

# EU'S PARTICIPATION IN THE WHO AND FCTC: A GOOD CASE FOR "EU AS A GLOBAL ACTOR?"

*Chien-huei Wu* \*

## ABSTRACT

*This article examines the participation of the EU in the WHO and FCTC, from the negotiating history to the implementation measures, with the aim to exploring the effectiveness of the EU to act as a global health actor and to locating its role in the multilevel health governance. This article argues that policy coherence, in particular between trade policies and health policies, is essential for the Union to reinforce its role as a global actor. The EU also has to ensure the consistency of its position with those of member states. I argue that the congruence of the EU and Germany during the FCTC negotiating processes and legal challenges by the Germany in the ECJ expose the weaknesses of the EU's ambition to act as a global actor in health policy.*

**KEYWORDS:** *EU as a Global Actor, FCTC, IHR, Tobacco Advertising Directive, Multilevel Health Governance, EU*

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\* Assistant Research Fellow, IEAS, Academia Sinica, Taipei, Taiwan. PhD in Laws (EUI). This article was formerly presented in 2009 International Conference on FCTC: Control of Demand and Supply of Tobacco and International Trade, held in Taipei, Taiwan on 27-28 August 2009. The author appreciates the valuable comments of participants in that conference and of the anonymous reviewer. The author also wishes to express gratitude to his colleague, Stephane Tock. The author has benefitted greatly from his presentation on the EU's participation in the process of revising the International Health Regulations and his personal experiences during that process. Any errors are the author's own. The author can be reached at [wch@gate.sinica.edu.tw](mailto:wch@gate.sinica.edu.tw).