

Abstract

This paper concerns with the development of relations between the EU and Brazil. Even though the relations are now rather stagnant due to the internal problems of both parties and the 2008 "Great Recession", the European Union in order to meet its goals in multipolar (or non-polar) order needs to increase the attractiveness of cooperation with non-traditional partners. Brazil certainly has the potential to be among these partners. This work therefore analyzes the EU-Brazil strategic partnership that was made in 2007 and is defined in its action plans and is the main communication channel between the Union and Brazil. This Paper lays out the content of the partnership in order to evaluate its effectiveness and to point out the key factors behind success or vice versa which cause stagnation in its implementation. To achieve this, we have identified several indicators that are considered to be crucial in the action plans and other partnership documents, and on the basis of which their achievement will lead to strengthening the links between the parties.

Keywords

Strategic Partnership, EU-Brazil, EU External Action, Efficiency, European Union, International Relations, Global Cooperation, Mercosur