

Made in EU

New approach
to stipulate
Europe's industry

TURI-Conference Warsaw

Peter Hilpold

20 October 2026



Why Made in EU?

First attempt to introduce a mandatory Made-in-EU clause in procurement

- Public procurement amounts to 15 % of the EU GDP
- EU more open to third country companies than other markets
- Share of manufacturing declined to 14 % in the EU (17 % in 2000)
- Aim to create new jobs, promote lead markets, gain sovereignty

Where a Made-in-EU approach is proposed by the EU-Commission:

- Industrial Accelerator Act (consisting of four pillars)
- Public Procurement Act
- European Innovation Act (Public buyers for R&D procurements)

The Industrial Accelerator Act

Made-in-EU requirement for:

- Electric vehicles – several parameters
- Net Zero Technologies: Batteries, PV, heat pumps, wind technologies, nuclear technologies
- Use of net-zero materials for energy intensive industries from the union: aluminium, concrete, mortar, steel (but not obligatory from the Union)

Which Countries:

- EU-Countries
- Government Procurement Agreement
- Free Trade Agreements
- Customs Union

China only measure?

The Industrial Accelerator Act

Exemptions for the Made in EU requirement:

- There is only one specific economic operator or no reasonable alternative in the EU
- No suitable tenders in the past two years
- Estimated cost increase of 25 %
- Control via self-declaration

Public Procurement Act

Public Procurement Act (COM(2026) 590)

European Preference

- **European origin:** Also includes operators from GPA parties, trade agreement and customs union when the scope of the procurement falls under the agreement
- Commission shall provide and regularly update a **publicly accessible online tool** on international agreements on which operators, goods, services, works are covered
- **Non-binding** and flexible approach for public buyers how to adapt European Preference: fully or to a certain degree fulfill Union requirement, exclude or define as award criteria
- Commission can make **European preference obligatory** for specific operators, goods or services with possibility to exceptions in emergency situations, when there is no Union operator or when European Preference produces disproportionate costs

Not if – but how

The crucial questions how Made in Europe to make work

- Made in EU for EU-countries only?
- Which products should be included?
- What if procurements become more expensive?
- How to control the rules?
- How to ensure social rights?

AK

Herzlichen Dank!

