
Macron urges EU unity against Trump's tariff threat



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PARIS/BRUSSELS, July 13 – French President Emmanuel Macron has called on the European Union to prepare strong countermeasures after Donald Trump threatened a sweeping 30% tariff on nearly all EU imports. The move, viewed by some as a negotiating tactic, has nonetheless sparked concern across the bloc.

Posting on social media, Macron said the European Commission must show determination and

accelerate preparations for “credible countermeasures,” including anti-coercion tools, if no trade agreement is reached by August 1.

Macron’s call for resilience contrasts with Germany’s appeal for diplomacy. Economy Minister Katherina Reiche urged a “pragmatic solution”, emphasizing swift negotiations. Italian Prime Minister Giorgia Meloni, known for her cordial ties with Trump, echoed similar optimism, calling for a “fair agreement” and avoiding transatlantic conflict.

Dutch Prime Minister Dick Schoof stressed EU unity in pursuing a mutually beneficial deal, while Ireland’s Deputy PM Simon Harris warned against escalation, especially amid U.S. criticism of Ireland’s business tax model.

Behind closed doors, however, concern is growing. The Federation of German Industries called Trump’s move “a wake-up call,” and Germany’s car and steel industries brace for further strain. Tariffs on car exports have already risen to 25%, and steel faces 50% duties.

European automakers with U.S. plants including BMW, Mercedes-Benz, Volvo, and Volkswagen – may benefit from limited relief under a prior agreement, but the broader impact remains uncertain.

Ambassadors will meet in Brussels on Sunday ahead of Monday’s trade ministers’ summit, expected to reveal internal EU divisions. Italian and German industrial leaders urge calm, but also

demand support measures to maintain competitiveness if tariffs take effect.

EU-U.S. trade, valued at €1.4 trillion annually, now faces a critical test amid rising protectionism and global instability.