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DUCKER  CARLISLE

Navigating the Trump Administration:

A European Perspective on Tariffs and Trade Policies

The presidency of Donald Trump brought about significant shifts in global trade relations and policy dynamics. From imposing tariffs on key trading partners to renegotiating trade agreements, the Trump administration's approach to international trade has had far-reaching consequences, particularly from a European perspective. As European companies and clients navigate these changes, understanding the implications of tariffs and trade policies becomes crucial for strategic decision-making and operational efficiency.



The background of the slide is a close-up, high-contrast photograph of various industrial metal components, such as pipes, flanges, and bolts, arranged in a complex, overlapping manner. The lighting is dramatic, with strong highlights and deep shadows, emphasizing the metallic textures and geometric shapes.

European Perspective on the Trump Administration's Trade Policies

From the European perspective, the Trump administration's trade policies have posed challenges and uncertainties for businesses operating within the region. The introduction of tariffs on European goods, particularly in sectors such as steel, aluminum, and automobiles, has disrupted supply chains, increased production costs, and impacted export opportunities for European companies. The renegotiation

of trade agreements, such as the Transatlantic Trade and Investment Partnership (TTIP), has also created uncertainty regarding the future of trade relations between the United States and Europe.

European businesses have had to adapt to these changes by diversifying their market reach, exploring new trade partnerships, and implementing strategies to mitigate the impact

of tariffs on their operations. The volatile nature of U.S.-EU trade relations under the Trump administration has necessitated a proactive and agile approach to trade policy management among European companies.



What Clients Should Keep in Mind with Changes in Tariffs?

For clients of European companies, staying informed and proactive in response to changes in tariffs is essential for managing supply chain disruptions, cost fluctuations, and regulatory compliance. **Some key considerations for clients amidst changes in tariffs include:**

- **Supply Chain Resilience:** Clients should assess the vulnerability of their supply chains to tariff changes and explore diversification strategies to mitigate risks and ensure continuity of operations.
- **Cost Implications:** Clients must anticipate and evaluate the impact of tariff increases on pricing structures, production costs, and overall profitability to make informed decisions regarding procurement and sourcing strategies.
- **Regulatory Compliance:** Clients should stay informed about changes in tariff regulations and trade policies to ensure compliance with evolving trade requirements and mitigate potential legal risks.
- **Negotiation Strategies:** Clients can work collaboratively with European companies to negotiate pricing terms, explore alternative sourcing options, and optimize supply chain efficiency in response to tariff challenges.

By taking a proactive and informed approach to navigating changes in tariffs and trade policies, clients can position themselves to adapt to evolving market conditions, foster resilient partnerships with European suppliers, and mitigate risks associated with trade disruptions.



In conclusion,

the Trump administration's trade policies have had a profound impact on European businesses and their clients, necessitating a strategic and collaborative approach to managing tariffs and trade relations. By understanding the European perspective on these changes, staying informed, and implementing effective risk management strategies, clients can navigate the complexities of the global trade landscape and forge resilient partnerships that drive mutual success amidst shifting geopolitical dynamics.



Authored by:

Claude-Henry Pignon

MANAGING DIRECTOR | PRICING

cpignon@duckercarlisle.com

Claude-Henry is Managing Director at Ducker Carlisle, where he leads the Pricing for Europe. Claude-Henry holds a Master in Mechanical Engineering with a Specialisation in Fluids Dynamics from ESTACA, as well as an Executive specialisation in Sustainability from Cambridge. He has more than 15 years of experience in aftersales for various industries and has an extensive experience in consulting. Claude-Henry led multiple pricing transformation for large OEMs, several framing projects for industrial clients and offering developments.

DUCKER  CARLISLE

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