

IAAPA EU Public Affairs Update: EU-US Relations & Tariffs

Brussels, 09 May 2025

Dear IAAPA member,

Welcome to the latest IAAPA EU Public Affairs Update. We're organising a webinar focussing on your questions about the new tariff situation between the EU and the US. You will also find more information about the discussions on retaliatory measures between the Member States of the European Union, and a trade deal struck between the US and the UK.

Webinar: Coping with New Tariffs - Issues for Business Operations

Tuesday, 13 May 2025, 16:30 CEST

This webinar will provide an overview of recent tariff actions affecting our industry, related issues concerning US customs law compliance, and potential contract disputes arising from increases in costs.

Organised by IAAPA HQ for a global audience. You can already submit your questions for our speaker when signing up for the webinar. Registration is free for IAAPA members and nonmembers.

[Register for the Webinar](#)

Public Consultation on EU Countermeasures

On Thursday, 8 May 2025, the European Commission launched a public consultation on a list of US imports that could become subject to EU countermeasures against the tariffs imposed by the US. This process is expected to shape the final list of products on which the EU will impose measures once the 90-day reciprocal pause expires, and should no other deal between the two parties be reached.

The European Commission is currently considering **measures targeting a wide range of imports from the US into the EU**, as well as a **limited amount of EU exports to the US**.

The US imports list (approx. worth **€95 billion annually**):

This list covers a broad selection of agricultural and industrial products, including several categories relevant to the amusement sector:

- **Games with screen, operated by coins, banknotes, bank cards, tokens or by other means of payment** (CN 95043010)
- **Travelling circuses and travelling menageries** (CN 9508100)
- **Roller coasters** (CN 95082100)
- **Carousels, swings and roundabouts** (CN 95082200)
- **Dodge'em cars** (CN 95082300)
- **Motion simulators and moving theatres** (CN 95082400)
- **Water rides** (CN 95082500)
- **Water park amusements** (CN 95082600)
- **Amusement park rides** (excl. roller coasters, carousels, swings, roundabouts, dodge'em cars, motion simulators, moving theatres and water rides) (CN 95082900)
- **Fairground amusements** (CN 95083000)
- **Travelling theatres** (CN 95084000)

The EU export list:

This includes EU-origin products such as steel scrap and chemicals, which the Commission is also considering for potential restrictions.

IAAPA welcomes the European Commission's input-seeking process to this difficult matter. We aim to respond to the European Commission's public consultation. The consultation is open until 10 June 2025.

Once this process is completed, the Commission aims to have the legal act imposing the countermeasures ready to use by early July in case negotiations with the US do not produce a satisfactory result.

[More Information on the European Commission's Proposals \(ec.europa.eu\)](#)

IAAPA is closely monitoring ongoing changes related to tariffs and trade. As a global organization, IAAPA supports trade policies that foster collaboration, innovation, and economic growth. Tariffs and non-tariff trade measures may influence supply chains and increase costs for our members. Rising costs for consumers have the potential to negatively affect travel behavior and spending.

We are committed to keeping our members informed with clear, factual updates. Our team is actively gathering insights from legal and trade experts to provide timely, practical guidance. We're also continuing member webinars to address key questions and will update our website with relevant resources and data.

EU to Launch WTO Dispute, Diversify Global Trade

In parallel, the EU will also launch a **WTO dispute against the US** on its "reciprocal" tariffs and tariffs on cars and car parts, by formally lodging a request for consultations. The two parties will have up to two months to find a mutually agreed solution. If the consultations fail, the EU will be able to request the establishment of a panel, which will assess the merits of the case.

The Commission continues to **monitor the potential diversion of global exports onto the EU market**, which might be caused by the US tariffs imposed on third countries. The Commission's dedicated Impact Surveillance Task Force will announce its first results in mid-May.

In addition, the drive to **diversify the EU's trade and investment** ties with partners around the globe gathers pace, particularly in the Indo-Pacific region where negotiations are underway with India, Indonesia, the Philippines, Thailand and Malaysia.

UK - US Trade Deal

The **UK has secured the first trade agreement** with the US since the imposition of tariffs with a deal that lowers the 25% tariffs on cars, steel and aluminium. The UK will be given a quota of 100,000 cars for export under the 10% tariff, with any cars above that level facing a 25% tariff. Talks will continue on other issues like **pharmaceuticals**, with President Trump announcing a decision on tariffs within the next two weeks.

There is also no change to the **UK's digital services tax** despite strong American pressure. Instead both sides have agreed to work on a digital trade deal. It's also unclear whether the UK will be given any preferential treatment on future tariffs on the film's industry which was hit with a 100% duty on foreign film.

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