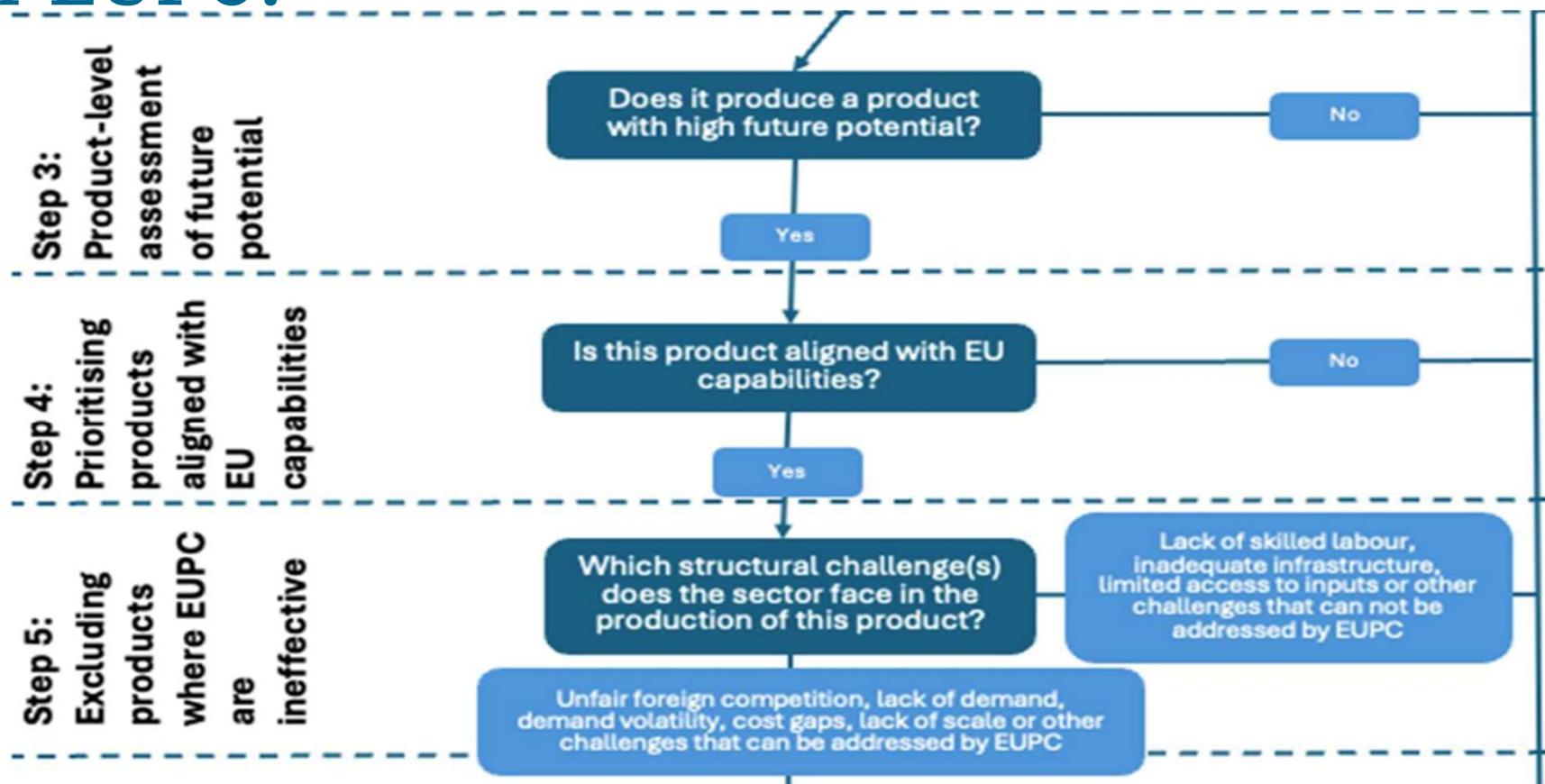


[Bertram et al. \(2026\)](#)

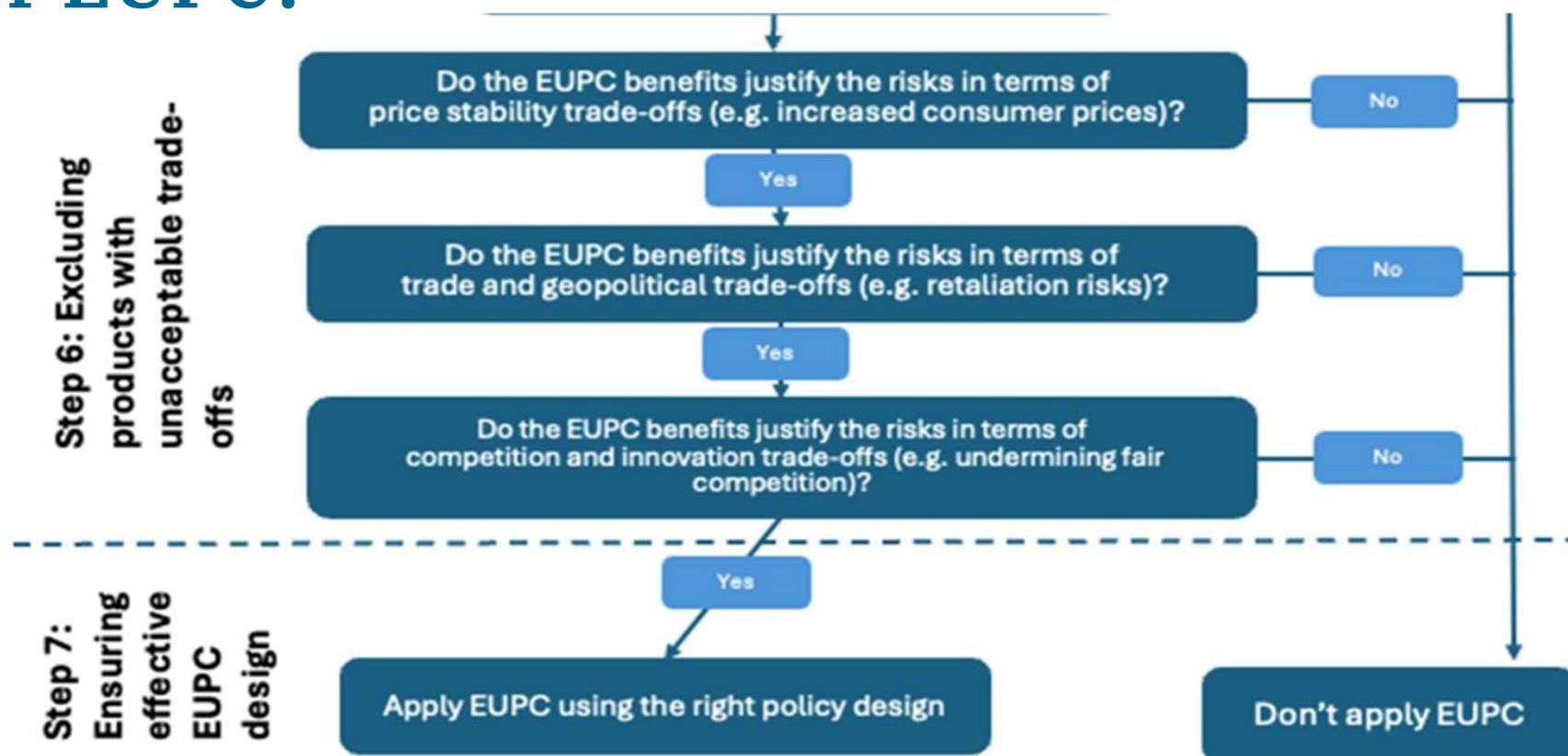
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## EUPC in the IAA

- covered sectors: clean tech, automotive, energy-intensive industries
- covered countries: EU + all countries the EU has an FTA with
- exceptions: cost increases of  $> 25\%$